

*What can I do with a major in...*

# Business Administration

*Career Advisors:*

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## GENERAL DESCRIPTION

Business Administration is a broad study encompassing the disciplines of Accounting, Finance, Law, Management, Marketing, Policy, and Quantitative Methods. Business managers develop procedures that they employ to organize, staff, direct, and control a business enterprise. Some specific areas in which they become involved include job evaluation, the management of human resources, industrial relations, and computer operations.

Marketing managers develop practices to facilitate the flow of goods from production to final consumption. Their activities include advertising, marketing research, international marketing, transportation, marketing functions and organizations, ethics, and social responsibility.

Accountants analyze business records and prepare financial reports such as balance sheets, cost studies, and tax statements. They also audit accounts, and install and maintain the operation of a general accounting system. The major areas of specialization are public, managerial, and governmental accounting. The majority of accountants find employment in private industry. In accounting, a bachelor's degree is usually sufficient for entry-level positions but a Certified Public Accountant certificate will greatly enhance opportunities for promotion. To sit for the CPA exam, applicants must have a baccalaureate from an accredited four-year institution. UMW offers all of the courses needed to sit for the exam.

Students interested in law-related careers should focus on classes that will help develop their use and understanding of language, critical thinking processes and abstract reasoning abilities. Law schools accept students with any major. Generally, a bachelor's degree in business administration is sufficient to obtain a wide variety of beginning jobs in business, industry, and government. Graduate study in business (MBA) is usually recommended for higher-level executive positions.

The job titles and hiring institutions which follow are meant to give you an idea of the careers available to business administration majors, however many other possibilities also exist. Explore all career paths that interest you.

## POTENTIAL JOB TITLES

Accountant	Data communications	Occupational analyst
Administrative officer (federal, state, county, municipal)	Education & training manager	Operations manager
Advertising manager	Financial planner	Personnel manager
Auditor	Financial/investment analyst	Product manager
Budget officer	Hospital administrator	Production superintendent
Bursar	Import-export agent	Public relations representative
Business management trainee	Industrial engineer	Purchasing agent
Buyer	Insurance agent-broker	Real estate agent/broker
Chamber of Commerce executive	Investigator	Sales worker
Computer programmer	Labor relations supervisor	Securities trader
Credit analyst	Lawyer	Systems analyst
Credit and collection manager	Market research analyst	Tax agent
	Marketing manager	Traffic manager

Treasurer  
Trust officer  
Writer: business, technical

## REPRESENTATIVE HIRING INSTITUTIONS

Accounting firms	Government agencies	Public relations firms
Advertising agencies & departments	Hospitals	Publishing companies
Air, bus, and rail lines	Import-Export companies	Radio/TV industry
Banks and investment firms	Insurance companies	Regional planning councils and associations
Business corporations & industries	Labor Unions	Research and development firms
Chamber of Commerce	Magazines, newspapers, & periodicals	Tax consultant firms
Civic and taxpayers' associations	Management consulting firms	Trade associations
Colleges, schools & educ. inst.	Mfg. & processing firms	Utilities companies
Department stores	Market research departments/firms	
Employment agencies	Personnel departments	
Engineering firms	Professional & technical journals	

## WHERE DO UMW BUSINESS ADMINISTRATION MAJORS GO?

### EMPLOYERS/INTERNSHIP SITES

- Alion Science and Technology
- Church of the Messiah
- Kositzka Wicks and Company
- American Association of State Highway & Transportation Officials
- Spotsylvania County
- Validant (CA)
- PBGH
- Caci
- Southampton County Public Schools
- DOD - Marine Corps
- K2 Trophies and Awards

### GRADUATE SCHOOLS

- Averett University, MBA
- The George Washington University - School of Business, M.S. in Information Systems
- Johns Hopkins University- Carey Business School, Master of Science in Marketing in Marketing Communications
- Virginia Tech, Master of Accounting and Information Systems
- Virginia Polytechnic Institute and State University, Ph.D. in Accounting
- Virginia Polytechnic Institute and State University, MBA

## FOR MORE INFORMATION CONTACT

1. American Banker's Association: [www.aba.com](http://www.aba.com)
2. American Inst. of Cert. Public Accountants: [www.aicpa.org](http://www.aicpa.org)
3. American Marketing Association: [www.marketingpower.com](http://www.marketingpower.com)
4. Direct Marketing Foundation: [www.the-dma.org](http://www.the-dma.org)
5. Inst. for Operations Research & Mgmt Sciences: [www.informs.org](http://www.informs.org)
6. Institute of Management Accountant: [www.imanet.org](http://www.imanet.org)
7. National Retail Federation: [www.nrf.com](http://www.nrf.com)
8. Sales & Marketing Executives International: [www.smei.org](http://www.smei.org)

*\*The Office of Career Services also maintains a resource library with a variety of books and other printed material where students can access additional information about their major or field of interest. Visit us in Lee Hall, Room 308 to learn more.*