

GENERAL BUSINESS

Bachelor of Science in Business Administration with a major in General Business

The General Business program is particularly well-suited for those who want to work in a small to medium sized company where there is an expectation of competency across a range of business functions. It is also a good place to start for students who are interested in studying business but are uncertain about which particular field they want to study (e.g. Accounting, Finance, Marketing, Management, Entrepreneurship, Supply Chain Management, Human Resource Management, Personal Financial Planning).

Career types associated with General Business

Conventional - “Organizer”

Enterprising - “Persuader”

Investigative - “Thinker”

Related skills, values, and qualities

- Aptitude for working with numbers
- Ability *to* organize, analyze, or interpret numerical data
- Aptitude for accuracy and detail
- Proficiency with computers
- Ability to make sound judgments and decisions
and to solve quantitative problems
- Excellent interpersonal skills and proficiency in written
and oral communications
- Ability to explain complex financial data to others
- Ability to lead, supervise, and direct others
- Ability to work alone and concentrate for long periods of time
- Hard-working

Courses Business majors typically enjoy

- Finance
- Business
- Business Mathematics
- Computer Operations
- Computer Programming
- Economics
- Mathematics
- Statistics

Common interests of General Business majors

- Maintaining accurate personal financial/bank records
- Working part-time or volunteering as a treasurer
or income tax preparer
- Solving problems using analytical and logical processes
- Using or working with computers
- Joining an accounting-related organization
- Attending accounting-related lectures or conferences
- Traveling

For more information about the major Contact the Department of Business Administration, 233 deFrancesco, 610-683-4580, or visit <https://www.kutztown.edu/academics/colleges-and-departments/business/department-of-business-administration/bachelor-of-science-in-business-administration/general-business.html>

KU Majors related to General Business

Business Analytics*, Computer Science, Finance, Library Science, Management, Mathematics, Marketing, Public Administration

*minor only

FOUR STEPS TO SUCCESS

EXPLORE

1ST YEAR

- Enroll in the Career Exploration Certificate.
- Attend info sessions to learn about career development and personal branding.
- Take a career assessment to identify and confirm interests.
- Get involved in campus clubs and organizations.
- Develop basic workplace skills through jobs or volunteer work.
- Talk with professors, family, and friends about career ideas.
- Conduct informational interviews with professionals working in fields of interest.
- Develop a relationship with your professors and faculty advisor.

DISCOVER

2ND YEAR

- Meet with CDC career coach.
- Attend info sessions to learn about resume writing, and externships.
- Confirm your choice of major and consider options for double major or minor.
- Research careers of interest.
- Complete a job shadowing (externship) experience.
- Seek meaningful employment or volunteer work in a field related to your major.
- Explore options for undergraduate research and study abroad.
- Write a resume and have it reviewed by the CDC.
- Manage your online presence.

EXPERIENCE

3RD YEAR

- Enroll in the Career Success Certificate.
- Complete an internship and/or undergraduate research.
- Attend info sessions about internships, interviewing, job search strategies, and grad school.
- Build a LinkedIn profile and continue to monitor your online presence.
- Complete a mock interview.
- Build skills through research projects, part-time employment, and volunteer work.
- Participate in Careers Cafe & networking programs.
- Attend internship & job fairs.
- Take on a leadership role in a student organization or work.
- Consider graduate school options and prepare for admissions tests.

IMPLEMENT

4TH YEAR

- Attend your senior kick-off and other info sessions to prepare for job search/grad school.
- Update your resume and LinkedIn profile.
- Create cover letter drafts.
- Gain experience through internships and/or undergraduate research.
- Secure references for job/grad school applications.
- Create your "30 second" commercial.
- Meet with CDC to develop job search strategies.
- Research employers.
- Network with professionals through events and social media.
- Join a professional organization in your discipline.
- Attend the senior etiquette luncheon or dinner.
- Participate in job fairs and on-campus interviewing.

Sample Career Titles

General Business majors can be found working in a wide variety of career fields. Here are just some career titles that may be of interest. Please note that some jobs may require further education and training. To learn more about these careers, visit <http://online.onetcenter.org> or www.bls.gov/oco

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|--------------------------|-------------------------------|------------------------------------|
| ● Accountant | ● Finance Analyst | ● Procurement Clerk |
| ● Accounts Payable Clerk | ● Finance Director | ● Product Manager |
| ● Actuary | ● Financial Advisor | ● Professor |
| ● Auditor | ● General Sales Manager | ● Purchasing Manager |
| ● Budget Analysts | ● Human Resource Specialist | ● Recruiter |
| ● Buyer | ● Human Resources Coordinator | ● Sales Representative |
| ● Chief Executive | ● Insurance Sales Agent | ● Social Media Manager |
| ● Compliance Manager | ● Investment Banker | ● Supply Chain Manager |
| ● Consultant | ● Loan Officer | ● Tax Preparer |
| ● Controller | ● Logistics Analyst | ● Training and Development Manager |
| ● Credit Analyst | ● Management Consultant | |
| ● Customs Broker | ● Marketing Specialist | |
| ● Economist | ● Operations Manager | |

Common Internship Sites and Employers

General Business majors often find internships and employment in the following industries:

- Accounting Firms
- Banks
- Business & Industry
- Colleges/Universities
- Insurance Companies
- Non-profit organizations
- Private Practice
- State/Federal Government
- Stock Brokerages

Handshake

Handshake is the primary online resource for preparing and connecting students and alumni with employers.
www.kutztown.edu/handshake

Useful Websites for General Business Majors

Whether you are researching related career fields, applying for internships or jobs, or planning to join a professional association, these websites are for you!

Industry Information and Job/Internship Search Sites	Professional Associations	Related Area Employers
Career Bank www.careerbank.com	American Institute of Certified Public Accountants (AICPA) www.aicpa.org	ADP Amazon Clark Associates DHL
Careers in Business www.careers-in-business.com	American Management Association www.amanet.org	East Penn Manufacturing Enterprise Holdings FedEx
Careers in Finance www.careers-in-finance.com	American Marketing Association www.ama.org	Fidelity Investments Kohl's Corporation Kutztown University: Small Business Development Center
Executive and Management Job List www.nationjob.com/management	American Finance Association www.afajof.org	NFI Industries Olympus Corporation of the Americas Penske Truck Leasing
Information on Accounting Careers www.becker.com	North American Society for Sport Management www.nassm.com	Sherwin Williams Company Uline Volvo Group
LaSalle Non-Profit Center www.lasallenonprofitcenter.org	Association for Supply Chain Management www.ascm.org	
LinkedIn Jobs www.linkedin.com/jobs		
Marketing Jobs www.marketingjobs.com		
Small Business Administration (SBA) (Tips on starting your business from the US Government) www.sba.gov		
Sports Job Board www.sportsjobboard.com		

Building Your Resume for a Career in General Business

Building a strong resume for your career field starts long before you ever start your job search. Employers want to hire graduates who not only have the necessary educational background but also have experience applying that knowledge to real life situations.

Genevive General Business

ggb000@live.kutztown.edu, www.linkedin/in/genevive, 555-555-5555

PROFILE

Interested in working at GEICO within the business management team.

QUALIFICATIONS

- Experience with bookkeeping, processing tax returns and expense reporting
- Ability to effectively communicate with diverse populations
- Strong organizational and problem-solving skills
- Proficient in QuickBooks, JavaScript, Lacerte, Mac OSX and Microsoft Office

EDUCATION

B.S.B.A. Kutztown University of Pennsylvania (AACSB Accredited) Kutztown, PA
Major: General Business May 20xx
Minor: Economics

Dean's List Fall 20xx, Fall 20xx, Spring 20xx

A. A. S. Northampton Community College Bethlehem, PA

Major: Human Resources Dec 20xx

Dean's List Fall 20xx-Spring 20xx

INTERNSHIP EXPERIENCE

GEICO Reading, PA

Business Leadership Intern Summer 20xx

- Developed and implemented marketing plans
- Researched and applied strategies for growing the business
- Delivered presentations to management and potential customers

Student Extern March 20xx

- Observed daily functions of accountant including tax return procedures and analysis of accounting options

RELATED VOLUNTEER EXPERIENCE

United Way of Bucks County Fairless Hills, PA

VITA Program Tax Volunteer Summer 20xx

- Aided low-income families in local, state and federal tax return process
- Scheduled and facilitated client meetings to ensure accurate returns
- Provided information and financial referrals to clients and families
- Assisted agency with bookkeeping and expense reporting duties

CAMPUS INVOLVEMENT and Leadership

Member, Marketing Club Fall 20xx-Present

President, Kutztown University Public Relations Club Fall 20xx-Present

Volunteer, Habitat for Humanity Spring 20xx & 20xx

Volunteer, KuBok, Kutztown Neighborhood Watch Program Fall 20xx-Present

- Patrol campus and community to ensure safety of residents

PROFESSIONAL DEVELOPMENT

American Management Association Fall 20xx-Present

Career Success Certificate, Kutztown University Career Development Center Spring 20xx

Career Exploration Certificate, Kutztown University Career Development Center Fall 20xx

WORK EXPERIENCE

Giant Grocery Stores Allentown, PA

Cashier Aug 20xx-Present

- Handle cash and credit transactions
- Provide excellent customer service

Take note of the skills and knowledge obtained through your educational background and hands-on experiences. Highlight transferable skills such as organization and communication.

Learn more about your field and develop the necessary skills for employment by gaining hands-on experience through externships, internships, part-time jobs and related volunteer positions.

Develop professionally through campus involvement and professional memberships. This illustrates responsibility, leadership abilities and time management skills.