

HOW TO PURSUE A CAREER IN BUSINESS EVEN IF YOU DON'T MAJOR IN ECONOMICS

Pursue the Technology Management Certificate Program (TMP) or just take courses offered in the program:

<http://www.tmp.ucsb.edu/>

Take classes and/or earn a certificate in the Strategic Business Program (SBP):

http://www.econ.ucsb.edu/undergraduate/sbp_program.html

Make your major more marketable by obtaining part- or full-time internship(s).

Work part- or full-time during summer and/or school to gain experience and skills useful in your career search. While GPA is considered important by employers, it is not the most important item they look for! Related experience and the following skills are considered more important:

- Verbal and written communication, including the ability to create and edit reports
- Leadership
- Teamwork
- Proficiency with computer software programs
- Ability to make decisions and solve problems
- Ability to plan, organize, and prioritize work
- Ability to analyze quantitative data
- Ability to obtain and process information
- Ability to influence others

Consider a minor in a related field, such as the writing program or a foreign language, which would complement your educational and career plans more effectively.

Become involved in student clubs and organizations

Join a professional organization

Perform informational interviews

It's been stated that factors other than your major play a much more important role in your employability. Related work experience will often make a student much more marketable. The ability to interact with others, cope with pressure, speaking skills, problem-solving skills and the ability to cope with change were rated as the top 5 skills most valued by recent graduates. Strong writing skills and computer-related skills were next on the list. Salaries appear initially higher for engineering majors, but surveys show repeatedly how liberal arts majors often do better in management tracks where salary potentials often bypass those without such a broad based education.

Other suggestions include:

Participate in community organizations

Volunteer

Network with others in the field(s) that interest you

Gain research experience

Create your professional brand

Take the career planning course CNCSP 110, Introduction to Educational and Vocational Guidance

Use UCSB Career Services in Building 599 (the pink building). It's free to all currently registered UCSB students. Go to www.career.ucsb.edu for more information and on-line resources

Look at graduate schools in a related field (MBA, Public Policy, Public Administration, etc.):

- <http://www.mba.com/us/find-and-compare-schools.aspx>
- <http://www.mba.com/the-gmat.aspx>
- <http://www.gmac.com>
- <http://www.bschool.com>
- <http://www.petersons.com/graduate-schools.aspx>
- <http://www.gradschools.com>