

# Business Administration Careers

University of Wisconsin-River Falls

## Career Preparation For Business Administration Majors

**B**usiness administration is one of the largest majors at UW-River Falls. Students have a choice of the major plus a minor in another field, or the broad area major with an emphasis in finance, management, marketing, or management information systems. Students who major in finance secure jobs in banking, insurance, real estate, the investment industry, financial planning, and risk management. Management graduates work in general management, human resources, and training and development. Management information systems graduates analyze, design, and implement information systems for all types of organizations. Marketing graduates work in product design, logistics, pricing, and promotion.

### RELATED MAJOR SKILLS

- Oral and written communication skills
- Great listening skills
- Awareness of ethical issues
- Persuasion skills
- Leadership skills
- Able to initiate/generate new ideas
- Critical thinking and decision making skills
- Organizational skills
- Appreciation for diversity
- Team building skills
- Technological skills
- Flexible/adaptable
- Possess time management skills
- Management skills
- Able to handle stress
- Good work ethic
- Self-discipline
- Responsible
- Possess computer skills
- Analytical and mathematical skills.

### CREATING OPPORTUNITIES IN YOUR MAJOR

- Talk with Career Services, faculty, and alumni about achieving your career goals
- Gain relevant experience through internships, part-/full-time jobs, and volunteer opportunities
- Work with Career Services and your departmental faculty coordinator for internship information
- Job shadow and conduct informational interviews with professionals in the field
- Utilize the Hire-a-Falcon Mentor Network
- Take courses to develop computer skills
- Get involved in organizations that allow you to take on leadership positions and also help to develop skills
- Get involved in professional organizations such as the Institute of Management Accountants, Economics Society, Business Communications Club, Business Association, Accounting Society, and the Society of Human Resource Management
- Work as the Promotions/Public Relations Director for WRFW Radio Station
- Develop management experience by working as the Business Manager or the General Manager for *The Student Voice*, or a Building Manager in the University Center
- Obtain leadership and communication experience by working as a Career Peer Advisor, Campus Tour Guide, Weeks of Welcome Leader, or Resident Assistant
- Work part-time at a business corporation



## CREATING OPPORTUNITIES IN YOUR MAJOR *continued*

- Business is a broad field; narrow your focus and decide what area of business you want to work in
- Improve your writing skills by working for *The Student Voice* or creating flyers/handouts for different organizations
- Learn marketing and computer skills by creating posters, flyers, or marketing materials for on-campus events and organizations
- Learn to work with and appreciate people who are different than you
- Join diversity groups on campus

## CAREER OPPORTUNITIES

### Finance

Bank Branch Manager  
Operations Manager  
Personal/Commercial Lending Officer  
Real Estate Lending Officer  
Credit Analyst  
Correspondent Banking Officer  
International Banking Officer  
Trust Account Administrator  
Trust Investment Officer  
Business Analyst  
Treasurer  
Loan Officer  
Financial Service Officer  
Bank Teller  
Bank Examiner  
Account Executive  
Sales broker  
Financial Planner  
Underwriter Mergers and Acquisitions Specialist  
Reserve Officers  
Financial Analyst  
Budget Analyst  
Accountant

### Management

Office Systems Manager  
Personnel Manager

Quality Control Manager  
Marketing Manager  
Operations Manager  
Sales Manager  
Customer Service Manager  
Retail Manager  
Department Manager  
Business Manager  
Hotel/Resort Manager  
Restaurant Manager  
Executive director  
Billing Supervisor  
Director of Services  
Fundraising Director

### Marketing

Marketing Associate  
Field Market Research Interviewer  
Public Relations Manager  
Marketing Assistant  
Promotions Assistant  
Data Validation Analyst  
Product Marketing and Operations Assistant  
Sales Proposal Coordinator  
Sales Representative  
Director of Public Relations  
Marketing Coordinator  
Marketing Specialist

Marketing Services Director  
Sales Consultant

### Management Information Systems (MIS)

Desktop Technician  
Applications Programmer/Analyst  
Systems Test Engineer  
Computer  
MIS Support  
Computer MIS Administrator  
MIS Technician  
Web Developer  
MIS Coordinator  
Systems Analyst  
Operations Manager  
Product Development Manager  
Project Leader/Project Manager  
Systems Manager  
Buyer-Technical Acquisitions Specialist  
Hardware/Software Marketer  
Hardware/Software Salesperson  
Technical advisor  
Production Management  
Server administrator  
Technical Training Coordinator  
Web Programmer  
Web Designer

# BUSINESS ADMINISTRATION MAJORS

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[www.uwrf.edu/career](http://www.uwrf.edu/career)



## CAREER OPPORTUNITIES (continued)

### International Business

International Accountant  
International Financial Accountant Analyst  
International Trader  
International Investing  
International Commercial and Investment banker  
International Marketer  
International Manager  
Technology Human Resources  
International Sales Manager  
International Finance Specialist

International Consultant  
International News Media Broadcaster  
International Aerospace Engineer

### Human Resources (HR)

HR Interviewing Specialist  
Director of Labor Relations  
HR Placement Specialist  
Training and Development Director  
Employment Recruiter  
VP of Human Resources Salary Administrator

Director of Human Resource Information Specialist  
Safety Director Arbitrator  
Benefits Specialist  
HR Assistant  
HR Generalist  
Employee Counselor  
Director of Employee Relations  
Director of Personnel Research  
*\*Amount of education may vary depending on the level of the position*

## CAREER RESOURCES

- **UWRF Business Department Website:** [www.uwrf.edu/cbe](http://www.uwrf.edu/cbe)
- **Career Services Website:** [www.uwrf.edu/career](http://www.uwrf.edu/career)
- **Hire-a-Falcon/UWRF Mentor Network (Online Job Searching Website):** [www.uwrf.edu/jobs](http://www.uwrf.edu/jobs)
- **Job Searching:** [www.uwrf.edu/career/jobsearch\\_sites.htm](http://www.uwrf.edu/career/jobsearch_sites.htm)
- **Internships:** [www.uwrf.edu/internships](http://www.uwrf.edu/internships)
- **American Management Association:** [www.amanet.org](http://www.amanet.org)
- **Consulting Information Services:** [www.consultinginfo.com](http://www.consultinginfo.com)
- **The Business Journal:** <http://twincities.bizjournals.com/twincities>
- **Society of Human Resource Management:** [www.shrm.org/jobs](http://www.shrm.org/jobs)
- **American Marketing Association:** [www.marketingpower.com](http://www.marketingpower.com)
- **GuideStar:** [www.guidestar.org](http://www.guidestar.org)
- **Starting Your Business:** [www.sbaonline.sba.gov](http://www.sbaonline.sba.gov)
- **National Association of Real Estate Brokers:** [www.nareb.com](http://www.nareb.com)



**CAREER SERVICES**  
- Navigating Your Success