JOBS TYPICALLY ASSOCIATED WITH A DEGREE IN BUSINESS

Following are some of the jobs typically open to Roanoke graduates with a major in Business. The list is by no means exhaustive, so think of it as a starting point—a source of ideas from which you can branch out and discover some of the things you would most enjoy doing. As was stated in the preceding section, why you chose Business or Economics as your field is as important as the degree itself. Equally important are the non-academic experiences and skills you acquire outside the classroom: Part-time or summer jobs, volunteer work, special training, and extracurricular activities. If you have questions about any of the occupational fields or need other information, talk to a faculty member in the Business Administration Department or a staff member in the Career Services Office.

<table>
<thead>
<tr>
<th>General occupational field</th>
<th>Sample job titles</th>
<th>Employment outlook</th>
<th>Recommended preparation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing management</td>
<td>Manager trainee, shift supervisor, production scheduler, director of quality control</td>
<td>Good prospects for persons with proper background; job market varies according to national economy and the specific type of company</td>
<td>For trainee and shift supervisor positions, good to have had experience working in manufacturing on summer, part-time or permanent basis. Also requires evidence of leadership ability and willingness to be responsible for directing other persons (including older workers with less education). For production scheduling, mathematics and computer science courses can be helpful, plus ability to deal with varied types of people and stress situations (deadlines for production, etc.). In quality control, coursework in physics, chemistry, math or computer science can be useful plus mechanical ability/experience.</td>
</tr>
<tr>
<td>Accounting, auditing</td>
<td>Public accountant, corporate accountant, corporate auditor, controller, CPA</td>
<td>Excellent prospects</td>
<td>Recommended concentration: Accounting. Complete as many accounting courses as possible and strive for good grades: Seek experience via part-time or summer work, internships, or volunteer work. Helpful to have courses in statistics and information systems.</td>
</tr>
<tr>
<td>Banking</td>
<td>Manager trainee, loan analyst, collections agent</td>
<td>Good prospects for persons with proper background; situation may change with national economy</td>
<td>Recommended concentration: Finance or Economics. For manager trainee, helpful to have evidence of leadership and ability to cope with diverse people and situations; also true for collections agent (a frequent entry-level position which also requires tolerance for stress). Loan analyst may require solid background in accounting. Experience helpful (summer, part-time or volunteer work; internships). In all bank jobs, helpful to have knowledge of computers.</td>
</tr>
<tr>
<td>Public relations</td>
<td>Director of public relations, coordinator of community relations, editor of company</td>
<td>Limited openings; stiff competition</td>
<td>Recommended concentration: Marketing (or individualized program mixing marketing with English or communications). In corporate settings, such jobs require strong skills in writing and verbal communication; must have evidence of these abilities, including portfolio of writing samples. Helpful to have experience/ability in layout and design, photography, etc. For positions with non-profit organizations which may emphasize fund-raising, may have even more emphasis on ability to make good public impression and to deal with diverse types of people.</td>
</tr>
<tr>
<td>General Occupational Field</td>
<td>Sample Job Titles</td>
<td>Employment Outlook</td>
<td>Recommended Preparation</td>
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<tr>
<td>Personnel Administration, labor relations</td>
<td>Director of personnel, coordinator of salaried employees, recruiter, interviewer, labor negotiator</td>
<td>moderate openings; competitive</td>
<td>Recommended concentration: Human Resource Management (with supporting coursework in psychology. Personnel duties vary from company to company, but increasingly these jobs include hiring, firing, paperwork for insurance claims, labor negotiations, health and safety enforcement and other bureaucratic responsibilities. Therefore, jobs require not just an interest in people but also ability to deal with stressful situations, interpret complicated policies and cope with paperwork. Labor relations jobs frequently require master's degree in this specialty. In both areas, previous work experience is useful.</td>
</tr>
<tr>
<td>Sales and sales management</td>
<td>Wholesale sales representative (specialties such as pharmaceutical sales, heavy equipment sales, etc.), manager of retail sales outlet.</td>
<td>good prospects for someone with the right personality type; specific outlook varies from firm to firm.</td>
<td>Recommended concentration: Marketing Sales work typically depends much on aggressive personality type as on coursework. Helpful to have experience in business setting or extra-curricular activities which involved selling, fundraising, or leading other people. Very helpful to have knowledge of particular product; for example, former athletes are favored for jobs selling sports supplies.</td>
</tr>
<tr>
<td>Health Care Administration</td>
<td>Administrator of health care facilities, i.e., professional management of doctor's offices, clinics, aged care facilities and hospitals</td>
<td>excellent prospects</td>
<td>Recommended concentration: Health Care Administration Additional courses in sociology, psychology, and sciences are helpful</td>
</tr>
<tr>
<td>Operations Management</td>
<td>Manager – operations, Manager – quality control, Manager – inventory control, Manager – supply chain, Manager – facilities</td>
<td>Good prospects with the proper background; job market varies according to the economy and specific type of company</td>
<td>Recruiters would expect a strong focus on coursework based in operations, management science, and leadership. There should be a strong interest in problem solving, planning, schedule management, decision making, and adherence to business commitments. All positions would benefit from experience through internships or part-time employment.</td>
</tr>
<tr>
<td>Major</td>
<td>Skills/Attributes Associated</td>
<td>Related Occupations</td>
<td>Additional Sources of Information</td>
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</tr>
<tr>
<td>BBA</td>
<td>Critical thinking</td>
<td>Corporate management</td>
<td>American Management Association</td>
</tr>
<tr>
<td></td>
<td>Problem solving</td>
<td>General management</td>
<td>135 50th Street</td>
</tr>
<tr>
<td></td>
<td>Leadership</td>
<td>Financial management</td>
<td>New York, NY 10020</td>
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<tr>
<td></td>
<td>Organized</td>
<td>Sales or account executive</td>
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<tr>
<td></td>
<td>Integrity</td>
<td>Corporate and personal accountant</td>
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<td></td>
<td>Diplomacy</td>
<td>CPA</td>
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<tr>
<td></td>
<td>Decisive</td>
<td>Human Resource management</td>
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<td></td>
<td>Inspires others</td>
<td>Insurance/actuarial analysis</td>
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<td></td>
<td>Committed to goals</td>
<td>Health care services</td>
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<td></td>
<td>Exceeds expectations</td>
<td>Marketing</td>
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<td>Works well under pressure</td>
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</table>

The field of general management requires strong leadership skills. Persons working in this capacity for organizations and businesses will be responsible for strategy formulation and leading its execution and implementation through the direction of a global workforce. Study in this major (BBA) will provide students with the tools needed to be successful in a wide range of leadership and managerial focused careers. The range of base BBA and elective concentration courses offered in the program provides graduates with the technical, strategic, and application-focused education needed to succeed in this field.

*Entering Salary:* $25,000-$45,000
### Major

<table>
<thead>
<tr>
<th>BBA with:</th>
<th>Skills/Attributes Associated</th>
<th>Related Occupations</th>
<th>Additional Sources of Information</th>
</tr>
</thead>
</table>
| Accounting Concentration | independence  
  tendency toward analytical thinking  
  capacity for precision, detail, patience, integrity, thoroughness  
  proficiency in written & oral communication  
  ability to: organize, analyze or interpret numerical data  
  operate/use information derived from computers  
  explain complex financial data to others  
  lead, supervise & direct others | Accountant  
  Bank Officer  
  Controller  
  Cost Accountant  
  CPA  
  Accounting Software Developer  
  Financial Analyst or Planner  
  Internal Revenue Agent  
  Investment Banker  
  Treasurer  
  Underwriter  
  Tax Accountant  
  Educator | American Institute of Certified Public Accountants  
  1211 Avenue of the Americas  
  New York, NY 10036  
  American Accounting Assn.  
  5717 Bessie Drive  
  Sarasota, FL 34233  
  Institute of Management Accountants  
  10 Paragon Drive  
  Montvale, NJ 07645-1718  
  Prof. Sharon Gibbs  
  Ext. 2429  
  Prof. Michelle Hagadorn  
  Ext. 2501  
  Prof. Greg Shaff  
  Ext. 4909 |

Accounting involves the examination, organization, management, and design of accurate recording and reporting procedures of financial and business transactions. The study of accounting attempts to make the student aware of the various ways one can maintain accurate, up-to-date financial business practices. This includes a focus on methods of compilation, verification, supervision, revision, examination, recording, designing, and reporting of such practices for both individuals and businesses. Major specializations include the following areas of accounting: public, corporate, tax, cost, government, budget and audit.

**Entering Salary:** $45,000; **Median:** $32,500 (middle half is between $26,350 and $40,000); **O-net median:** $60,000
<table>
<thead>
<tr>
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<th>Related Occupations</th>
<th>Additional Sources of Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.B.A. with Business Information Systems</td>
<td>Adapt to change, Creativity, Critical Thinking, Problem solving, Persistence and Patience, Ability to communicate with people, Analytical skills, Knowledge of Business Principles</td>
<td>• Applications Programmer, Database Analyst, Database Administrator, E-Commerce Specialist, Communications Specialist, Systems Analyst, Microcomputer Specialist, Help desk/Technical Support, Information security Specialist, Web Developer/Webmaster, Technical Trainer, Web 2.0 Specialist</td>
<td>• Association for Computing Machinery (ACM), Association for Information Systems (AIS), Association of Information Technology Professionals (AITP), ACM SIG on Management Information Systems (SIGMIS), International Academy for Information Management (IAIM), INFORMS Information Systems Society (INFORMS-IS), AITP SIG on Education (EDSIG), International Association for Computer Information Systems (IACIS), Society for Information Management (SIM), Decision Sciences Institute (DSI), IEEE Computer Society, ComputerWorld</td>
</tr>
<tr>
<td>Concentration</td>
<td></td>
<td></td>
<td>Dr. Ali Nazemi (ext. 2217), Dr. Pamela Galluch (ext. 2432)</td>
</tr>
</tbody>
</table>

This field uses the tools, techniques and concepts of various disciplines such as computer science, management science and organizational behavior in determining the needs of an organizational. These resources are applied with computer technology to find a solution to a wide range of business problems.

*Entering Salary: $35,000-$60,000; middle 50% earn between $88,000 and $141,000; O-net median = $75,000*
<table>
<thead>
<tr>
<th>Major</th>
<th>Skills/Attributes Associated</th>
<th>Related Occupations</th>
<th>Additional Sources of Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA with: Finance</td>
<td>knowledge of financial &amp; economic history, practices and trends</td>
<td>Bank Officer</td>
<td>American Bankers Association</td>
</tr>
<tr>
<td>Concentration</td>
<td>likes working with people and data</td>
<td>Financial Planner</td>
<td>Bank Personnel Division</td>
</tr>
<tr>
<td></td>
<td>trustworthy, integrity, businesslike</td>
<td>Treasurer</td>
<td>1120 Connecticut Avenue, N.W.</td>
</tr>
<tr>
<td></td>
<td>aptitude for accurate detail</td>
<td>Financial Aid Officer</td>
<td>Washington, D.C. 20036</td>
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<tr>
<td></td>
<td>ability to:</td>
<td>Insurance Agent</td>
<td></td>
</tr>
<tr>
<td></td>
<td>organize, analyze &amp; interpret</td>
<td>Statistician</td>
<td><em>Opportunities in Financial Careers.</em></td>
</tr>
<tr>
<td></td>
<td>numerical data</td>
<td>Stockbroker</td>
<td>Sumichrast, Michael and Dean</td>
</tr>
<tr>
<td></td>
<td>explain complex financial</td>
<td>Trust Investment Officer</td>
<td>Crist. Lincolnwood, IL: UGM</td>
</tr>
<tr>
<td></td>
<td>transactions and data to others</td>
<td>Underwriter</td>
<td>Career Horizons, 1985</td>
</tr>
<tr>
<td></td>
<td>operate computers</td>
<td>Analyst: Securities, Banking</td>
<td>Dr. Larry Lynch</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Industry, Mortgage, Credit</td>
<td>ext. 2413</td>
</tr>
</tbody>
</table>

Finance is concerned with securing, managing, and investing money. These functions are carried out within the context of a profit-seeking firm, a non-profit entity or a government agency. Study in this area focuses on banking procedures, bank accounts, loan, interest credit, trusts, investments, accounting procedures, budget and financing and security.

*Entering Salary: $35,000-$45,000; middle 50% earn between $72,000 and $135,000*
<table>
<thead>
<tr>
<th>Major</th>
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</thead>
<tbody>
<tr>
<td>BBA with: Global Business Concentration</td>
<td>proficient in a foreign language</td>
<td>Importer/Exporter Manager</td>
<td>American Management Assn.</td>
</tr>
<tr>
<td></td>
<td>multicultural awareness &amp; sensitivity</td>
<td>International Dept./Banking</td>
<td><a href="http://www.amanet.org">http://www.amanet.org</a></td>
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<tr>
<td></td>
<td>adaptable/flexible</td>
<td>Sales Correspondent</td>
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<tr>
<td></td>
<td>organizational &amp; problem solving skills</td>
<td>Interpreter</td>
<td></td>
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<td></td>
<td>Strong communication skills</td>
<td>Accountant</td>
<td>Careers In International Business</td>
</tr>
<tr>
<td></td>
<td>interest in traveling</td>
<td>Buyer / sourcing manager</td>
<td>Edward J. Halloran</td>
</tr>
<tr>
<td></td>
<td>knowledge of currency value &amp; exchange rates</td>
<td>Management Trainee</td>
<td>TransitionsAbroad.com</td>
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<tr>
<td></td>
<td>Interest in world affairs, politics, geography</td>
<td>Project Manager</td>
<td><a href="http://www.transitionsabroad.com/listings/">http://www.transitionsabroad.com/listings/</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Global Consultant</td>
<td>work/careers/index.shtml</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Misc: Multinational Company</td>
<td>Professor Michael Hutkin</td>
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<td>ext. 2011</td>
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</tbody>
</table>

International Business is an extension of the traditional business major emphasizing the study of multicultural environments, international business and global management. It trains one to analyze problems that have added to the complexity of relating to societies different from our own. Globalization will be the catalyst generating international jobs in the coming decade.

*Entering Salary: $40,000 - $60,000*
<table>
<thead>
<tr>
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<th>Additional Sources of Information</th>
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</thead>
<tbody>
<tr>
<td>BBA with:</td>
<td></td>
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</tr>
<tr>
<td>Human Resource Management Concentration</td>
<td>interpersonal &amp; communication skills</td>
<td>Human Resource Manager</td>
<td>Society for Human Resource Management</td>
</tr>
<tr>
<td></td>
<td>ability to understand people</td>
<td>Human Resource Specialist</td>
<td><a href="http://www.shrm.org">www.shrm.org</a></td>
</tr>
<tr>
<td></td>
<td>detail - orientation</td>
<td>Training Specialist</td>
<td></td>
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<td></td>
<td>integrity &amp; common sense &amp; patience</td>
<td>Compensation Manager</td>
<td>International Personnel</td>
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<td></td>
<td>analytical ability for evaluating policies</td>
<td>Labor Relations Manager</td>
<td>Management Association</td>
</tr>
<tr>
<td></td>
<td>counseling &amp; teaching skills</td>
<td>Benefits Analyst</td>
<td><a href="http://www.ipma-hr.org">www.ipma-hr.org</a></td>
</tr>
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<td></td>
<td>assessment, recruitment &amp; interviewing skills</td>
<td>Interviewer</td>
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<td></td>
<td>knowledge of legal compliance &amp; resources</td>
<td>Employee Assistance</td>
<td>American Society for Training &amp; Development</td>
</tr>
<tr>
<td></td>
<td>writing/drafting of policies</td>
<td>Programs Manager</td>
<td><a href="http://www.astd.org">www.astd.org</a></td>
</tr>
<tr>
<td></td>
<td>motivational training and development skills</td>
<td>Equal Employment</td>
<td>Dr. Julie Lyon</td>
</tr>
<tr>
<td></td>
<td>budgeting for all functions</td>
<td>Opportunity Manager</td>
<td>ext. 4939</td>
</tr>
<tr>
<td></td>
<td>ethical conduct</td>
<td>Human Resource Consultant</td>
<td>Academy of Management</td>
</tr>
<tr>
<td></td>
<td>knowledge of group development &amp; team building</td>
<td>Industrial Relations Manager</td>
<td><a href="http://www.aomonline.org">www.aomonline.org</a></td>
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<tr>
<td></td>
<td>ability to develop organizational culture</td>
<td>Arbitrator</td>
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<td></td>
<td>ability to manage diversity</td>
<td>Mediator</td>
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<td></td>
<td>ability to manage conflict and change strategic planning</td>
<td>Recruiter</td>
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### Roanoke College
#### Department of Business Administration and Economics
#### Career Advising Guide

<table>
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<th>Related Occupations</th>
<th>Additional Sources of Information</th>
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</thead>
<tbody>
<tr>
<td>BBA with:</td>
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<tr>
<td>Leadership Concentration</td>
<td>The ability to function effectively in a team and enjoy working with people.</td>
<td>Corporate/community relations, Human resource director, Personnel recruiter, Project coordinator, Attorney – Law school, Graduate School, Event planner, Consumer protection services, Advertising executives, Customer relations, Financial advisor, Mortgage consultants, Pharmaceutical representative, Acquisition managers</td>
<td>Leadership concentration webpage</td>
</tr>
<tr>
<td></td>
<td>Creative, open to new experience, and accepting of change.</td>
<td></td>
<td><a href="http://web.roanoke.edu/x8707.xml">http://web.roanoke.edu/x8707.xml</a></td>
</tr>
<tr>
<td></td>
<td>Ability to:</td>
<td></td>
<td>International Leadership Association</td>
</tr>
<tr>
<td></td>
<td>Think critically</td>
<td></td>
<td><a href="http://www">http://www</a> ila-net.org/</td>
</tr>
<tr>
<td></td>
<td>Communicate - Write, speak, and present effectively</td>
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<tr>
<td></td>
<td>Take ownership</td>
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<tr>
<td></td>
<td>Influence others</td>
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</tbody>
</table>

Leadership involves the ability to articulate visions, create missions, establish goals, develop teams, embrace change, and motivate others while maintaining the highest ethical standards in business practice. The concentration in leadership provides students with the necessary foundations in critical thinking and leadership principles to enable their development as ethical leaders capable of succeeding in multiple organizational settings.

*Entering Salary: $35,000-$45,000*
<table>
<thead>
<tr>
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<th>Additional Sources of Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Concentration</td>
<td>People skills, creativity, neatness, energetic, competitive, desire to serve and please others, good vocabulary/speak well, problem solving abilities, physical stamina, aptitude for selling, leadership, strong work ethic, ambition, positive attitude, ability to: work with people of different backgrounds, persuade and influence others</td>
<td>Advertising Account Manager, Executive/Sales Manager, Director of Marketing, Marketing Research Analyst, Package Designer, Pharmaceutical Sales Rep, Purchasing Agent, Securities Sales Agent, Manager: Circulation, Merchandise, Sales, Retail, Branch Manager, wholesaler/distributor, public relations, copywriter, Product manager (Product &amp; Development Mgr.), promotions director, service marketing specialists, global marketer, media analyst/sales, communications manager, media buyer</td>
<td>American Marketing Association, 250 S. Wacker Drive, Suite 208, Chicago, IL 60606</td>
</tr>
</tbody>
</table>

Marketing is a major field in the area of business which involves the study of consumer needs and desires for products and services; their willingness and ability to pay for these needs and desires; and the geographical vicinity in which these consumers reside. In addition, it is the study of the various strategies used to attract and motivate people to buy or subscribe to a product or service and the various methods for distribution.

Entering Salary: $30,000 - $45,000