Your path to a career in the Business Field
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. And 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.

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 on the next page 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 publication 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 publication—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) 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.
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.)

Exploring Management and Industry

For incoming freshmen who are interested in entering the world of business but undecided on a major, University Exploration is a valuable resource. University Exploration offers six areas from which students can begin comparing majors. Management and Industry Exploration (one of those areas) channels the comparison of majors by focusing on business-related degrees offered at Ohio State. By participating in Management and Industry Exploration, students will stay on track for a timely graduation, learn the differences in academic content between business majors, and discover the major that is right fit for their strengths, interests and values.

For more information about University Exploration, visit exploration.osu.edu.
## Select majors at Ohio State that can lead to a career in Business

### Arts and Sciences
For more information: artsandsciences.osu.edu

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<td>• Actuary&lt;br&gt;• Banking&lt;br&gt;• Benefits administration&lt;br&gt;• Economic forecasting&lt;br&gt;• Financial analysis/planning&lt;br&gt;• Insurance underwriter&lt;br&gt;• Market research&lt;br&gt;• Real estate&lt;br&gt;• Retail&lt;br&gt;• Retirement and estate planning&lt;br&gt;• Stock/commodities brokerage&lt;br&gt;• Stock market or credit analysis</td>
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<td>The <strong>Bachelor of Science</strong> has a stronger quantitative component important for graduate work or a career with government agencies and businesses.</td>
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### English; Linguistics; Historical, Cultural and Literary Studies; Foreign Languages
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### Strategic Communication track in the Communication major
Strategic communication students develop skills valuable to business, such as negotiation, problem solving, leadership, information management and persuasive communication. | • Advertising, public relations advocacy<br>• Market<br>• Media relations<br>• Sales/marketing |

### Education and Human Ecology
For more information: ehe.osu.edu

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<td><strong>Business Education</strong>&lt;br&gt;<strong>Teacher Education track</strong>&lt;br&gt;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.</td>
<td>• Business education (grades 7–12)&lt;br&gt;• Computer technology instruction&lt;br&gt;• Marketing/accounting education&lt;br&gt;• Workforce development and education</td>
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<td><strong>Consumer and Family Financial Services</strong>&lt;br&gt;The major provides a foundation for a career in personal finance. This is the only major at Ohio State that incorporates the course work needed for the Certified Financial Planner examination.</td>
<td>• Banking&lt;br&gt;• Customer relations specialist&lt;br&gt;• Financial planner&lt;br&gt;• Financial analyst&lt;br&gt;• Investment advisor&lt;br&gt;• Loan officer</td>
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### 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 coursework 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

### Hospitality Management
Hospitality management prepares students for a management career in the hospitality-tourism industry. Students study a comprehensive curriculum based in business, management, people, service and operations. Students apply this knowledge in three required internships.

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

### Nutrition in Industry Specialization in the Human Nutrition Major
This specialization prepares students for careers in the development, marketing, advertisement and sales of food and health products. In addition to courses required for the major, students complete a General Business minor through the Fisher College of Business.

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

### Fashion and Retail Studies
This major examines managing and merchandising fashion apparel, textiles, beauty and accessory products. Students have numerous out-of-the-classroom opportunities to experience all aspects of the industry.

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

### Fisher College of Business
For more information: fisher.osu.edu

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| **Finance**                     |                                                          |
| This program prepares students  | • Commercial, investment banking                         |
| for activities such as funds    | • Financial management                                   |
| and cost analysis, investments, | • Stock brokerage/investments                            |
| formulating credit, and financial operations. |                                                          |

| **Human Resources**             |                                                          |
| The human resources program     | • Compensation and benefits                              |
| prepares students to facilitate | • Employee relations                                      |
| the effective utilization of an | • Human resources                                         |
| organization’s workforce. HR     | • Organizational development                              |
| professionals recruit, train     | • Recruitment and staffing                                |
| and compensate employees of the |                                                          |
| organization and develop the    |                                                          |
| workforce within the organization.|                                                          |

| **Information Systems**         |                                                          |
| This specialization combines the | • Application development                                 |
| broad general business degree    | • Database administration                                 |
| with coursework in computer      | • Information systems management                         |
| science engineering and          | • Systems analysis                                       |
| information systems. It blends   | • Technical sales                                         |
| organizational and managerial    |                                                          |
| concerns with the study of       |                                                          |
| information technologies.        |                                                          |
Insurance
The 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

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

Food, Agricultural and Environmental Sciences

For more information: cfaes.osu.edu/students

Majors

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.

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

Environment, Economy, Development and Sustainability (EEDS)
Specializations: sustainability and business, environmental economics and policy analysis, community development, or international development. This multi-disciplinary major focuses on the human dimensions of sustainability. Students learn to manage change, think holistically and assess sustainable development in a variety of settings. The program prepares students with knowledge and skills to launch a career in sustainability in the private, public or non-profit sectors.

Environmental Policy and Decision Making
Specializations: climate change, international issues, water conservation. This major bridges the gap between natural and human system. Students will study how to bring environmental issues into the policy conversation at the local, community and national level. Students in this program learn to apply environmental concepts to real-world problems.

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.

Natural Resource Management
Specializations: parks and recreation, national resource administration and management, sustainable agriculture. Students in this major study the connection between environmental systems and the social sciences. Course work helps students understand how decisions are made regarding the use or protection of natural systems. Through both classroom and hands-on learning, students learn to manage human interactions with the natural world in parks and protected areas, natural resource organizations, or agriculture and food systems.
Business degrees on our regional campuses

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. Students can receive the same comprehensive business education that they would receive on the Columbus campus at four 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.html
3. Email Undergraduate Admissions: askabuckeye@osu.edu