

T · H · E
**OHIO
STATE**
UNIVERSITY



Your path to a career in the
Business Field



Majors that can lead to a career in...

business (biz'nis)

n. Commercial, financial, and industrial dealings; production and manufacture of goods; exchange and distribution of commodities; planning and delivery of services

There is no one path to a career in business. The business world attracts college graduates from an incredible range of academic backgrounds. At Ohio State, for example, more than 5,000 graduates each year begin careers in business; roughly 1,800 of them have traditional business degrees while the rest come from the arts and sciences, agriculture, education and human ecology, and nearly every other discipline at the university.

Regardless of the path you choose, here are five suggestions as you head toward the business world.

1. Consider your interests. What about business appeals to you? Are you a number-cruncher? Do you have a persuasive personality? Are you a team leader? Do you have an entrepreneurial spirit? Simply knowing you want a career in business isn't enough; think about your specific interests to begin to identify a specific business track.

2. Understand the skills sought by businesses. The primary skills required of successful business professionals are not necessarily business-specific. Check out the list of fundamental skills at right and consider how best to develop the strengths sought by the business world.

3. Consider a wide range of majors. Assessing your interests and understanding the skills you'll need will help you find the major that is right for you. This brochure introduces a number of good possibilities, some of which are in hot areas with great growth potential.

4. Get on-the-job training. Businesses constantly seek a competitive advantage; you should plan to do the same. Co-ops and internships—introduced later in this brochure—present critical opportunities to experience a career while still a student. Many students leverage a co-op or internship to secure a job offer upon graduation.

5. Consider graduate school. Business professionals—in every business track—often find that an undergraduate degree isn't enough. A Master of Business Administration (MBA) degree may be in your future. MBAs come from every conceivable undergraduate background; in fact, an MBA can be a powerful complement to a bachelor's degree outside of business.

Fundamental skills in business

Business is a complex field that strives to balance numerous challenges: consumer demand for value, the need for more efficient planning and greater productivity, increasing international competition, and rapidly changing technology. The predicted need for management and business leaders in private industry, nonprofit organizations, and government continues to be high.

However, the roles of business professionals can evolve quickly over time. Many business functions that exist today will be performed in very different ways (or may not exist at all) ten years from now, and new career opportunities are emerging each and every year. No one has a way of knowing exactly what future opportunities will be or what type of education is necessary to qualify for them. Therefore, students should concentrate on the development of transferable skills through their academic studies that will suit them in any job in the business field.

Skills necessary to succeed in business

1. Effective oral and written communication. Communication is critical to success in business. Business professionals must be able to effectively articulate ideas and plans on paper, online, and in person.
2. Strong problem-solving skills
3. Creative innovation—the ability to think about alternatives
4. Teamwork and leadership skills
5. Mastery of information technology
6. Appreciation and understanding of diversity/different cultures
7. Strong analytical skills
8. Intellectual curiosity
9. Experience (Co-ops and internships provide that while you're in college.)

Preparing for the business field at Ohio State

Contrary to popular belief, choosing a major and deciding on a career are not the same thing. When you choose your major, you are not limiting yourself to one career. Likewise, choosing your career does not limit you to one major.

Many students at Ohio State choose to concentrate on a major in the Fisher College of Business and supplement their education with courses from other fields. Others do the opposite and major in an area other than business and supplement with courses at Fisher. Still others choose to pursue business education at the graduate level through a Master of Business Administration degree. Each path is appropriate; success in business will be based upon what you have learned and the skills you have acquired, regardless of the major you choose.

Select majors at Ohio State that can lead to a career in Business

Education and Human Ecology

For more information: ehe.osu.edu

Majors

Career possibilities

Business Education Teacher Education track in the Technical Education and Training major

This program leads to Ohio teacher licensure in integrated business for grades 7-12 and prepares students to teach business education in public and private schools.

- Business education (grades 7-12)
- Computer technology instruction
- Marketing/accounting education
- Workforce development and education

Consumer Services track in the Consumer and Family Financial Services major

The consumer services curriculum emphasizes strategies for working with consumers and solving consumer problems; market concepts and skills for analyzing consumer needs, behavior, and decision making; and communication and analytical skills.

- Customer relations management
- Market research
- Real estate
- Retail management
- Sales/marketing

Corporate Training and Development track in the Technical Education and Training major

This track provides training for business and industry and is designed for students pursuing careers in the design and delivery of technical and skill-based education programs in business, government, industry, and workforce education.

- Adult education
- Corporate training
- Educational consulting
- Human resources
- Workforce development and education

Family Financial Services track in the Consumer and Family Financial Services major

Focus areas: Personal Finance, Banking, Insurance, Real Estate

This track prepares students for the financial services field through the study of the use of insurance, credit, savings, investment strategies, and retirement and estate planning.

- Banking
- Financial planning
- Financial products sales
- Insurance
- Investment advising

Hospitality Management

Hospitality management students study lodging and restaurant operations, hospitality accounting and cost management, human resource management, and hospitality sales and marketing. Students apply this knowledge in three required internships.

- Catering management
- Club/hotel/restaurant/resort management
- Conference and meeting sales management
- Food and beverage management
- Special events planning

Nutrition in Industry track in the Human Nutrition major

This track combines scientific nutrition course work with a general business minor from the Fisher College of Business. Students build communication skills and develop a strong knowledge of the food and nutrition industry, including operations and regulations.

- Government policy/regulation/lobbying
- Nutrition marketing
- Public relations
- Sales for nutritional, pharmaceutical, and other health-care products

Sport Leadership and Sport Humanities track in the Sport and Leisure Studies major

This track provides preparation for leadership, supervisory, and administrative positions in the sports industry, as well as graduate programs such as sport management, sport humanities, and law.

- Collegiate/professional sports marketing or management
- Fitness management
- Recreational sports coordinator
- Sport management
- Sports agent (requires law school)

Fashion and Retail Studies

This major examines product development and merchandising in the fashion, apparel, and residential interiors industries with emphasis on product knowledge, design principles, communication skills, and understanding consumer behavior and business practices.

- Buyer
- Fashion/interiors consulting
- Product development
- Retail management
- Technical design
- Visual merchandiser

Fisher College of Business

For more information: fisher.osu.edu

Specializations

Career possibilities

Accounting

The accounting specialization prepares students to use knowledge of business and communication, people skills, and accounting knowledge and skills with any organization. The major provides students the foundation to effectively utilize resources.

- Accountant, auditor, financial analyst (near term)
- CEO, CFO, senior executive, partner (long term)

Finance

This program prepares students for activities such as funds and cost analysis, investments, formulating credit, and financial operations.

- Commercial, investment banking
- Financial management
- Stock brokerage/investments

Human Resources

The human resources program prepares students to facilitate the effective utilization of an organization's workforce. HR professionals recruit, train, and compensate employees of the organization and develop the workforce within the organization.

- Compensation and benefits
- Employee relations
- Human resources
- Organizational development
- Recruitment and staffing

Information Systems

This specialization combines the broad general business degree with course work in computer science engineering and information systems. It blends organizational and managerial concerns with the study of information technologies.

- Application development
- Database administration
- Information systems management
- Systems analysis
- Technical sales

International Business

The program provides an understanding of the management and cross-cultural issues associated with doing business across national borders. Students are encouraged to combine IB with a second specialization.

- Commercial banking
- International trade
- International finance
- International marketing
- Sales

Logistics Management

The program prepares students for the design and management of systems for the movement of products in the supply chain, from points of origin to points of consumption.

- Distribution/logistics analysis
- Logistics consulting
- Management consulting
- Transportation/warehouse management

Marketing

The marketing specialization prepares students for positions involving the conception, promotion, and physical distribution of goods and services. In addition to manufacturing, wholesale, and retail organizations, marketing is also an important activity of financial institutions, utilities, insurance, and a wide variety of other business and not-for-profit organizations.

- Customer service
- Marketing research
- Merchandising
- Product development
- Promotion and advertising
- Sales
- Sales/brand management

Operations Management

The operations management program has two tracks—operations and purchasing. Both programs prepare students for positions involving the design, scheduling, staffing, controlling, and improving of processes associated with the production of goods and the delivery of quality services.

- Business planning
- Management and supervision
- Process analysis and design
- Purchasing management
- Quality management

Real Estate and Urban Analysis

This specialization prepares students for the development, appraisal, financing, merchandising, and management of residential housing, commercial properties, and industrial developments.

- Property management
- Real estate appraisal, brokerage/finance, development, sales

Risk Management and Insurance

The risk management and insurance program prepares students for the reduction and management of risk of damage to physical assets, exposure to legal liability, injury to employees or customers, and issues related to the management of employee benefits.

- Claims administration
- Estate planning/investment
- Insurance sales, brokerage
- Risk management
- Underwriting

Food, Agricultural, and Environmental Sciences

For more information: cfaes.osu.edu

Majors

Career possibilities

Agribusiness and Applied Economics

Students who study agribusiness and applied economics build a broad business skill set. They study accounting, economics, management, marketing, and strategic management.

- Financial analyzing/planning
- International trade
- Loan officer
- Marketing/sales management

Agricultural Communication

Students in this major build a solid understanding of the business world, including economics, marketing, and supply and demand. Students develop abilities to communicate effectively about these topics.

- Public relations
- Sales, advertising

Agricultural Systems Management

This major's curriculum provide a firm understanding of accounting, business practices, and supply and demand within agriculture.

- Industry business management
- Marketing and merchandising representative
- Sales

Construction Systems Management

Students who study construction systems management are prepared to enter various roles in residential and commercial construction.

- Project management
- Purchasing, sales, estimating
- Residential and commercial construction

Environmental Policy and Management

Students in environmental policy and management build a strong understanding of economics, marketing, and public relations.

- Business manager
- Business owner
- Private contractor

Food Business Management

Food business management students are uniquely qualified to bridge the gap between receiving an MBA and becoming food scientists and engineers. They study economics, marketing, accounting, and personnel management related to the food industry.

- Consumer affairs specialist
- Food safety management
- Market research
- Marketing/sales management

Landscape Horticulture

The landscape horticulture program provides the knowledge and skills necessary to begin pursuits in landscape management. The program broadens students' understanding of the impact of landscape design, implementation, and maintenance.

- Business owner
- Interior plant design
- Landscaping consulting
- Nursery, greenhouse, garden center owner
- Purchasing agent

Parks, Recreation, and Tourism

This major prepares students to work in the public, private, and nonprofit sectors managing all types of park systems, from theme parks to national, local, city, and state parks and campgrounds.

- Project management
- Outdoor recreation management
- Information director
- Education

Professional Golf Management

Professional golf management students study finance, marketing, and management to gain the skills they need to be successful in the business industry.

- Food and beverage management
- Golf course management
- Sales

Humanities

For more information: artsandsciences.osu.edu

Majors

Career possibilities

English; Linguistics; Historical, Cultural, and Literary Studies; Foreign Languages

These majors instill precise writing, critical reading, textual analysis, persuasion, and broad communication skills as they foster an appreciation of national and international diversity and a knowledge of foreign cultures. Humanities majors' backgrounds prepare them for a wide range of endeavors requiring the ability to reason critically, communicate effectively, work in teams, and understand complex relationships.

- Editing, publishing, advertising
- Industrial research and development
- International business representative
- Radio and TV broadcasting, journalism
- Speech, language, and information technologies specialist
- Translator
- Writer

Social and Behavioral Sciences

For more information: artsandsciences.osu.edu

Majors

Career possibilities

Economics

Economics majors who pursue the **money and banking** or **government and finance** series understand theory and management of money, the decision strategies of commercial and investment banks, and the objectives and realities of government regulation of markets and firms.

- Banking
- Economic forecasting
- Financial analysis/planning
- Retirement and estate planning
- Stock/commodities brokerage
- Stock market or credit analysis

Economics majors who follow the **international economics**, **structure and regulation of industry**, **labor economics**, or **social economics** series are recruited by businesses for their knowledge of the effects of government regulation and public policy on business conduct.

- Actuary
- Benefits administration
- Insurance underwriter
- Market research
- Real estate
- Retail

Strategic Communication track in the Communication major

Strategic communication students are valuable to businesses because of their skills in negotiation, team problem solving, leadership, knowledge management, and persuasive communication.

- Advertising, public relations advocacy
- Market
- Media relations
- Sales/marketing

A note on the Fisher College of Business

Fisher College of Business offers an undergraduate degree in business with 12 different areas of specialization. (Completion of one area of specialization is required for the degree. See above for details.) All specializations build upon a broad foundation of general business subjects and liberal arts. For students majoring in degree programs other than business, Fisher offers minors in business and entrepreneurship. Fisher also offers graduate degrees in business (MBA and specialized master's programs) that are open to graduates with a wide variety of undergraduate majors and degrees.

Learn more at fisher.osu.edu/prospective/undergraduate/our-program.

Business degrees on our regional campuses

Lima, Mansfield, Marion, and Newark

This option blends distance-learning technologies with traditional classroom instruction taught by the highly rated faculty of Fisher College of Business. Courses on regional campuses are tailored to meet the needs of nontraditional students who typically already hold positions in Ohio's small and mid-size firms as well as traditional students who aspire to careers in business. Admission requirements for the general business major are the same as for the undergraduate business degree offered by Fisher College of Business on the Columbus campus. Students can receive the same comprehensive Fisher business education that they would receive on the Columbus campus at four convenient Ohio State locations around the state.

Co-ops and internships

A co-op is an educational program that prepares students for professional careers by combining academic training with practical work experience related to their major field of study. Co-op students alternate periods of full-time work with periods of full-time, on-campus study. The co-op experience enriches students' understanding of their majors and enhances professional and personal development. In addition, co-op earnings can make a significant contribution to college expenses. An internship is an opportunity to integrate career-related experience into an undergraduate education by participating in planned, supervised work. It contributes to a student's personal and professional development through challenging work assignments.

Learn more at undergrad.osu.edu/academics/field-experience.html.

For more information

1. Learn more about the hundreds of undergraduate majors at Ohio State: majors.osu.edu
2. Find a link to every Ohio State college and school: osu.edu/academics/a-z.php
3. E-mail Undergraduate Admissions with your specific interest or question: askabuckeye@osu.edu



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