



MAJOR DISCOVERY SERIES

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 Accounting 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, trade shows, or conventions
- 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

DISCOVER

EXPERIENCE

IMPLEMENT

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.

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.

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.

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 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

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

Common Internship Sites and Employers

Accounting majors often find internships and employment in the following industries:

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



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

Business Job Finder
<http://fisher.osu.edu/fin/joblist.htm>

Career Bank
www.careerbank.com

Careers in Business
www.careers-in-business.com

Careers in Finance
www.careers-in-finance.com

Executive and Management Job List
www.nationjob.com/management

Information on Accounting Careers
www.becker.com

LaSalle Non-Profit Center
www.lasallenonprofitcenter.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

Professional Associations

American Institute of Certified Public Accountants (AICPA)
www.aicpa.org

American Management Association
www.amanet.org

American Marketing Association
www.ama.org

American Finance Association
www.afajof.org

North American Society for Sport Management
www.nassm.com

Association for Supply Chain Management
www.ascm.org

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, 555-555-5555

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, ~~Ku Bok~~ 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.