

# General Business

**SPEARS SCHOOL OF BUSINESS OKLAHOMA STATE UNIVERSITY**

Undergraduate Program | Bachelor of Science in Business Administration

## Internship Spotlight



### Alex Charon's Story

GRADUATION DATE **December 2012**

MAJOR **General Business**

JOB TITLE **Management Trainee, Enterprise Rent-A-Car,  
Tulsa, Oklahoma**

**D**o you think you would enjoy a career in a business setting? Does the idea of working on a variety of tasks sound stimulating to you? Do you like working with other people and helping others succeed? If you answered "yes" to all of these questions, then maybe a degree in

general business from the Spears School of Business is perfect for you. It definitely seems to be the ideal major for Alex Charon.

"I chose general business because I wanted to gain knowledge of all aspects of business operations," Alex said.

Alex has certainly had the opportunity to do just that, not only through his classes, but also through an internship. During the summer of 2011, Alex was a management trainee intern with Enterprise Rent-A-Car in Tulsa, Okla. In his role, he was responsible for writing and closing rental contracts, handling financial transactions, providing customer service, arranging vehicular maintenance and assisting the company's manager. Alex also completed a marketing project in which he helped organize a golf tournament by finding sponsors, signing up teams, placing advertisements and coordinating the event.

During his internship, Alex said he used his accounting and marketing skills on a daily basis, and he said the most challenging aspect of his position was providing services that met the needs of every customer.

"I am the face of Enterprise," Alex said. "Each time I interact with a customer, I am representing the company. Though I enjoyed all of the people I met and worked with, it was a challenge to meet their needs. When working with the general public, it is very difficult to please everyone."

Even so, Alex said he greatly benefitted from his experience with Enterprise, and he said he never would have gotten the opportunity to work with the company if he had not utilized the Oklahoma State University Career Services Office.

"OSU Career Services has been very helpful in maximizing this opportunity," Alex said. "I found the opportunity at a career fair, and through the OSU HIRE System I was able to set up a time for the interview. The résumé critiques were also tremendously helpful."

To new students, Alex said he would advise getting as many internships as possible.

"I would strongly recommend getting an internship in your perspective field," Alex said. "It is an amazing experience. As an intern, you will gain hands-on experience in your field, as well as an understanding of how a business operates."

"I would recommend taking every opportunity to gain knowledge in your collegiate career. You never know when this knowledge could aid you in the future."

## Why general business?

Innumerable opportunities await you if you choose to major in general business in the Spears School of Business at OSU. This flexible major will provide you with a broad education in all business areas, while giving you the opportunity to receive multiple minors. If you have a specific, nontraditional business career in mind or plan to open a small business, a general business degree will enhance your chances for success as an entrepreneur because you can design a plan of study to fit your goals. If you plan to enter a profession such as law or medicine, this major will give you the study habits and business skills necessary for your post-graduate education and career.

As a general business major, you will complete 120 hours of coursework. In addition to undergraduate coursework in subjects such as accounting, economics, finance, management, management information systems and marketing, you will have the opportunity to take 15 hours of upper division business courses.

## Internships

The Spears School encourages participation in internship opportunities prior to graduation to gain work experience, improve your competitiveness in the labor market, and discover through real world experience whether the career you are pursuing is a good fit. One of the best places you can find internships and begin interacting with employers is through the OSU Career Services website, [hireosugrads.com](http://hireosugrads.com).

## Student organizations

The Spears School of Business has more than 20 student organizations and honor societies and each has a designated faculty member serving as an advisor as well as elected student officers within the club. Since many of these are specifically related to majors, joining a student organization can begin a process of networking that will lead you to a more enjoyable and successful college experience.

## Study abroad/travel programs

The Center for Executive and Professional Development in the Spears School provides a number of short-term, study abroad and travel programs to expose you to different cultures, experiences, and business views. Courses within these programs are designed specifically for the setting within which the travel experience takes place and allow you to advance your academic and professional education.



### Department of Economics and Legal Studies in Business

Spears School of Business **PHONE 405.744.5195**  
Oklahoma State University **FAX 405.744.5180**  
339 Business Building **WEB [spears.okstate.edu/ecls](http://spears.okstate.edu/ecls)**  
Stillwater, Oklahoma 74078 **EMAIL [spearsinfo@okstate.edu](mailto:spearsinfo@okstate.edu)**

# Career Spotlight



## Chris Willis's Story

GRADUATION DATE **May 2011**

MAJOR **General Business and Entrepreneurship**

JOB TITLE **Operations Manager, All Mechanical Plumbing, Heating and Air Conditioning, Oklahoma City, Oklahoma**

Since childhood, Chris Willis has had a passion for business. Now, with his bachelor's degree in general business and entrepreneurship from the Spears School of Business, Chris has the tools to pursue that passion.

"I've always known I wanted to get a business degree because I want to create and grow my own company," Chris said. "To accomplish this, you must have an overall understanding of business and recognize the importance of each department to be an effective leader of an organization."

Even though he just got his degree, Chris already has the opportunity to lead an organization. He is the operations manager of his family's business, All Mechanical Plumbing, Heating and Air Conditioning in Oklahoma City. In his role, Chris is working to find ways to improve efficiency and increase All Mechanical's profitability. His goal is to strategically position the company and to implement a marketing campaign that will help increase its market share. Eventually, Chris would like to build an empire by expanding into the construction industry and starting companies in other industries.

"In my role as operations manager, I enjoy the freedom of being my own boss and being able to grow my family's business into a more professional organization," Chris said. "Most importantly, I really just enjoy every aspect of business commerce; nothing is ever repetitive. Business is really my passion."

To prospective students who have a similar passion, Chris recommends trying as hard as possible in each class. Even though some of them may seem difficult or irrelevant, he said that all of his courses have proven helpful in his career.

"When a class did not seem relevant or interesting or when it exposed my weaknesses, I put forth the least amount of effort as possible because I did not like having to do work in areas of my disadvantage," Chris said. "My rationale would be, 'I hate this, it is my weakness, and I could hire an employee that has strength in this area.' But now, it all makes sense. Ultimately, you learn the most meaningful information when you are forced to do something you hate because it makes you a better leader and gives you a better understanding of each aspect of your business."

"A quote from an unknown source says, 'Successful people make right decisions early and manage those decisions daily.' It is important to view the big picture of your college education to see how each class contributes to your future success as a business owner or as an employee."

Would you like to get a degree that will help you understand the big picture in your business? Make the right decision early and check out the general business degree in the Spears School today!

## Scholarships

Each year, the Spears School grants more than 275 individual awards for a total of nearly \$500,000 in scholarships to both undergraduate and graduate students. These numbers continue to grow as donors recognize the value of providing assistance to college students.

## General business career areas

The career possibilities are endless with a degree in general business. Some of the job titles of Spears School general business graduates include:

- Account representative
- Business owner
- Benefits manager
- Branch manager
- Operations manager
- Credit analyst
- Entertainment agent
- Employment counselor
- Hotel manager
- Bank manager
- Job analyst
- Sales manager
- Payroll officer
- Personnel recruiter
- Quality control officer
- Sports marketer
- Lawyer
- Distribution manager

## Career resources for general business majors

A few helpful Web sites and professional associations for MIS students include:

OSU Career Services .....[hireosugrads.com](http://hireosugrads.com)  
Indeed, one service, all jobs.....[indeed.com](http://indeed.com)  
Careers in Retail ..... [allretailjobs.com](http://allretailjobs.com)  
Marketing Jobs.....[marketingjobs.com](http://marketingjobs.com)  
Careers in HR Management.....[jobs.shrm.org](http://jobs.shrm.org)  
Jobs in Finance ..... [financejobsites.com](http://financejobsites.com)  
Economics Jobs..... [economicsjobs.com](http://economicsjobs.com)  
Sports Jobs ..... [teamworkonline.com](http://teamworkonline.com)  
U.S. Bureau of Labor and Statistics.....[bls.gov](http://bls.gov)  
Oklahoma Bankers Association ..... [oba.com](http://oba.com)  
American Marketing Association ..... [marketingpower.com](http://marketingpower.com)  
U.S. Association for Small Business and Entrepreneurship.....[usasbe.org](http://usasbe.org)

## Spears School of Business Career Services

Spears School of Business PHONE 405.744.2772  
Oklahoma State University FAX 405.744.5180  
103 Business Building WEB [spears.okstate.edu/careerservices](http://spears.okstate.edu/careerservices)  
Stillwater, Oklahoma 74078



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