



General Business

An Overview...

General Business offers a variety of concentrations in the business world with emphasis on personal attributes such as self-confidence, good judgment, tact, independence and self-motivation. These abilities contribute to one's advancement in the business field and enhance career orientation. General business is designed to prepare students for a career in which a broad-based knowledge of business-related disciplines is a requirement. Students acquire a strong background in management with complementary study in accounting, marketing, finance and information systems. Those qualified can enter various fields of business and industry or pursue careers within the local, state or federal government. Study in general business is also designed to prepare students to start their own businesses and/or to pursue an advanced degree.

Skills:

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|---|--|
| Ability to problem solve and trouble shoot | Able to make important decisions and implement ideas |
| Able to negotiate, delegate and conceptualize | Ability to prioritize and establish goals |
| Ability to plan and organize | Aptitude for leadership, team work and team building |
| Ability to utilize analytical skills | Ability to communicate well with others, both oral and written |
| Well rounded business skills | |

Some Professional Careers:

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|----------------------------------|-------------------------------|--------------------------------|
| Retail Store Manager | Human Resources Administrator | Credit and Collections Manager |
| Job Development Specialist | Labor Relations Specialist | Personnel Recruiter |
| Quality Control Coordinator | Management Consultant | Entrepreneur |
| Account Executive | Customer Service Manager | Financial Analyst |
| Management Analyst | Hotel Manager | Management Trainee |
| Equal Opportunity Representative | Industrial Relations Director | Manufacturing Supervisor |
| Credit Analyst | Small Business Owner | Employment Interviewers |
| Operations Manager | Branch Manager | Commodities/Stock Broker |
| Merchandiser | Purchaser/Procurement | Public Relations Manager |
| Loan Officer | Researcher | Urban Planner |

Hiring Organizations:

Retail Stores
Restaurant/Food Service
Manufacturing Companies
Hospital Administration
Non-Profit Organizations
Consulting Firms
Insurance Agencies
Travel and Transportation Industry
Advertising Agencies

Banks/Financial Institutions
Health Services
Computer Industry
Human Resource Department
Real Estate & Construction Companies
Hospitality Industry
Wholesalers/Distribution
Educational Services and Institutions
Government (local, state and federal)

Professional Organizations:

American Bankers Association
1120 Connecticut Avenue NW
Washington, DC 20036
1-800-BANKERS
www.aba.com

MarketingPower, Inc
c/o American Marketing Association
2505 Wacker Drive, Suite 200
Chicago, IL 60606
(800) AMA-1150 fax: (312) 542-9001
www.marketingpower.com

American Economic Association
2014 Broadway, Suite 305
Nashville, TN 37203
(615) 322-2595 fax: (615) 343-7590
www.vanderbilt.edu/AEA

Society of Human Resource Management
1800 Duke Street
Alexandria, VA 22314
703) 548-3440 fax: (703) 535-6490
www.shrm.org
email: shrm@shrm.org

American Management Association
1601 Broadway
New York, NY 10019-7420
(212) 586-8100 fax: (212) 903-8168
www.amanet.org

U.S. Small Business Administration
<http://www.sba.gov/>

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6840 South University Blvd
Centennial, CO 80122
(303) 795-0142 fax: (303) 795-7520
<http://www.bestchamber.com/>