

Business Minded

5 THINGS TO CONSIDER
IF YOU'RE INTERESTED IN
A CAREER IN BUSINESS

So, you want to go into business after you graduate? Want to know what to do now and in college to help you succeed, in any business field? Keep these tips in mind.

1 Your skills, not your undergraduate major, determine how far you'll go in the business world.

Corporations value critical thinking and communication skills that will help you manage people and resources. A degree in business doesn't guarantee you'll get a management job after college. Focus on colleges that will help you strengthen the top five skills that hiring managers look for in college graduates:

- Work in a team environment.
- Solve problems and make decisions.
- Communicate verbally with people in an organization.
- Plan, organize and prioritize work.
- Obtain and process information.

2 Major or minor in what you're passionate about. There's more than one path to a business career, and many of the careers you might choose may not even exist yet. When you're planning what to study in college, think about what you love (or don't love) as well as your strengths and experiences. Look for universities that incorporate dynamic undergraduate business programs and a great business culture so you can develop the skills employers value, regardless of what you end up studying. You may want to:

- Major in a field you love and minor in business.
- Pursue an interdisciplinary program or double major to help you think in different ways and use the combinations to create new ideas.
- Seek internships and other activities that connect you to business leaders.
- Earn an M.B.A. after you gain experience in a career you enjoy.

3 Focus on core academic courses in high school. Build a solid academic background to give yourself the flexibility to pick a major you love and succeed in college.

- Challenge yourself. For example, don't skip calculus to take a business elective such as accounting in high school. (A business elective isn't a prerequisite for studying business in college.)
- Build a broad foundation in English, history, math, science and world languages in high school. That's the best preparation for successfully pursuing diverse intellectual interests in college.

*Become part of an
enterprising culture*

You don't need a business degree to start a company. In fact, many SMU alumni who have been incredibly successful in business often credit their success to the outstanding liberal arts and sciences education they received at SMU and to our enterprising spirit, which has long been part of our DNA. SMU is your place to learn by doing, make your idea real and lead change.

- Matt Alexander '10, co-founder and CEO, Neighborhood Goods; English
- C. David Cush '82, '83, former president and CEO, Virgin America; Psychology, Broadcast/Film, M.B.A.
- Whitney Wolfe Herd '11, founder and CEO, Bumble; International Studies
- Joe Lawrence '90, EVP and COO, Porsche; Economics
- Melissa Reiff '77, CEO, The Container Store; Political Science
- Thear Sy Suzuki '96, Americas advisory talent leader, Ernst & Young; Biomedical/Medical Engineering

5 THINGS TO CONSIDER cont.

- 4 Look at universities in cities with a booming business climate and abundant internship opportunities.** Business is global and spans multiple disciplines – so a major city with strong business opportunities can be a terrific launching pad for anywhere you want to go in the world.
- Pick schools with internship and experiential learning opportunities – they open doors to your career and life after college. Ask college representatives about the availability of internships and whether professors are well-connected to businesses in their fields of expertise.
 - Select a school in an international hub that offers valuable experiences, including study abroad, where you can practice what you learn and make valuable business connections.
- 5 Think about strong alumni and student connections.** Your peers influence your personal growth – from your academic experiences and leadership skills to how you solve problems – in college and long after graduation. Your peer network can also influence your career choices. In a competitive job market, your social network and your school's alumni network have the power to launch your career. Ask college representatives about:
- The size and quality of the student body – a community of ambitious peers from across the country and around the world can help you strengthen your thinking and communication skills.
 - The depth and breadth of the alumni network.
 - Opportunities to connect with notable alumni in business, regardless of your major.

“There’s a fallacy that whatever you study is what you’ll do. I always thought of myself as a decent writer. I write my way out of problems. I came to SMU from England because I wanted to continue to study English but also do other things in college. The liberal arts develop logical thought. I find that if you follow your own path, you stand a better chance of doing something interesting and relevant rather than what everyone else is doing.”

Matt Alexander '10
Entrepreneur and co-founder and CEO, Neighborhood Goods
Majored in English, with a minor in History

Look for business-oriented resources

The best universities that strengthen business skills give students opportunities – and resources – to tackle out-of-class projects that showcase initiative and effort. At SMU, enterprising students:

- Choose from more than 100 majors, including specific business majors in the Cox School and many business-oriented majors in four other undergraduate schools.
- Combine majors and minors from diverse disciplines and even double or triple major.
- Compete for funding in The Entrepreneurship Club to turn an idea into a real business.
- Work in teams in the Big iDeas Competition to win seed money for innovative ideas.
- Launch business ideas in The CUBE, an incubator and studio space.

Learn more about SMU at smu.edu/admission.
Contact SMU at ugadmission@smu.edu or
call 214-768-2058 or 1-800-323-0672.

**World Changers
Shaped Here**



SMU