What can I do with a Bachelor of Business Administration?

Career Paths in Business Administration

The Bachelor of Business Administration prepares students for a broad variety of positions in both large organizations and small businesses, public and private, non-profit and profit-seeking. The following list is a representative sample of job titles of graduates with a Bachelor of Business Administration degree.

Administrative Services Manager
Benefits Administrator
Branch Manager
Budget Analyst
Contract Administrator
Credit Manager/Loan Officer
Customer Service Manager
Distribution Manager
Facilities Planner
Financial Analyst
Food/Beverage Manager
Fundraiser/Development Officer
Hotel/Motel Manager
Human Resource Administrator
Industrial Production Manager
Industry Relations Specialist
Insurance Agent/Broker
Inventory Control Specialist
Job Analyst
Procurement Specialist
Operations Manager
Logistics Manager
Investor Relationship Manager
Meeting and Convention Planner
Medical/Health Services Manager
Consultant
Public Administrator
Property/Real Estate Manager
Purchasing Manager/Buyer
Small Business Owner
Training Specialist
Recruiter
Public Utilities Manager
Quality Control Auditor
Reports Analyst
Sales Representative
Brand/Merchandise Manager
Budget Officer
Compensation Manager
Account Manager
Public Relations Director
Information Specialist
Systems Administrator
Underwriter

General Tips for Business Administration Students

- Gain relevant experience through an internship, part-time or summer work, or your current place of employment.
- Conduct informational discussions with individuals from industry.
- Attend Career Fairs and other career networking events to talk with hiring organizations and industry representatives.
- Learn how to write and construct effective resumes and cover letters.
- Join a relevant student organization or professional association that will facilitate career exploration and career networking opportunities.
- Interested in sales? Try a part-time sales job to see if that will be a longer term fit.
- Seek leadership opportunities on campus and in the community.
- Practice your interviewing skills in a mock interview or with Optimal Interview on KUCareerHawk.com
- Engage in personal networking to enhance employment connections.
- Try the LeaderShape program offered through the Student Involvement & Leadership Center.
- Sharpen key skills in teamwork, interpersonal and public communication, and problem-solving.
- An advanced degree may be necessary for advancement in your chosen field. Many graduate business programs require relevant professional experience prior to admission.
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**Common Areas of Employment for Business Administration Graduates**

The Bachelor of Business Administration prepares students for a broad range of areas, including: Sales, Human Resources, Entrepreneurship, Retail, General Management, and Rotational Training Programs. Overviews of each of these areas are provided below.

**Sales**
There are more job opportunities in sales than in any other area. Sales people can choose to become a specialist in dealing with jobbers, chains, or vendors; selling a particular type of product; or in selling to specialized target groups such as independent grocers and hospitals. Promotion could lead to positions such as sales manager of a region or district, training & supervising sales representatives. Continued advancement could lead to positions such as national sales manager or vice president of sales.

**Human Resources**

Human resource managers oversee the recruitment, training, and compensation of a company’s employees. A business is only as good as the people it employs, so HR managers strive to ensure a high-quality workforce. This profession attracts people who enjoy the interpersonal aspects of business. Not surprisingly, many HR professionals have a background in psychology, sociology, counseling, or organizational behavior.

**Entrepreneurship**

Entrepreneurs start new businesses and/or acquire existing ones. They have a strong desire to create and own something lasting and to have decision-making authority over whatever they create. They are willing to face a greater degree of uncertainty and risk in exchange for autonomy and self-direction. Entrepreneurs work hard. The entrepreneurial path appeals strongly to “big-picture” creative thinkers with a penchant for market strategy and a strong need for autonomy and control.

**Retail**
Retail offers a variety of positions, including sales, buying, distribution, and staff functions such as advertising and marketing research. Entry-level jobs may involve some sales work, moving up to assistant buyer and then buyer, with control over types of merchandise displayed, nature of promotions, and even price levels.

**General Management**

General management entails complete responsibility, including profit and loss accountability, for the performance of an entire business or a business unit. General managers typically have cross-functional responsibility and make decisions that involve the coordination and integration of functional areas such as sales, marketing, human resources, finance, and production. Thus, they oversee the individuals in charge of these various areas and coordinate their activities for the good of the organization.

*The Human Resources, Entrepreneurship, and General Management overviews are used with permission from CareerLeader-College.*

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**Helpful Websites**

For further information on career opportunities in business, students are encouraged to review the resources below:

- American Management Association - www.amanet.org
- Careers in health management - www.healthmanagementcareers.com
- Association for Information Systems - www.aisnet.org
- Society of Information Management - www.simnet.org
- Compensation information - www.salary.com
- Careers in sales & marketing - www.marketingjobs.com
- Advertising, marketing media & public relations online - www.brandrepublic.com
- American Marketing Association - www.marketingpower.com
- Insurance Information Institute - www.iii.org
- Careers in real estate - www.restatecareer.com
- Council of Supply Chain Management Professionals - http://cscmp.org
- Careers in supply chain management - www.careersinsupplychain.org
- Institute for Supply Management - www.ism.ws
- KU Career Connections job and internship listings - www.kucareerhawk.com/careerconnections

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**Learn More: the KU Edwards Campus and the University Career Center**

For information regarding the Bachelor of Business Administration degree requirements, contact the KU Edwards Campus academic advising office (Regents Center 111) at 913-897-8400 or at edwardsinfo@ku.edu.

For additional career information, contact the University Career Center at 785-864-3624, KUCareerHawk.com or at ucc@ku.edu.