

BUSINESS CAREERS

AND HOW TO GET THERE

Alternative Majors to
the College of Business

June 2010

Important Points to Remember

No matter what your major will be, if you are interested in a management, administrative or other business-type career, you will need to develop your ability to **think analytically and creatively, your writing and speaking skills, your decision-making skills, and your interpersonal skills**. Some courses that may help to develop these abilities include: logic, public speaking, communication studies, advertising, technical and creative writing, statistics, humanities, and social sciences. Co-curricular activities also contribute to the development of leadership skills, the ability to work well with others, and decision-making skills. **Co-curricular activities** include internships, part-time jobs, athletics, and student or community organizations.

Most career counselors suggest that when preparing and looking for a job, you should emphasize your **total record** of achievement. This record includes not only your major area of study and grade-point average, but also volunteer and work experience, leadership roles, and community involvement. Provide yourself with many opportunities to develop your talents and abilities further.

Also remember this advice from an Ohio University alumnus: "No matter how brilliant a scientist, or, for that matter, a lawyer, an educator, or a politician, you may be, if you cannot express your ideas, your dreams, or your scientific results clearly and persuasively, the rewards and satisfaction which our careers should provide will not be realized. A liberal arts degree, or at least courses in the liberal arts program, help to teach us to write and speak effectively. It is also important to be able to view and appreciate the world around us and every living thing in it." (Dr. Jeanette Grasselli, Director of Corporate Research and Analytical Sciences at B. P. America and former Chair of Ohio University Board of Trustees).

Ultimately, the career you enter depends on your imagination and ability to present yourself. We hope that the following information is of help in your quest for a major.

All Executive Work is based on one or more of the following eight core activities. Seek to develop them in your college courses and work.

Application of Technology

Taking an engineering-like approach to business problems and using technology to solve them (operations process analysis, process redesign, production planning).

Quantitative Analysis

Problem solving that relies on mathematical and financial analysis (determining the most advantageous debt/equity structure, analyzing market research).

Theory Development and Conceptual Thinking

Taking a broadly conceptual, quasi-academic approach to business problems (developing a new general economic theory or model of market behavior).

Creative Production

Highly creative activities (the generation of new business ideas such as line extensions or additional markets, the development of new marketing concepts).

Counseling and Mentoring

Developing a variety of personal relationships in the workplace and helping others in their careers (human-resources coaching, training, and mentoring).

Managing People

Accomplishing business goals through working directly with people (particularly as a frontline manager, team leader, director, or direct supervisor).

Enterprise Control

Having ultimate strategy and decision-making authority as well as resource control for an operation (as a division manager, president, CEO, partner in a professional firms, or entrepreneur).

Influence Through Language and Ideas

Exercising influence through the skillful use of persuasion (negotiating, dealmaking, sales functions, and relationship development).

Source: Finding the Job You Should Want, James Waldroop and Timothy Butler, *Fortune*, March 2, 1998.

The College of Arts and Sciences

"The well-prepared manager of the next generation will simply need more than the nation's business schools can provide. So much of what the executive of the 21st-century needs is not the advantage of the business school, but is to be found in a liberal arts education." (George B. Parker, Director of Stanford's Executive Education Program).

The College of Arts and Sciences' central purpose is to provide students with a sound liberal education. Its focus is broader than, but in many cases includes, an education for immediate application. A liberal education encourages critical-mindedness, increases the level of objective and quantitative thinking, and demands clear expression. A liberal education also affords an acquaintance with language, skills and methods at a scholarly level. It prepares students for advanced graduate or professional training and in many cases for a more immediate vocation. In step with changing needs of our society, the College of Arts and Sciences has maintained the central purpose of a liberal education as a sound basis for training, geared toward today's career opportunities.

The top ten personal qualities employees seek are:

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|-------------------------------|--|
| 1) Communication Skills | 7) Flexibility / Adaptability |
| 2) Motivation / Initiative | 8) Technical Skills |
| 3) Teamwork Skills | 9) Honesty / Integrity |
| 4) Leadership Skills | 10) Work ethic* |
| 5) Academic Achievement / GPA | 10) Analytical / problem solving skills* |
| 6) Interpersonal Skills | *Tie |

Source: U.S. Bureau of Labor Statistics.

Many of the skills may be developed through a well-rounded, liberal education. The notion that such an education does not lead to a good job is contradicted by testimony of business executives and recent graduates who have successfully taken that route.

Many majors in the College of Arts and Sciences can prepare you for a business-related career by developing transferable skills and knowledge. Coupled with a minor in business administration, a student may increase his or her chances of marketability in the business world. Students interested in pursuing a formal minor in business administration must complete the following courses: Accounting 101 and 102, Business Law 255, Economics 381 **or** Psychology 221 **or** QBA 201 **or** COMS 301, **or** GEOG 271 and all of the following four courses: Finance 310, Marketing 202, Management 202, OPN 300.

Have you always had an interest in **history** but hesitated to major in it? Perhaps a **history** major and a business minor might lead you to some of the same career paths of graduates whose jobs include:

Director of Historical Sites	Foreign Service Officer	Intelligence Analyst
Legislative Assistant	Account Coordinator	Lobbyist
Exhibit Director	Procedure Analyst	Media Consultant
Museum Director	Public Relations Officer	Insurance Broker
Market Research Analyst	Tax Agent	Travel Writer

Likewise, the **sociology** major who acquires a business background might well find him/herself as a:

Program Director	Manpower Developer
Research Assistant	Claims Examiner
Consumer Researcher	Personnel Assistant
Director of Affirmative Action	City Planner
Compensation / Benefits Director	Community Organization Work
Market Research Analyst	

The communication skills developed by an **English** major prove invaluable in the corporate world. Skilled **English** majors with business "know-how" have found employment as:

Technical Writer	Copy Writer
Employment Representative	Commodity Trader
Grant Writer	Management Trainee
Contract Specialist	Sales Representative
Human Resource Manager	Marketing Administrator
Development Officer	Advertising and Public Relations Manager
Speech Writer	

If you have planned a specific major in the College of Business, consider its counterpart or a related field of study in the College of Arts and Sciences.

If you are interested in **International Business**, the College of Arts and Sciences offers a B.A. degree in **global studies**. Recent reports state that managers simply must understand foreign cultures, languages and politics as well as business practices. "We can no longer ignore the fact that well over half the world's population and the fastest growing region of the world is not western at all." (Parker). Combined with a business minor, this major could lead to a career as a:

Foreign Manufacturer's Representative
Economic Trade Developer
International Hotel Administrator
Import/Export Operator
Foreign Trade Agent
Marketing Correspondent

Students with a strong interest in **finance** or **quantitative business analysis** would be wise to consider the field of **applied mathematics or mathematical statistics** where opportunities exist for:

Budget Analyst	Auditor
Inventory Manager	Appraiser
Stockbroker	Financial Assessor
Insurance Broker	Actuarie
Bank Manager	Compensation Administrator
Purchasing Agent	

Similarly the **actuarial sciences** major is intended to provide students with a course of study suitable for entry into the actuarial profession. The program, which has a strong business component, is recommended for students who plan to combine mathematics with a career in the business world.

Students interested in Human Resource Management could consider combining a business minor with a **psychology** major. Job titles of psychology graduates include:

Human Resources Director	Account Manager
Labor Relations Manager	Benefits Coordinator
Job Development Specialist	Community Relations Director
Career Counselor	Sales Manager

Those students whose business interests include careers in the areas of government and politics may be wise to consider the **political science** or **public administration** major.

Political science graduates can be found in the following positions:

Legislative Assistant	Lobbyist
Union Representative	Elected Official
International Relations Advisor	Customs Inspector
Labor Organizer	Insurance Underwriter
Policy Analyst	Anti-Terrorism Intelligence Agent
Public Relations Specialist	Program Planning
Budgeting	Government Administration
Human Resources Administration	

Arts and Sciences students also have the opportunity to major in **economics**, traditionally thought of as a "business field." Economics majors can expect to find employment with business, industry, local, state and federal government and private enterprise in occupations which might include:

Budget Examiner	Tax Examiner
Economics Analyst Trainee	Labor Economist
Insurance Underwriter	Fiscal Officer
Securities Analyst	Purchasing Administrator
Compensation Administrator	Financial Planner
Market Research Analyst	

For those students whose goals are career specific, the College of Arts and Sciences also offers majors in fields such as **urban and regional planning**, and, of course, **pre-law** (economics, English, history, philosophy, political science and sociology concentrations).

The opportunities for liberal arts students who are graduates of the College of Arts and Sciences are endless. They may be career-specific or generally prepared for by acquiring the skills and abilities of traditional, liberal education which will best serve the corporate employer, the American public and the individual college graduate.

For Additional Information: The College of Arts and Sciences -- Wilson Hall 1st Floor
740-593-2844
<http://www.cas.ohiou.edu>

The College of Communication

The College of Communication, which includes the **School of Information and Telecommunication Systems, the School of Communication Studies, the School of Journalism, the School of Media Arts and Studies, and the School of Visual Communication**, is an excellent choice for many students interested in pursuing a business-focused career in the rapidly growing field of communication. Educational preparation in any of the areas of communication will help students become ready to meet the communication needs of a changing society.

Information and Telecommunication Systems

The purpose of the School of Information and Telecommunication Systems is to provide academic studies and research for preparing professional telecommunication managers to help design, supervise, operate, buy, and sell communication equipment and services. They work for non-telecom private industry, such as banks or insurance companies, telecom equipment manufacturers and distributors, telecom service providers, and consulting firms.

The **Information and Telecommunication Systems** program is based on the premise that telecom professionals must have broad knowledge and skills in telecom technology, basic business practice, and both written and oral communication. A majority of each student's coursework is taken outside the School and includes both business-oriented and communication-oriented classes. ITS students are required to take accounting, business law, economics, management, and marketing. Most ITS students earn the business minor. Recent graduates have received job titles such as:

Telecom Operations Specialist	LAN Engineer
Network Administrator	Telecom Analyst
Major Account Manager	Sales Engineer
Account Executive	Corporate Account Manager

Transfer to the J. Warren McClure School of Information and Telecommunication Systems is subject to the basic rules of the Scripps College of Communication: students should have a 2.5 or higher GPA. Students should schedule an appointment with the Director or Associate Director, 2nd floor, Lindley Hall, 593-4890.

Communication Studies

The School of Communication Studies offers a liberal education emphasizing the scientific and artistic basis of communication. Students within the major choose areas of specialization and specific courses which can lead to professional or pre-professional competence in a variety of career fields.

Students with particular interest in professional careers and administrator positions in business industry or education should closely examine the major track of **organizational communication**, which prepares students for challenging careers and administrative positions. Students interested in public relations, consulting, and marketing and sales should consider the major track of **communication and public advocacy**. Students interested in the **health communication** industry can focus on that major track.

Coursework in **communication studies** includes public speaking group work, problem solving, conference leadership, classes specific to the major track, as well as a 28-hour concentration in the student's area of interest. Business-oriented students may choose concentration areas such as management, accounting, and marketing depending on their specific career goals. Communication studies majors have found employment opportunities as:

Administrative Officers	Public Relations Directors
Industrial Relations Representatives	Account Managers
Benefits Managers	Family Service Administrators
Personnel Recruiters	Management Consultants
Retail Sales	Special Event Coordinators
Human Resources Administrators	Marketing Directors

School of Communication Studies: Lasher Hall, 593-4842. Students must have a 2.75 accumulative GPA or higher. First-year students may apply by March 1 for fall admission if they will complete at least 48 hours with a 2.75 accumulative GPA or higher by the end of spring quarter. Students who have completed more than 48 hours must have a 2.75 accumulative GPA or higher when they apply and may apply September 15-October 1 for winter admission or February 15-March 1 for spring admission. It is strongly recommended to meet with Professor James before applying. Appointments are scheduled with Professor Jerry Miller by speaking with his administrative assistant, Vicki Dornbush. Ms. Dornbush's office is in Lasher Hall 022, her office phone is 740-593-4842, and her e-mail is dornbush@ohio.edu. Students must apply online using the online form available from September 15–October 1 and February 15–March 1 at <http://www.coms.ohiou.edu/>.

Media Arts and Studies - Management Sequence

There are many business opportunities in the rapidly growing field of media. The bachelor's degree program in **media arts and studies** at Ohio University is a professional degree program designed to prepare students for careers in all aspects of media, including management, sales, marketing, and advertising.

In addition to courses in media arts and studies, students enroll in 35 hours of corollary coursework in:

Accounting	Economics
Interpersonal Communication	Finance
Business Law	Management
Management Information Systems	Marketing

Opportunities are available for internships and professional involvement.

School of Media Arts and Studies: Jeff Redefor, 202D RTVC Building, 593-4870. A 3.0 cumulative GPA or above is required for consideration, and applications are accepted once per year by the fifth Friday in spring quarter. First-year students who will have completed at least 48 hours with a 3.0 accumulative GPA or higher by the end of spring quarter may apply by the deadline for fall admission. In some exceptional cases (e.g. professional experience), a student may be considered with less than the required 3.0 GPA. In these cases the prospective student must submit the application as well as supporting documents (3 letters of recommendation, 2 from university professors and 1 from the professional community; a resume; and portfolio of work.) Students are encouraged to attend one of the transfer workshops offered each winter and spring quarter before applying for transfer. Students transferring into MDIA must be enrolled for a minimum of one academic year (3 consecutive quarters) or their final 48 hours of earned credit in the school in order to graduate from this program.

For additional information: check out the College of Communication web page: <http://www.scrippscollege.ohio.edu/> for more information.

The College of Education and Human Services

A degree from the College of Education not only enables a graduate to pursue a professional career in education, it also signifies that the graduate has a depth of knowledge in a particular discipline, such as English, foreign languages, or history. More importantly, students in education are required to **develop the ability to organize and present facts and ideas, to write clearly and concisely, to evaluate fairly the work of others, and to train (teach) and work well with other people.** Most of those characteristics are often listed in business-related job descriptions.

Occupations that **Education** graduates often enter other than teaching include:

Government Contract Officer	Museum Curator
Marketing Consultant	Loan Officer
Training/Development Director	Editor
Technical Writer	Insurance Underwriter
Account Representative	Attorney
Human Resources Administrator	Public Relations Specialist
Insurance Agent	Educational Supplies & Equipment Sales Rep.
Textbook Company Representative	

Recreation Management

This major focuses on the administration of recreation programs and qualifies students for positions in public and private recreation, agencies and institutions and camp administrators. Required courses in the area of concentration include: economics, marketing, journalism, accounting, human resource management and finance.

Possible career options include:

Camp Administrator	Institutional Recreation Director
Human Resources Manager	Sports Administrator
Public Recreation Director	Corporate Fitness Director

Retail Merchandising and Fashion Product Development

This major combines courses from three areas of study: general human and consumer science, textiles and clothing, and business. The program prepares students for retail management, marketing, product development, buyer sales representative, distribution, or fashion coordinator.

Possible career opportunities with this major are:

Retail Buyer	Fashion Consultant
Retail Manager	Public Relations
Fashion Writer or Editor	Account Manager
Advertising Specialist	Sales Representative
Marketing Consultant	

Restaurant, Hotel, and Tourism

This major, with a built in business minor, emphasizes the **management and marketing aspects** of the food services industry. Coursework in general human and consumer science, nutrition and food preparation is supplemented with principles of marketing, economics, accounting, and human resource management.

Most management-related careers are possible with this major. Other career choices include:

Hotel and Restaurant Manager
Sales Representative
Industrial Food Service Management
Institutional Food Service Management

For Additional Information: The College of Education and Human Services

McCracken Hall 124, 593-4400
Jen Warner, Academic Advisor
Greg Moeller, Academic Advisor
Floyd Doney, Director of Student Affairs
<http://www.cehs.ohio.edu/>

The College of Fine Arts

Interior Architecture

To become an interior designer or architect, a student must acquire technical information, business skills and aesthetic awareness. This major requires study in general human and consumer science, arts, interior design, journalism, marketing and industrial technology and prepares students for careers in residential and commercial design.

Possible career opportunities for an interior design major include:

Furniture Sales	Showroom Management
Marketing Consulting	Technical Writing
Retail Management	Interior Design Illustration
Commercial Design	Residential Architecture

The College of Health Sciences and Professions

Several majors in the College of Health and Human Services not only offer excellent programs of study in health, sport sciences and human services, but also require coursework and practical experience similar to that required for a degree in business administration. Many majors include classes in management, economics, marketing, sociology and organizational communication.

The following majors in the College of Health and Human Services require business related courses and prepare students for management/administrative positions:

Long-Term Health Care Administration

In addition to General Education Requirements, this major includes nearly 50 hours of health-related courses; over 20 hours of business-type courses; and 30 plus hours of practica and workshops.

Possible career options for graduates with this degree include:

Nursing Home Administrator	Sales Representative
Human Resources Manager	Health Care Lobbyist
Account Representative	Long-Term Health Care Facility Administrator

Health Services Administration

This area of concentration combines health-related courses, business and management courses and practicum work to prepare students for administrative and management careers in the health care profession. This program also prepares students for graduate work in hospital administration.

Possible career options for graduates with this degree include:

- Local and State Government Health Care Agency Administrator
- Health Care Lobbyist
- Hospital Administrator
- Account Representative
- Union Negotiator

Environmental and Occupational Health and Safety

Two major options are available, environmental health science and industrial hygiene, which combine natural science courses with some business and communication courses. Graduates may be employed by government agencies, private laboratories and insurance companies. Industrial hygienists evaluate and control environmental factors and hazards in the work place which affect workers' health.

For additional information: The College of Health Sciences and Professions, Grover Center, W370 Grover Center, 593-9334, <http://www.hhs.ohiou.edu/chhs/>.
Becky Zuspan, Director, Student Services

University College

Bachelor of Specialized Studies

The **Bachelor of Specialized Studies** program provides an opportunity for undergraduate students to design their own educations. Specialized Studies is to be utilized only as an alternative to an established degree. Ohio University students whose educational goals cannot be met through existing degree programs may find the BSS degree suited to their needs. The program is geared toward several categories of students:

- Students who are uncertain about career goals and wish to utilize university resources for career exploration.
- Students who know what they want to do but cannot adequately meet their goals through established degree programs and would rather combine available university offerings to create an entirely unique field of study not currently available in the curriculum.
- Students who wish to pursue a non-traditional approach in attaining established educational and career goals.
- Students who make a decision regarding goals or whose goals change late in their college careers.

To enter the Bachelor of Specialized Studies Program, a student must attend a BSS information session (call 740-593-1935 to sign up for a session) and then complete an application available on the University College website (<http://www.ohio.edu/univcollege/>). The application includes a Statement of Rationale which clearly indicates the reasons why this degree can better meet individual needs than any other degree. The student must also complete a curriculum plan, including a minimum of 45 credit hours which clearly support the Statement of Rationale. This Area of Concentration includes completed, current and planned work and sets forth required courses for the student.

Additional requirements for the Specialized Studies degree are:

- Good academic standing (2.0 GPA or higher) and 2.0 in area of concentration.
- Achievement of sophomore rank.
- At least 45 hours of work successfully completed after admission to the program. (Includes concentration and elective courses.)
- At least 80 hours of upper division work (courses numbered 300 level or higher) to be eligible for graduation.
- Complete University General Education Requirements.

The Bachelor of Specialized Studies Review Committee meets once each quarter to read and consider each application for admission to the program. Applications are due by the end of the 10th week of fall, winter, or spring quarter, or summer session.

Some recent BSS graduates are employed in the following occupations:

Financial Manager	News Reporter
College Professor	Auditor
Interior Designer	Urban Planner
Hospital Administrator	Recreation Director
Environmental Engineer	Mortician
Pilot	Marketing Analyst

Real Estate Developer	Computer Programmer
Film and TV Producer	U.S. Food and Drug Administration Investigator
University Administrator	Human Resources Administrator
Lawyer	Restaurant Manager
Director of Social Services	Public Relations Director
Retail Salesperson	Mayor
Loan Officer	Travel Consultant
Trust/Bank Vice-President	Accounts Payable Supervisor
Automotive Production Forecaster	Marketing and Advertising Coordinator
Public Safety Manager	Systems Technician
Procurement Analyst	Realtor
Nonprofit Development Officer	Claim Representative

* Students considering the Bachelor of Specialized Studies Program are required to attend a BSS information session to discuss the program and application procedure as well as the proposed Area of Concentration. Call to reserve a space in one of the sessions.

For Additional Information: University College – 740-593-1935 – 140 Chubb Hall
<http://www.ohio.edu/univcollege/>

College of Business Minor

Students outside the College of Business who wish to complete a business minor may do so by completing 36 credit hours of the following:

Required Courses:	Hours
Accounting 101 and Accounting 102 (prerequisite ECON 103)	8
Business Law 255	4
QBA 201 or PSY 221 or ECON 381 or COMS 301 or GEOG 271	4
Finance 310	4
Marketing 202	4
Management 202	4
OPN 300	4

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The Sales Certificate

The College of Business through The Sales Centre at Ohio University sponsors the undergraduate Sales Certificate for students in any major who seek understanding about professional selling and development.

For Additional Information: The Sales Centre – 740-593-9328 – Copeland Hall 601
<http://www.cob.ohio.edu/tsc.aspx>

*Researched and Compiled by
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