What Can I Do With A Degree In...

**GENERAL MANAGEMENT**

**PROFESSION OVERVIEW:**

Known as the “generic” business major, Business Administration and Management is all about learning how to be a boss - how to run a successful, competitive company, and how to interact with clients, employees, shareholders, etc. While in the program, students can expect to take courses in math (economics, finance, accounting and statistics), organizational management, human resources, business law and ethics, public relations, advertising and more. Students can also expect to give a number of presentations and create well-researched reports, as well as work in groups with other students to get an idea of what managing a business is all about.

Every business needs people in upper management, so salaries and working conditions will vary. Most graduates start out at lower-level management positions and then are promoted throughout their career.

**SAMPLE OCCUPATIONS:**

Please ask your Career Advisor for help in identifying additional occupations for your major or additional resources for each of the occupations. *Note that some of these options may require an advanced degree.*

- Budget Officer
- Business Administrator
- Business Owner
- City/County Administrator
- Entrepreneur
- Forms & Mgt. Analyst
- Government Consultant
- Lobbyist
- Operations Director
- Sports Agent
- Urban Planner
- VP of Operations

**AVERAGE YEARLY SALARY (BACHELOR DEGREE CANDIDATES):**

<table>
<thead>
<tr>
<th>Functional Area</th>
<th>Average Salary Offer</th>
<th>25th</th>
<th>50th</th>
<th>75th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative (Healthcare)</td>
<td>$64,000</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Brand/Product Management</td>
<td>44,185</td>
<td>48,000</td>
<td>50,000</td>
<td>60,000</td>
</tr>
<tr>
<td>Consulting</td>
<td>57,647</td>
<td>53,000</td>
<td>57,000</td>
<td>65,000</td>
</tr>
<tr>
<td>Investment Banking (Corporate Finance)</td>
<td>54,826</td>
<td>52,000</td>
<td>56,000</td>
<td>60,000</td>
</tr>
<tr>
<td>Management Trainee (Entry-Level Mgmt.)</td>
<td>40,615</td>
<td>33,000</td>
<td>40,000</td>
<td>46,000</td>
</tr>
<tr>
<td>Military</td>
<td>37,400</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Portfolio Management/Brokerage</td>
<td>56,950</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Sales</td>
<td>42,545</td>
<td>33,000</td>
<td>46,000</td>
<td>51,200</td>
</tr>
</tbody>
</table>

**INFORMATIONAL WEBSITES:**

- [o*net](http://online.onetcenter.org/)
- [NACEWeb](http://www.naceweb.org/default.asp)

**PROFESSIONAL ASSOCIATIONS:**

- American Business Women’s Association [http://www.abwa.org](http://www.abwa.org)
- American Management Association [http://www.amanet.org](http://www.amanet.org)