



Major in *Business Management*

Business Management prepares students to think analytically and creatively about organization problems and solutions in corporate, nonprofit and entrepreneurial work. Coursework explores human capital and the flow of knowledge, stakeholders and processes within organizations. Hands-on learning reinforces the development of leadership, teamwork, and the ability to communicate persuasively.

Internship and Research Sites (*recent Scottie sites)

- AT&T*
- City of Decatur (Human Resources Department)
- Cordence Worldwide*
- Enterprise Rental Car*
- Mailchimp*
- Federal Home Loan Bank*
- Georgia-Pacific*
- Metro Atlanta Chamber of Commerce
- Morgan Stanley*
- Norfolk Southern*
- The Patten Group*
- Prudential*
- UPS*

Campus & Community Involvement

Get involved during your undergraduate career, both on campus and in the local community:

Campus Involvement	Off-Campus Events
Programming Board/SGA	Network of Exec Women (NEW)
Tower Council	Turknett Leadership Breakfast
Orientation Council	Bridge to Business (ASC & Tech)

Career Fields

- Accounting , Finance and Data Analytics
- Communications and Public Relations
- Consulting
- Entrepreneurism
- Human Resources/Talent Development
- Nonprofit Management (program, fund-raising, marketing)
- Market Research and Marketing
- Sales and Business Development

Learning Beyond the Classroom

Seek out opportunities to develop these skills and experiences:

- Research and Analysis
- Compiling and summarizing research
 - Market/Company data analysis (Excel)
 - Digital Fluency
 - Marketing tools: WordPress, Photoshop, Hootsuite
 - Coding languages: SQL, Java, html
- Project skills
- Communication skills
 - Organization and time management skills
 - Ability to work on a team
- Business Development skills
- Client service
 - Problem-resolution skills

Entry - Level

Management Trainee
 Marketing Associate
 Assistant Account Executive
 Business Analyst
 Sales Assistant/Coordinator

Mid - Career *

Development Director
 Marketing/Promotions Manager
 Management Consultant
 Business Intelligence Director
 Recruiter

** May Require Graduate Degree*

Late - Career *

Chief Executive Officer
 Chief Financial Officer
 Procurement Director
 Real Estate Developer

Alumnae in the Workplace

Alogent
Senior Management

Atlanta Hawks
Marketing Strategy

AT&T
Account Management

Children's Healthcare of Atlanta
Information Technology

The Coca-Cola Company
Project Management

CUNA Mutual
Management

Deloitte Consulting
Human Capital Consulting

Federal Reserve Bank of Atlanta
Management

Fernbank Museum
Program Development

HD Supply
Human Resources

HomeAway.com
Marketing

IBM
Client Development

The North Highland Company
Consulting

Ryan Specialty Group
Risk Analysis

SAS Institute
Legal Counseling

Turner Broadcasting System
Customer Insights

Wells Fargo
Client/Wealth Management

Keeping Up With the Trends

Build your career literacy and applied knowledge by following industry groups and news. Join professional associations as a student member to attend events highlighting industry news and professional networking. Ideas include:



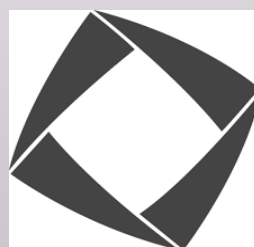
Forbes Business Journal



Wall Street Journal



Atlanta Business Chronicle



DECA International Association for Emerging Leaders



National Association of Sales Professionals



American Management Association



Entrepreneurs Organization



American Marketing Association