

Enhance Your

# Employment

Opportunities

Regardless of the major you choose, the experiences you gain outside the classroom will help you develop marketable skills to increase your future employability anywhere:

- Internships and volunteer work  
[buffalo.edu/career](http://buffalo.edu/career)
- Part-time or summer employment  
[buffalo.edu/career](http://buffalo.edu/career)
- Assisting a professor with research  
[curca.buffalo.edu](http://curca.buffalo.edu)
- Participation in student clubs and other organizations  
[buffalo.collegiatelink.net](http://buffalo.collegiatelink.net)
- Writing skills  
[www.buffalo.edu/cas/writing](http://www.buffalo.edu/cas/writing)
- Public speaking on and off campus  
[leadership.buffalo.edu/course](http://leadership.buffalo.edu/course)
- Community involvement  
[leadership.buffalo.edu](http://leadership.buffalo.edu)
- Other workshops  
[workshops.buffalo.edu](http://workshops.buffalo.edu)

# Resources

## UB Resources

Changing Your Major (Major Transitions)

[advising.buffalo.edu/change](http://advising.buffalo.edu/change)

Choosing Your Major

[advising.buffalo.edu/choose](http://advising.buffalo.edu/choose)

College of Arts and Sciences

[casadvising.buffalo.edu](http://casadvising.buffalo.edu)

Counseling Services

[ub-counseling.buffalo.edu](http://ub-counseling.buffalo.edu)

Undergraduate Advising

[advising.buffalo.edu](http://advising.buffalo.edu)

Undergraduate Degree & Course Catalog

[undergrad-catalog.buffalo.edu](http://undergrad-catalog.buffalo.edu)

## Business-Related Resources

American Marketing Association

[www.ama.org](http://www.ama.org)

Careers in Marketing

[careers-in-marketing.com](http://careers-in-marketing.com)

Student Success and Retention  
Office of Student Advising Services  
109 Norton Hall  
716-645-6013  
[sas-advisor@buffalo.edu](mailto:sas-advisor@buffalo.edu)  
[sas.buffalo.edu](http://sas.buffalo.edu)

# Exploring Alternative Majors to Management

There are many roads to an enriching and successful career in the business world.

A wide variety of academic majors and backgrounds can produce successful careers in business. More than 70 percent of MBA students admitted to UB have majors outside of business. So, if you think you might want to work in business when you graduate, but don't think a major in management is right for you, here are some alternative programs to investigate. Speak with an academic advisor for guidance in the decision-making process and to see if you're able to stay on track to Finish in 4 years.

# Career Services

259 Capen Hall • 716-645-2231

[buffalo.edu/career](http://buffalo.edu/career)

If it's time for a re-evaluation of your interests and goals or you need further assistance understanding yourself, exploring options or navigating the decision-making process, talk to the experts in UB's Office of Career Services. Here are just a few of the resources the office provides:

- Career counseling
- Workshops, seminars and career fairs
- Self-assessment and vocational interest inventories
- Career library
- UB Mentor Program on LinkedIn
- UBE 202, a course aimed at assisting students with self-assessment, decision-making strategies, career choices and much more



# Alternative Majors

## Communication

359 Baldy Hall • 716-645-2141

[buffalo.edu/cas/communication](http://buffalo.edu/cas/communication)

As a communication major, you will gain comprehensive knowledge of the nature of human communication. The coursework for this liberal arts degree emphasizes writing, speaking and theory, and places less emphasis on math skills than the degree in business administration. Communication majors can be found in marketing, public relations, human resources, mass media, advertising and a variety of other areas in business.

## Economics

415 Fronczak Hall • 716-645-2121

[economics.buffalo.edu](http://economics.buffalo.edu)

An economics degree focuses on production and employment issues; money and banking systems; government taxing and spending; and international trade and finance. The theories learned in this social science about the efficient use of resources are widely applicable to a number of business areas. Other options to consider include a minor in economics or a joint degree in economics and geography.

## Geography - International Trade

105 Wilkeson Quad • 716-645-2722

[buffalo.edu/cas/geography](http://buffalo.edu/cas/geography)

Geography is not just about maps! Coursework in this major covers topics such as human perception and behavior, urban growth and development, regional planning and policy, interactions of people and places, and the diffusion of information and ideas. A degree is also available in International Trade, which focuses on the study of global production and innovation networks, international trade patterns and regulations, the impact of global business on communities and regions, and intercultural business practices. The geography department encourages joint majors, and you can also minor in geography.



## Design a Special Major

College of Arts and Sciences

275 Park Hall • 716-645-6883

[casadvising.buffalo.edu/majors/special\\_majors](http://casadvising.buffalo.edu/majors/special_majors)

With the guidance of two faculty members and an advisor, you can create your own academic major program. For example, arts management and international marketing are just a few creative ways to combine courses into a business-related degree.

## Social Sciences Interdisciplinary

203 Clemens Hall • 716-645-2245

[sscidp.buffalo.edu](http://sscidp.buffalo.edu)

The social sciences interdisciplinary degree programs offer a broad range of knowledge, skills and training for a business career. While there are six to choose from, the two majors below have the largest business components. Structured internship courses add to the diversity of experience available with these majors:

- **International Studies**  
This major provides a useful background for careers with international involvement and emphasizes foreign language studies, politics and trade.
- **Urban and Public Policy Studies**  
This degree concentrates on issues pertaining to urban planning and public policy and can lead to a career in management, politics or government.

## Other Alternative Disciplines for Students Seeking a Career in Business

Believe it or not, a degree in psychology, English, history, sociology, political science, computer science or any other liberal arts field will prepare you well for success in the 21st century business market. And with over 100 majors to choose from, you'll have a lot of options at UB!

The majority of college graduates are successfully employed in fields not directly related to their academic majors. In most cases, no one major is required in order to gain admission to an MBA program. More than 70 percent of MBA students admitted to UB have majors outside of business.