

# MANAGEMENT

Bachelor of Science in Business Administration

Undergraduate Program

## INTERNSHIP SPOTLIGHT

### Austin Daniels



MAY 2014 GRADUATE

Management and Marketing

Dallas Cowboys

Marketing Training Camp Intern in Oxnard, California

#### *Briefly describe your role and responsibilities as an intern.*

Being an intern for the Dallas Cowboys is about as good of an internship experience as you can get if you want to go into the sports industry. I was considered a marketing intern for the 2013 Training Camp in Oxnard, California, but my roles varied from marketing to operations to public relations. I, along with a few other interns and the Cowboys marketing staff, was in charge of the setup of the entire training camp visible to the fans. I dealt with anything from setting up sponsorship advertisement to setting up "Fan Zones" for the thousands of fans that came to watch. While practice was going on, I was in charge of VIP and corporate tents and I had to ensure that all of the fans were satisfied and that everything was running smoothly.

#### *What has your internship taught you about this career field?*

This internship taught me so many things about working in sports that classes can't teach. A class can only teach you so much. Getting the hands on experience is really the best teacher and it forces you to learn the industry very quickly. Dealing with constant change and coming up with alternatives is a key thing that I had to learn while at my internship.

#### *What impacted your selection of this major?*

My father was and is still a big influence on me and he majored in business marketing and management. I learned a lot from him growing up about this industry, but I also have a love for sports as well. I wanted to combine the two to make a career out of it and what better way to start than with the premiere franchise in the NFL and all of sports. Various types of communication and management and marketing styles were some things that I used very frequently during my time with the Dallas Cowboys.

#### *What classes best prepared you for the job?*

Every business class has contributed in some way or another to my preparation for this internship, but the most helpful classes have been the sports management classes, the basic marketing classes, and business communications. During my internship, I kept coming back to these three as the most helpful and I have used all three classes as a backbone for my success.

#### *What about your academic program or training proved valuable in facilitating your career development or attainment of professional opportunities?*

The Spears Business Career Center is a great resource for any business student. I was able to use some resources such as résumé development and interview preparation to help secure my internship with the Dallas Cowboys. Being involved on campus was also a key building block to my success. Without being involved in various clubs and organizations on campus and also contributing to many charities off campus, I don't think I would have been molded or shaped into the man I am today.

#### *Please highlight any extracurricular activities that are a meaningful part of your collegiate experience and what they taught you.*

Being involved on campus is essential for personal and professional growth while in college. I was fortunate to have the opportunity to be a judicial board chair for my fraternity and help govern a 120-man house. Also, I was elected to be on Homecoming House Decoration Steering and that committee was in charge of the safety guidelines and budget for all of the house decorations, as well as planning and coordinating walk-arounds for over 90,000 people. Lastly, I was on the first Student Government Coordinating Council where we planned and advocated student government activities on campus and also developed new ways to get students involved. Each of these taught and developed great leadership skills and equipped me with various experiences to use in my future.

#### *Is there anything else you could share with students considering this area of study that will encourage success or allow them to maximize their collegiate career?*

The sports industry is one of the toughest industries to have a career in. With a limited number of jobs, connections are crucial for success. While in college, focus on networking and finding the gaps within the sports industry. This may sound cliché, but hard work in this industry is the recipe for success.

## WHY MANAGEMENT?

If you want to pursue a leadership role with a business or nonprofit organization, a major in management from the Spears School of Business at OSU would be perfect for you. It will offer you dynamic, exciting possibilities, practical applications and relevant theories so you can learn how to creatively solve problems.

In your 120 hours of coursework, you will learn how to understand leadership dynamics, strategic management, organizational behavior, allocate resources, plan courses of action and build management systems. If you choose to major in management, you will have the option of pursuing a general management degree or adding a human resource management option or a sports management option.

### 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 Department of Management is the home for three student organizations. The Human Resources Management Association (HRMA) helps members gain the knowledge, skills and experience necessary to successfully transition into HR or management positions. The Sports Management Club focuses on helping students gain important business management skills and learn about the unique nature of sports organizations. Net Impact is a nationally recognized nonprofit community focused on business sustainability.

### Study abroad and 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 MANAGEMENT

## CAREER SPOTLIGHT

### Taylor Skidmore



**MAY 2013 GRADUATE**

Management

ISN Software Corporation

Associate

#### *Briefly describe your role and responsibilities as a new hire.*

As an Associate, my main responsibilities are assisting contractors with their accounts and resolving problems. I am also actively working on other projects such as team presentations, billing and collections tasks, and other projects preparing me for post-training. Although I am a trainee, I find myself with the opportunity to assume responsibility over various teams ensuring our tasks and projects are completed. At ISN, we enjoy a close-knit organization filled with individuals who like to have fun and work hard. We work long hours, but it is rewarded in various ways including quarterly company-wide events, yearly trips, and remarkable benefits.

#### *When you were choosing a major, what factored into your selection?*

Throughout college I transitioned majors from graphic design to architecture design and eventually management. When I was thinking about changing my major again I mainly considered roles I had experienced in various organizations that I liked most. This eventually led me to management because I found I enjoy talking and leading people, having responsibility, and working toward goals. For my personality, I could see myself enjoying a business setting most but management specifically because of the desire to lead others toward the team's goals.

#### *What classes best prepared you for the job?*

The classes that best prepared me for my job were negotiation essentials, leadership dynamics, and business law with Dr. Andy Urich. Negotiation essentials helped develop conflict resolution involving other people and their opinions. Leadership dynamics taught me about my personality and how I can relate that to working with other people. Finally, business law was helpful in how I carry myself in relationships. It opened my eyes to actually thinking about what situations are in front of me on an individual level and to always question my instinct. While I learned a significant amount in all my courses during college what stands out most about these three are that they taught me how to handle myself with others.

#### *What about your academic program or training proved valuable in facilitating your career development or attainment of professional opportunities?*

Student group involvement and the opportunities involved proved most valuable in my career development. Involvement in organizations allow you to figure out your own strengths and weaknesses while providing opportunities to build upon these skills. Courses within the business school also played a remarkable role in my development because of the large emphasis placed on group work and professionalism. Learning to work with others is crucial because although your grade in school is solely dependent on your own efforts, success post-graduation is reliant on the people and groups within your organization. Lastly, help from career services was essential when it came to decisions toward the end of my college career transition to life post-graduation. They helped me build a strong resume based on the skill sets I had gained throughout college and helped find career opportunities through the HireOSUGrads system.

#### *Please highlight any extracurricular activities that were a meaningful part of your collegiate experience and what they taught you.*

As a member of the Cowboy Marching Band I was a part of the largest student organization on campus and had the chance to travel throughout the country to football and bowl games. This allowed me to meet a lot of people while also teaching me time management. Through band I became a member of a service fraternity allowing me to grow both organizational and interpersonal skills. Various leadership roles I held within the fraternity enabled me to experiment with my passion for management in real life situations. I also had the chance to study abroad in London through the Spears School of Business. My time overseas broadened my mind when it comes to other people and opinions—a lesson you can only learn by being immersed in a culture other than your own. I had the opportunity to visit various businesses and understand how large organizations operate, such as Lloyd's of London, Bank of America - Merrill Lynch, and the London Stock Exchange.

#### *Is there anything else you could share with students considering this area of study that will encourage success or allow them to maximize their collegiate career?*

Everyone will tell you these will be the fastest four years of your life, and speaking from experience it is completely true. However, OSU provides you with everything you need to make the most out of it. Even though college is about education first, your experiences make it memorable and add value to the lessons you learn in school. Find something you like and get involved!

## 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.

## Management career areas

Account Representative  
Bank Manager  
Benefits Manager  
Branch Manager  
Business Analyst  
Operations Manager  
Credit Analyst  
Entertainment Agent  
Employment Counselor  
Event Planner  
Financial Advisor  
Hotel Manager  
Sales Manager  
Compensation Analyst  
Personnel Recruiter  
Human Resources Manager  
Property Manager  
Quality Control Specialist  
Sports Marketer  
Facilities Manager

## Career resources for management majors

OSU Career Services [hireosugrads.com](http://hireosugrads.com)  
Careers in Business [careers-in-business.com](http://careers-in-business.com)  
Management Jobs [topusajobs.com](http://topusajobs.com)  
Careers in HR Management [shrm.org/jobs](http://shrm.org/jobs)  
Sports Jobs [teamworkonline.com](http://teamworkonline.com)  
Careers in Retail [allretailjobs.com](http://allretailjobs.com)  
Indeed [indeed.com](http://indeed.com)  
Simply Hired [simplyhired.com](http://simplyhired.com)  
Intern Match [internmatch.com](http://internmatch.com)  
Society for Human Resource Management [shrm.org](http://shrm.org)  
U.S. Association for Small Business and Entrepreneurship [usasbe.org](http://usasbe.org)  
The American Society for Training and Development [astd.org](http://astd.org)  
National Collegiate Athletic Association [ncaa.org](http://ncaa.org)  
International Nonprofit Information [idealist.com](http://idealist.com)

## CAREER SERVICES

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103 Business Building  
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phone 405.744.2772 fax 405.744.5180  
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# CAREER SERVICES

