Forward-thinking graduate programs that foster interaction between students, professors, business professionals and the real world.

Full-time MBA

Six exciting career-focused concentrations

Evening MBA

A flexible MBA for working professionals

Weekend MBA

Power up your career in an executive-style cohort

MS Accounting

One- and Two-Year Programs

Programs for accountants and non-accountants meet the education requirements for CPA licensure

Graduate Certificate in Information Security

Teaches the technical, business and leadership skills required to fight cybercrime

JD/MBA

A cooperative program between the University at Albany and Albany Law School
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[graduatebusiness.albany.edu](http://graduatebusiness.albany.edu)
You Don’t Have to Go It Alone
Career assistance is offered to undergraduate and graduate students of the School of Business. For example, juniors and first year graduate students are offered help finding internships. Seniors and second year graduate student are advised about potential employment contacts.

We offer the following services:
- Resume and cover letter critiques
- Mock interviews
- Alumni lectures and panel presentations
- Career fairs
- Employer site visits
- 1 credit hour career course
- Job and internship opportunity emails

Check Your Email
There is always something happening in Career Services. Throughout the academic year, the School of Business emails updates regarding available internships and job opportunities. Lectures and seminars on career related topics provide in-depth knowledge and an opportunity for students to get answers to specific career questions.

University at Albany Career Development Center
The above services are provided in addition to those offered by the university’s career center. Students are encouraged to take advantage of the extensive resources available at both locations including the career fair offered each spring and fall.

Office of Career Services Staff
Deirdre Sweeney
Director
dsweeney@albany.edu or (518)-956-8383
Schedule an appointment:
http://sweeneydeirdre270.youcanbook.me/

Ed Hallenbeck
Part-time Career Consultant
Schedule an appointment:
http://ehallenb.youcanbook.me/
As a current student or recent graduate, finding a job can be a very stressful endeavor. The School of Business Office of Career Services is here to assist you during this process. We encourage students to visit the office as soon as possible to help them better prepare for the job search. Depending on your area of study, target companies might have recruiting cycles at different times throughout the year. Surprisingly, some may recruit as early as the fall of the previous year, so it is best to be prepared early. In addition, it can take several months or longer to receive a job offer, so don’t wait too long to get started. Go to **Office of Career Services** to make an appointment and to stay updated on important career related dates and activities.

There are numerous ways to discover jobs opportunities including on-campus recruiting, networking at events and through social media, informational interviews, and career fairs. However, one of the most popular job search methods is through online search. Along with looking at company job sites of targeted companies, there are also sites specifically focused on open job opportunities.

**The following links are just several of the many online services that can help with your job or internship search.**

- **Handshake**
  The official job listing and resume database for University at Albany students and alumni.
- **Aftercollege.com**
  Allows you to navigate through available entry-level job positions.
- **America's Job Bank**
  This site connects the nation's 1,800 state unemployment offices providing many listings of jobs that can be found by state, city title and/or salary.
- **Career.com**
  General Internet job posting site
- **CareerBliss**
  CareerBliss empowers you to choose happy with company reviews and ratings, salary info and jobs.
- **CareerBuilder.com**
  Large national job search site that covers all types of jobs.
- **College Grad Job Hunter**
  Specifically for college students. Provides job search geared towards entry-level jobs.
- **CollegeRecruiter.com**
  Search for full-time jobs by location, etc. Targeted to college students.
- **CyberDegrees**
  is a search engine for cyber related jobs.
- **Cyber Seek**
  Features jobs in the digital and cyber fields.
- **Guru.com**
  Connects independent professionals with contract projects.
- **Indeed.com**
  Access to millions of jobs from thousands of company websites and job boards.
- **JobPostings.net**
  This on-line site is a companion to the JobPosting magazine available in the main career services library.
- **Monster.com**
  Good overall job hunting site listed by specific categories.
- **SimplyHired.com**
  Provides job seekers access to millions of job openings across all job categories and industries, via the web, social networks, mobile devices, email, via thousands of partner sites (including LinkedIn, Bloomberg Businessweek).
- **VelvetJobs.com**
  Search for jobs, including advice for Veterans.
- **ZipRecruiter**
  Find Your Next Job Now: Job Search & Job Resources for Students.
• New or recent graduates should limit resumes to one page.

• Avoid long paragraphs. Use bullets to highlight job responsibilities, skills and activities.

• Keep descriptions clear and to the point; use concise bulleted statements whenever possible. Employers do not read resumes; they scan them. Bulleted statements are easier to scan.

• Organize bullets in a logical fashion – from most important to least important.

• Larger companies often use applicant Tracking Systems. To ensure that your resume is considered, use a simple layout and font (Roman or Arial, 10-12 point) and include keywords from the job description. For more information on this topic, go to: https://www.themuse.com/advice/beat-the-robots-how-to-get-your-resume-past-the-system-into-human-hands

• Create a Microsoft Word document with 1” margins. Your resume should look like a picture in a frame, with the white space around your content acting as the frame

• To indent your content, use “tabs” (instead of the space key).

• Do not overuse bold, italics or underlines; it takes away from the visual appeal of your resume.

• Don’t use abbreviations or acronyms, even if they’re recognizable

• Keep in mind verb tense. Current jobs should be in the current tense, while all past jobs in past.

• Tailor your resume to the job you are seeking, emphasizing your transferable skills such as communication, organization, problem solving and teamwork. For more transferable skills go to http://www.quintcareers.com/transferable_skills_set.html

• Use action verbs to describe your job duties, responsibilities and accomplishments. For a listing see page 5 in this guide or go to http://www.quintcareers.com/action_verbs.html

• Be honest; never exaggerate or misrepresent yourself on a resume.

• Proofread your resume for spelling, punctuation, and grammar; have several other people proofread it as well.

• Save your resume electronically as “Last Name First Name Resume.” For example, John Smith would save his resume as “Smith John Resume.”
NAME

Current Address – City, State Zip Code – Phone Number – UAlbany Email Address

EDUCATION

University at Albany, Albany, New York Expected Month Year
Name of Degree
Concentration: Insert name of concentration(s)
  • Minor: Name of Minor Degree, if applicable
  • GPA: 0.00/4.00
  • Honors/Awards: List any relevant academic honors, awards and scholarships
  • Study Abroad: Include brief description, if applicable

WORK EXPERIENCE

Name of Employer, City, State – Formal Title Month Year – Month Year
• Insert key responsibilities, accomplishments and achievements

Name of Employer, City, State – Formal Title Month Year – Month Year
• Insert key responsibilities, accomplishments and achievements

Name of Employer, City, State – Formal Title Month Year – Month Year
• Insert key responsibilities, accomplishments and achievements

EXTRACURRICULAR ACTIVITIES

• Name of Activity/Group/Organization – including role if appropriate Month Year – Month

• Name of Activity/Group/Organization – including role if appropriate Month Year – Month

• Name of Activity/Group/Organization – including role if appropriate Month Year – Month

COMMUNITY SERVICE

• Name of Activity/Group/Organization – including role if appropriate Month Year – Month

• Name of Activity/Group/Organization – including role if appropriate Month Year – Month

• Name of Activity/Group/Organization – including role if appropriate Month Year – Month

TECHNICAL/LANGUAGE SKILLS

• Technical: Include the names of any software programs you are familiar and confident with

• Language: Include any languages you are fluent in – reading, writing and speaking
Your Name

Permanent Address                   Your Professional Email           Current Address

Education

University at Albany, State University of New York
Master of Science in Accounting May 2003 GPA: 3.4
Shandong University, P.R. China
Bachelor of Arts in English July 1995 GPA: 3.5

Work Experience

05/02 – Present  GE Corporate Taxes, Albany, NY
Tax Associate – Intern
• File state/jurisdiction income and franchise tax returns, business annual reports, and various tax payments for GE entities and affiliates
• Research tax regulations and communicate with state tax authorities to avoid extra tax payment
• Maintain and update the estimated payment database
• In charge of handling government tax inquiries

08/02 – 01/03 University at Albany, State University of New York, Albany, NY
Instructor
• Provided accounting information and problem solving techniques for 180 sophomores in financial accounting

09/95 – 06/00 HSBC Qingdao Branch, Qingdao, P.R. China
Section Head of Personal Banking Department
• Established and sustained excellent client relationships
• Trained and supervised junior staff in all platform operations’
• Completed an internally used customer database for quick information checking
• Finalized periodical report to the State Administration of Foreign Exchange (China)
• Implemented accounting and control procedures resulting in an unqualified audit
• Doubled sales of new products and increased major customer base by 10 customers within 6 months
• Improved work procedures and shared the results with other branches’ management through team efforts

07/95 – 09/95 Qingdao Hi-Tech Industrial Park Union Network, Qingdao, P.R. China
Editor
• Interviewed investors and provided research reports to the Management Committee

Projects

• Worked in a team to analyze factors that affect the selling price of real estate, and built the final model for forecasting the resale market in Albany
• Explored financial situation, provided recommendations to PepsiCo by ratio and risk & return analysis, presented to professors and graduate students at SUNY, and received the highest grade in class
• Analyzed and forecasted the financial statements of The Body Shop International PLC, and provided recommendation to the management on reducing debts

Skills

• Proficient in Spanish and fluent in Chinese
• Expert with Excel, PHSTAT, Access, MS Office Pro, AACTS (tax), competent in UNIX, JAVA, C/C++, VB
• Excellent written skills and have over twenty articles published in China, Hong Kong and U.S

Activities

• Volunteer as an editor and journalist at Global Chinese Times, Edison, New Jersey
• Volunteer as English and Chinese teacher in a summer school, Qingdao, China
• Youth Volunteers member, Qingdao, China
GUIDELINES

- Limit your cover letter to one page, single-spaced.
- Personalize your cover letter for a specific job—DO NOT WRITE A GENERIC COVER LETTER.
- Proofread your cover letter before sending it out!
- Do not summarize your résumé. Rather, pick out specific examples from your résumé that reflect the skills the job description calls for.
- If you are emailing your cover letter, attach your cover letter and résumé to the email. Do not use the cover letter as the body of your email. Instead, write a brief message stating that your cover letter and résumé are attached.
- If you are mailing or printing your cover letter, use résumé paper that typically has a heavier weight than regular paper.
- Address your cover letter to a specific person, whenever possible. Contact the organization and request the name of the appropriate contact person. If you absolutely cannot identify a person, use “Dear Hiring Manager” or “Dear Internship Coordinator”.
- Do not focus on what you would like to gain out of the internship/job, instead focus on what you have to offer to the organization and position.
- Use the active, not the passive voice, for example: Active—“The student interviewed with the recruiter.” Passive—“The student was interviewed by the recruiter.”
- Do not staple your résumé to your cover letter.
- Demonstrate your skills and qualifications through concrete examples to discuss specific times when you have used that skill.
- Vary your sentence structure—avoid starting too many sentences with “I”.
- Sign your letters in blue or black ink if sending via postal mail; use an electronic signature if sending via email or online.
- Keep copies of your letters for future reference.
- Include information about why you would want to work for that specific organization or in that specific position.
- Highlight the fit between your skills and the position requirements.
- Format your cover letter so that it matches your résumé—use the same font, headings, and margins.
- If an employer asks for your salary requirements, include a range (i.e. $40,000-$50,000) rather than an exact number. A range will allow you to obtain a reasonable amount and not price yourself too high or low. If you are unsure of an appropriate range, contact the Office of Career Services.

WHAT IS A COVER LETTER?

A cover letter accompanies your résumé and serves as an introduction of your skills and qualifications. The most important thing about a cover letter is that it matches your experience and skills to the position criteria. Therefore, it’s necessary to write a specific cover letter for each position to which you apply. **DO NOT WRITE A GENERIC COVER LETTER.**

Review the position and determine the most important elements of the job. Try to match the skills and experience you possess to that specific job. Cite specific instances when you have used that experience on the job, rather than just providing a laundry list of your accomplishments. If you can prove your experience rather than just state your experience, you will stand out to potential employers.

**A cover letter should always be sent if you are applying to a full-time job, regardless of if the job announcement cites the need for a cover letter;** for an internship, a cover letter may not always be necessary, so check the posting.

In certain cases, you may not be applying to a specific position, but instead, inquiring if there are any available positions. If that is the situation, then you should focus on the organization’s mission or services and how you could contribute to their goals.
Name as it appears on your resume
Your Street Address
City, State, Zip
Cell Number
Email

Today’s Date

Mr./Ms. First and Last Name of Contact Person
Title of Contact Person
Employer/Organization
Street Address
City, State, Zip

Dear Mr./Ms. Last Name of Contact Person:

Your opening paragraph should arouse interest on the part of the reader in your application. Be sure to include where you found out about the job and when (date). Give information to show your specific interest in his/her company. Be as specific as possible about the kind of position you want. (Do not make the reader guess about your area of interest. You may want to state the three skills you have to offer.)

Your middle paragraph should highlight your qualifications. Give details of your background that will show the reader why she/he should consider you as a candidate. If you have had relevant experience or related education, be sure to point it out, but do not reiterate your entire resume. By using examples, show the employer that you have the necessary skills they seek.

Only use four paragraphs if you have a fair amount of work/intern experience to talk about. You could have another paragraph here to go into more experience that will highlight your qualifications. Emphasize your skills, abilities, and personal traits that relate to the job for which you are applying. Again, use specific examples that demonstrate you have transferable skills. Be sure to do this in a confident manner. Remember that the reader will view your letter as an example of your writing skills and style.

In your closing paragraph, ask for action. Refer the reader of your general qualifications on your enclosed resume or other material such as a list of references or transcripts if they request them. State that you would love to have the opportunity to meet with them to discuss the position further. Include how they should contact you via phone or email address.

Sincerely,

(Sign name)
Your name typed

Enclosure
September 14, 2017

Ms. Rebecca Reynolds
Human Resource Director
KPMG
345 Park Avenue
New York, NY 10154

Dear Ms. Reynolds,

Upon review of your posting for a junior auditor, I have attached my resume for your consideration. With my strong understanding of auditing and general accounting principles gained throughout my educational and internship background, as well as my superior organizational and analytical skills, I feel confident that I would significantly benefit your company.

From achieving a strong knowledge of auditing strategies and financial planning operations to conducting research and analyzing reports, my background has prepared me to excel in this role. With a solid foundation in risk management and corporate governance, my communication and team leadership abilities position me to thrive in this capacity and make a significant and positive impact on your finance team. Highlights of my background include excelling in an internship role with Grant Thornton; working with senior auditors to gather data, analyze documents, prepare audit findings, and evaluate risk while simultaneously supporting a range of general accounting and financial tasks. During this role, I also successfully saved a small business client $22,000 through skillful auditing and substantiation of expenditures.

With my solid entry-level experience in auditing, accounting, and finance – coupled with my enthusiasm and dedication to achieving success – I believe I could swiftly surpass your expectations for this role. I look forward to discussing the position in further detail.

Thank you for your time and consideration.

Sincerely,

Lisa McDonald
List of References

**John Lewis**
Manager
Fleet Financial
43 Regal Ave
Schodack, NY 12345
518-495-2356
John.Lewis@Fleet.com
(My former direct supervisor.)

**Kyle Williams**
Assistant Director
Smith & Smith Associates
3421 Enterprise Plaza, Bldg. B
Latham, NY 12646
518-989-6546
Kwill@sands.org
(My former colleague.)

**Regina Cunnings**
President/ Founder
Cunning Marketing
978 Central Ave, 2A
Albany, NY 12284
Cunnings.Regina@C-Mark.com
(I was a former employee at her firm.)
General Interview Tips

• Practice interviewing. Make an appointment with Career Services for a mock interview.
• Be sure to arrive 10-15 minutes early.
• Convey a positive tone of voice. Sound happy to be at the interview - *smile*. Also, check your volume so you are neither too quiet nor too loud.
• Use correct grammar and a strong vocabulary. Preferably, try to use jargon from your career field.
• Have good posture – your back should be straight, feet on the floor and knees bent at 90° angles. If you are wearing a skirt, your legs should be together and crossed at the ankle. Hands should be folded in your lap or on the table, though you can use your hands to emphasize specific points.
• Maintain good eye contact with all interviewers.
• Avoid “um” and “ahs” and phrases like “okay”, “like”, and “you know.”
• Practice relaxation and breathing techniques to stay calm.
• Ask for clarification if you do not understand a question.
• Answer all parts of the question – especially if there are multiple answers to the question.
• Stop and think about an answer to a question. If you are not sure of a response, then look down at your résumé for suggestions, or paraphrase the question before answering. If after careful thought, you cannot answer the question, then admit you don’t know.
• Remain positive, and never volunteer negative information. Avoid negative phrases like “No, I have not” or “No, I cannot.” Try to phrase your answers in a positive manner.
• Do not discuss salary unless the employer brings it up first.
• Write a thank you letter/email within 24 hours of the interview.
The START Technique
The START technique is an essential part of succeeding in a job interview. All interview questions are geared towards understanding your knowledge and experience as it relates to the position, and the best way to do that is to give specific examples. After all, anyone can say they have good organizational skills, but if you can give an example of a time when you have used that skill, then it demonstrates that you can be organized on the job.

S = Situation (background information)
T = Task (what did you have to do?)
A = Action (what you did, and how you did it)
R = Result (the outcome of your effort)
T = Takeaway (what you have learned from this experience and how it relates to the position)

Here is an example of how to use the START technique:

Question: Tell me about a time when you performed well under enormous pressure.
Situation: At my last job, my coworker needed to miss work for some time, and their project was left unfinished and without a manager.
Task: My supervisor instructed me to take on the project, and with no leniency on the deadline, I had days to complete a project that originally should have taken several weeks.
Action: I requested and was granted reduced weekly goals, giving me more time to finish the special project. As far as my weekly goals, I was able to delegate them out to teammates. With my reduced goals, I dedicated more time to the special project.
Result: This allowed me to finish it on time and with complete accuracy. My supervisor appreciated my attitude and drive, and I was given several more projects after that, along with an eventual promotion and pay raise.
Takeaway: This experience has assisted me with strengthening my problem solving and delegating skills that are necessary to support the roles and responsibilities of this position.

By providing an example, you clearly demonstrate organizational skills, but we also find other skill sets mentioned as well, such as computer skills, leadership ability, teamwork skills, analytical skills and budgeting. Additionally, it allows you to make a strong connection to how this example demonstrates your ability to be successful in the position. The START approach is used to answer all kinds of interview questions, but specifically should be used for behavioral based questions/interviews.
1. What qualifications do you have that make you think that you will be successful in business?

2. How do you determine or evaluate success?

3. What do you think it takes to be successful in a company like ours?

4. In what ways do you think you can contribute to our company?

5. What qualities should a successful manager possess?

6. Explain the relationship that should exist between a supervisor and those reporting to him/her?

7. What two or three accomplishments have given you the most satisfaction? Why?

8. Describe your most rewarding college experience?

9. If you were hiring a graduate for this position, what qualities would you look for?

10. Why did you select your college or university?

11. What led you to choose your field of major study?

12. What college subjects did you like best/least? Why?

13. If you could do so, how would you plan your academic study differently? Why? What changes would you make in your college or university? Why?

14. Do you have plans for continued study? An advanced degree?

15. Do you think that your grades are a good indication of your academic achievement?

16. What have you learned from participation in extra-curricular activities?

17. What are your long-range and short-range goals and objectives, when and why did you establish these goals and how are you preparing yourself to achieve them?

18. What non-occupational goals have you established for yourself for the next 10 years?

19. What do you see yourself doing five years from now?

20. What do you really want to do in life?

21. What are your long-range career objectives?

22. How do you plan to achieve your career goals?

23. What are the most important rewards you expect in your business career?

24. What do you expect to be earning in five years?

25. Why did you choose the career for which you are preparing?

26. Which is more important to you, the money or type of job?

27. What is your greatest strengths and weaknesses?

28. How would you describe yourself?

29. How do you think a friend or professor who knows you well would describe you?

30. What motivates you to put forth your greatest effort?

31. How has your college experience prepared you for a business career?

32. Why should I hire you?
As the job market for many positions continues to be tight, many managers are making effective interviewing a top priority or their organizations. It makes sense: when it’s so difficult and costly to hire people, it’s especially important to select the right person when recruiting for any position. To do this, more and more companies are using Behavioral Interviewing techniques in their recruiting efforts.

**Looking At Your Past to Predict the Future.** Based on the adage, “past performance is the best indicator of future performance,” Behavioral Interviewing is a method of questioning candidates to find out how they handled key job-related situations in the past. In asking for specific examples of situations in which candidates applied important job related skills, the interviewer can develop a cleaner understanding of the candidate’s actual approach, behavioral, and skill level. This approach is useful for assessing how well a candidate can transfer various competencies from the past jobs to a new one.

Competencies are job-required skills, knowledge, and experience. Behavioral Interviewing also helps determine how an individual will mesh with the culture of the hiring organization. Examples of behaviors or competencies may include problem solving, conflict resolution, planning, team leadership, project management, decision-making, data analysis, judgement, initiative, and so on.

**How Behavioral Interviews Work.** A recruiter or manager using Behavioral Interviewing is well prepared for an interview, with effective job-related questions ready at the outset, after establishing a rapport with you, the candidate, and interviewer will ask traditional questions to gather information about your work history. In addition, this interviewer will ask you questions that are designed to obtain specific examples from your experience when you have faced challenges and job situations similar to those anticipated in the position to be filled. These questions usually begin, “Tell me about a time when...” or “Tell me about the last time you handled (situation).”

**Preparing is Important.** As a candidate, you can be unnerved by being caught off guard with a question that requires you to recall specific situations you’ve experienced in the past. As often as you might discuss these stories with family or friends, it can be difficult to come up with the right anecdotes during an interview if you haven’t prepared. As the seconds tick by, your level of anxiety can skyrocket while
you try to think of an effective example! That’s why preparation for behavioral interviews is very important. To prepare effectively, think about the position for which you’re applying. You should be able to gain access to a job description, so you can review responsibilities and requirements. Make a list of your skills, knowledge, and experience that seem most important for that role. Then, reflect on your background, and recall experiences in which you’ve applied those skills. Examples might include technical problems you solved, how you handled difficult customers, measures you took to overcome obstacles in a project, or how you led a team in project planning. As you relate these examples, expect the interviewer to probe for more details and information until he or she is satisfied.

**Prime and Ready.** Investing time to prepare for an interview can pay off even if the interviewer doesn’t ask “behavioral” questions. For one thing, you’ll primed and ready to provide illuminating examples of your experience that will enhance the way you respond to questions about the work you’ve done. Moreover, you may be competing against candidates who have backgrounds similar to your own. Your ability to reply to questions with examples of your experience can be the deciding factor that makes you the hiring company’s number-one candidate.

**Enhance Your Position.** You’ll enhance your position if you can communicate clearly about how you handled specific situations related directly to responsibilities of the job for which you are interviewing. Distinguish yourself from other candidates by offering strong and persuasive evidence of your qualifications and fit for the position.

**About contributing editor Rosanna Nadeau:** Rosanna’s Team Builder consulting and training services work throughout New England with companies and individuals who want to generate lasting improvements in work relationships and productivity.
1. Describe a situation in which you were able to use persuasion to successfully convince someone to see things your way.

2. Describe an instance when you had to think on your feet to extricate yourself from a difficult situation.

3. Give me a specific example of a time when you used good judgement and logic in solving a problem.

4. By providing examples, convince me that you can adapt to a wide variety of people, situations and environments.

5. Describe a time on any job that you held in which you were faced with problems or stresses that tested your copying skills.

6. Give an example of a time in which you had to be relatively quick in coming to a decision.

7. Tell me about a time in which you had to use your written communication skills in order to get an important point across.

8. Give me a specific occasion in which you conformed to a policy with which you did not agree.

9. Give me an important goal, which you had set in the past and tell me about your success in reaching it.

10. Describe the most significant or creative presentation, which you have had to complete.

11. Tell me about a time when you had to go beyond the call of duty in order to get a job done.

12. Give me an example of a time when you were able to successfully communicate with another person even when that individual person may not have personally liked you (or vice versa).
1. What opportunities exist for professional development?
2. What opportunities are available for employees to advance their education?
3. What types of career paths are possible?
4. How will my performance be evaluated? By whom? How often?
5. What is the company’s policy for promotion?
6. What is the retention rate of people in the position for which I am interviewing?
7. What are some assignments I might expect during the first six months on the job?
8. What type of training program is there for new employees?
9. What challenges face the company/district today? What is the largest problem facing your staff/department right now?
10. Where are you in your search process? What is the next step?
11. Do you have plans for expansion?
12. What do you like best about your job/this company?
Why send a thank you email?

- Expresses appreciation for the interview.
- Reiterates your interest in the position, department, and company.
- Reminds the employer of your relevant skills and qualifications.
- Provides additional information that was not covered in the interview.
- Failure to provide a thank you letter can be regarded as lack of interest in the position.

Guidelines:

- A thank you email should be sent after every interview.
- Everyone who interviews you or helps you in any way should get a thank you letter.
- Reference the date of when you met.
- Personalize the thank you letter/email; do not write the same email to multiple people. One way to personalize the thank you letter/email is to reference a particular part of the job or discussion that interested you.
- Emphasize additional information that wasn’t covered in the interview, such as a project you worked on or a relevant experience that relates to the job. You can also use the email to clarify or expand upon something discussed in the interview.
- Send an email within 24 hours OR a letter within 48 hours; in most cases an email is acceptable, and should be written in the body of the email (not as an attachment).
- PROOFREAD!
July 2, 2018

Mr. Richard Holmes
Canandaigua National Bank
18 Apple Court
Suite 103
Canandaigua, NY 14231

Dear Mr. Holmes,

Thank you very much for taking the time out of your busy day to talk with me yesterday about the Marketing Analyst position. I enjoyed meeting you and the members of your department and I am excited about the chance to work with such a great team.

Since I am a self-starter by nature and as well as a team player, I like that you encourage individuals to take ownership of projects, but each can still count on team-member support. It’s the best of both worlds.

Judging by our discussion earlier today, I believe that my qualifications are an excellent fit, particularly my analytical and technical skills including Excel and SQL. The position is exactly what I am looking for, and I’m confident that I can be a significant contributor to the success of the company. I sincerely hope you agree.

Thanks again for interviewing me. If you have any questions or concerns, please feel free to contact me. I look forward to hearing from you again.

Sincerely,

{Sign here}

Dion Jones
Following Up

After you have written your thank you email, sit back and wait for a response from the employer. During the interview, you should have asked about when you will receive notification regarding employment or a second interview, and you should have a timeline of when you should hear a response from the employer. You should wait to hear from the employer, but you should not wait too long. For example, if the interviewer told you that they should have a decision within 2 weeks, and it has been 3 weeks, then you should send a follow up message. (If you did not ask about the employer's timeline for hiring, then you should follow up after 2 weeks). Here is an example of a follow up message:

Dear Ms. McCarty:

Thank you for meeting with me on Thursday, May 29 to discuss the auditing associate role. I enjoyed talking with you and Bob Jones about the details of this position.

I wanted to reiterate my interest and to determine where you are in the hiring process. Any information you can give me on the status of the position would be appreciated.

Once again, it was a pleasure meeting with you. I look forward to hearing from you soon. If there is additional information you need from me, please do not hesitate to call me at (555) 555-5555.

Sincerely,
John Doe

If you receive a rejection letter, follow up with a note expressing your interest in future positions for which you may qualify. If you are comfortable, ask for feedback on your interview and why you were not selected as a candidate.
Congratulations! You have received a job offer, or perhaps several job offers! Do not feel pressured to accept a job on the spot – it is important that you carefully evaluate each job offer. When you receive a job offer, either over the phone or via email, you should ask for some time to review the offer (even if you know that you will accept). The polite way to ask for time is to state, “Thank you very much for the offer. I would like some time to review the offer – can I get back to you tomorrow (you should ask for no more time than a week)?” Whenever possible, try to get the offer in writing. An offer should typically detail your salary and start date, though it may also include information about benefits.

Evaluating

When evaluating a job offer, you should consider:

- **Job Content**: Do you fully understand the nature of the job? Will you be happy performing this job for an extended period (at least 1 year, if not 2)? Will this job make you marketable for future opportunities?
- **Your Manager/Supervisor**: When you interviewed for the position, did you meet with your immediate supervisor? What was your impression of him/her? Will s/he serve as a mentor? Does s/he have a management style conducive to a productive work environment?
- **Coworkers**: Even though you will be reporting directly to your supervisor, you will more than likely need to work collaboratively with your coworkers. You will be spending between 40 or more hours at work every week, and you should get along with those individuals.
- **Time Commitment**: What is a typical workweek? Are you required to work overtime? Will you have to travel?
- **Location**: How long is the commute? Is the office in a location where you feel comfortable? Is this an area where you would want to live?
- **Salary and Benefits**: Is the salary competitive? How are individual salary increases determined? When and how are salary/promotions determined? Evaluate vacation time, medical/dental insurance, retirement plans, and other fringe benefits.
- **Culture**: Is this a place where I will be happy? Where I will be challenged? Where I will thrive? Do your values match those of the company?

Negotiating

After reviewing the full job offer, you may decide that you want to negotiate. You will need to prepare a strategy ahead of time and approach the negotiation with a positive attitude. You will also need to provide a reason why you are worthy of an increase in salary or benefits (not just because you think you deserve it). This is very similar to an interview – you must convince the employer that you possess skills or experience that they need.
Follow these steps to help you with the negotiation:

- **Assess your budget:** Create a budget of your expenses, and determine if the salary will allow you to live comfortably. Estimate about 28% of your salary will go to taxes.

- **Research:** Determine typical salary ranges for someone of your educational background, experience level, and geographic location. You can find salary information on the NYS Bureau of Labor Statistics, www.salary.com, or you can ask the Rockefeller College Office of Career Development for the average salary of recent graduates.

- **Benefits:** Your salary is not the only compensation you will receive. Most companies will offer a retirement plan, health and dental insurance, and paid vacations. In addition, some organizations may also offer bonuses, increases, stock options, commissions, company cars, pensions, signing bonuses, and relocation expenses. You should factor these benefits into your total offer.

After evaluating the total offer, you should then determine what factors you would like to negotiate. Typically, you will negotiate salary, and you should determine how much more you would like. The salary increase should not be much higher than what the original offer was – for example, if you were offered $40,000, then it would be inappropriate to ask for $65,000; instead, you may want to ask for $50,000. Keep in mind that the company may come back with a counter-offer, which will typically be in the middle of the two salaries. Therefore, if your budget is $45,000/year, you should ask for a higher rate, in case the organization counter-offers. After determining the salary amount you will ask for, you should start the salary negotiations by stating something like, “I’m very pleased to receive the offer, but given the responsibilities of the job and my qualifications, I wanted to determine if the salary is negotiable.” It is best to ask if the salary is negotiable first, as you do not want to offend the employer, and also, there may be set pay structures in place that don’t allow for room to negotiate. If the salary is not negotiable, you may want to consider negotiating other benefits, such as working from home/telecommuting, working a reduced schedule, or having the employer pay for transportation costs.

### Accepting

When accepting a job offer, you should adhere to some ethical considerations.

- If you are not interested in the offer, you should decline as soon as possible.
- If you are waiting to hear back from other organizations regarding employment, be honest with the organization that gave you the offer. Indicate that you are flattered by their offer, but you would like time to consider additional offers. You should then contact the other organizations, and let them know that you have another offer, and inquire when you can anticipate notification regarding the position.

**Accepting a job offer is a serious commitment.** Once you accept, it is considered proper business protocol to discontinue all job search activities. In fact, you should inform employers that you have accepted an offer and are no longer eligible for consideration. **It is unacceptable to reverse your decision.** Once all negotiation has ended and you’ve agreed upon an offer, obtain written confirmation. Asking for an offer in writing prevents a possible future misunderstanding.

- Please notify the Office of Career Services when you accept a job offer. The School of Business keeps statistics on job placements and work related information, and participation by all graduates is necessary to keep statistics as accurate as possible.
Internships are an excellent way to gain experience while still in school. Not only does this make you more marketable to future employers, but it also gives you the opportunity to discover what types of careers might be of interest and best suited to your background. Your internship could also one day turn into a full-time position at the company.

The Office of Career Services works with students to identify high quality internships, but it is the student’s responsibility to conduct research on internship sites, submit applications, interview, and ultimately accept an internship. Students are highly encouraged to have their resume reviewed prior to applying for any internship. Success depends upon a lot of hard work from you.

The following are several ways students can find an Internship.

**Handshake Postings**

The School of Business Office of Career Services uses Handshake to post relevant internships and jobs for students and alumni. Students should review these job postings regularly. It is highly recommended that you also “follow” an employer on Handshake so you can be notified as soon as they post positions.  
https://www.albany.edu/career/Handshake.shtml

**Email Notifications**

In addition, regular emails are sent out throughout the school year listing the most recent internship opportunities.

**Career Fair Participation**

Career fairs are a great opportunity for students to discover internship opportunities. Students are highly encouraged to participate in career fair opportunities in both the fall and spring semester in the SEFCU Arena. The School of Business will also on occasion host several of its own career fairs in the Massry Center for Business.

**Websites**

Students may be interested in utilizing additional resources for searching for internships. These websites can include but are limited to the following:

- www.internships.com
- www.idealist.org - Nonprofit opportunities
- www.indeed.com - General search engine
- https://nysinternships.cs.ny.gov/nnyl/intern.cfm - State Internships
- www.linkedin.com
WHAT IS NETWORKING?

Networking is one of the most essential career development and job search tools that is often overlooked by students and job hunters. Networking involves developing and maintaining connections with individuals, then mutually benefitting from this developed relationship. In relation to career development, a well-developed network provides you with a support system of individuals who can provide meaningful assistance to you as it may relate to your career/industry exploration, connections to other individuals, and learning about potential job openings. Networking should be approached as an ongoing process that takes time and nurturing, and not something you do just when you are looking for a job. It is important to remember that networking is a two way process in which you provide beneficial support to those in your network as well.

WHY IS NETWORKING IMPORTANT?

Networking provides you with an opportunity to:
- Connect with individuals in your field of interest that can provide beneficial insight
- Gather information pertaining to a particular field or industry
- Increase your chances to find out about job openings otherwise not advertised

HOW DO I ESTABLISH MY NETWORK?

Networking opportunities occur on a daily basis and can include partaking in a brief conversation with someone on an elevator or an arranged meeting with a professional. There are many ways to develop your list of potential networking contacts. Begin by identifying all the people that you meet through your activities. These can include:
- Your friends, their parents, and family members
- Your relatives and extended family
- Former and current employers and co-workers
- Coaches, clergy
- Classmates, faculty, advisors
- Club and organization members
- Professional Associations
- University at Albany Alumni Association members and/or those of other schools you’ve attended
- UCAN – UAlbany Career Advisory Network

You will have a better chance of talking or meeting with someone when you have been referred by a mutual contact. Begin to develop your networking contacts by asking people if they know someone working in your field of interest. Once you have started to initiate contact, remember to thank and stay in touch with those who assisted.
HOW TO FURTHER DEVELOP YOUR NETWORK

ONLINE SOCIAL NETWORKING
Online social networking has become the fastest growing form of networking amongst professionals. Networking through online resources provides individuals that usually would not have a chance to connect with one another to develop an association on a professional level. Many of these sites serve as a professional networking tool to millions of global users to reconnect with classmates and colleagues, discover new connections through users and obtain answers to industry related questions through both direct contact and discussion boards. It is important to maintain a professional appearance throughout your profile pages when using these social networking sites for career purposes. Some beneficial sites to utilize include:

LinkedIn
• LinkedIn is a business-oriented social networking site mainly used for professional networking. It has more than 500 million registered users.
• Students create a profile of their professional experience, which can be viewed by others, similar to a resumé.
• Groups are an excellent way to network and learn more about career paths. There are groups focused on line of work, college alumni, and numerous other interests.

Facebook
• In addition to finding friends and updating profile pages accessible to users, members can also join professional groups and connect with other group members. Many organizations have career-oriented pages, such as KPMG Careers.
• Be sure to maintain a positive social image on this and other social media sites. Damaging photos and posts can have a negative impact on your job search.

Twitter
• Twitter is a social networking and micro-blogging service that enables its users to send and read messages. Many organizations post job opportunities and events through tweets.

Instagram
• Instagram is a social networking app made for sharing photos and videos from a smartphone and a place where many companies post job opportunities.

THE UALBANY CAREER ADVISORY NETWORK (UCAN)
The UAlbany Career Advisory Network (UCAN) allows you to search for UAlbany Alumni who are interested in or have experience in specific fields. You can search for an advisor on a number of criteria – industry, company, region and more. Alumni are available to connect with for informational interviews, advice, and networking. The network includes over 1,800 alumni. To find out more, visit https://www.alumni.albany.edu/ucan_students

CAREER EVENTS
Participating in various career related events provide valuable opportunities to meet new professional contacts. As such, students are encouraged to attend as many events as they are able, including information sessions, alumni panels & presentations, and career fairs.
**ACCOUNTING**

### AREAS

#### PUBLIC ACCOUNTING
- Auditing/Assurance Services
- Tax
- Environmental Accounting
- Forensic/Investigative Accounting
- Information Technology Services
- International Accounting
- Personal Financial Planning

#### CORPORATE ACCOUNTING
- Financial Management
- Financial Reporting
- Internal Auditing
- Cost Accounting
- Tax Planning
- Budget Analysis

#### GOVERNMENT
- Auditing
- Financial Reporting
- Financial Management
- Budget Analysis
- Research

### EMPLOYERS

- **Public accounting firms**: Large, multi-national, regional, local
- **Sole Practitioners**

- **Companies of all sizes, in all industries**.

- **Federal agencies and departments including**:
  - FBI
  - IRS
  - Department of Treasury
  - General Accounting Office
  - Office of Management & Budget
  - Securities Exchange Commission
  - State and Local Agencies

### STRATEGIES

- **Public accounting firms** hire candidates who meet the educational requirements for sitting for the Certified Public Accountant (CPA) exam: 150 hours of education including 24 hours of accounting, i.e. the equivalent of an undergraduate degree in accounting.
- State laws govern the practice of accountancy and specify the requirements to be eligible to sit for the CPA exam. In most states, the State Board of Accountancy has a website that outlines those requirements.
- Many managers in corporate settings obtain an MBA degree after several years of work experience.
- Complete an internship in a government agency.
- Become familiar with the government application process.
- Accounting is a “hot area” in government hiring and many opportunities exist in the public sector.
# GENERAL INFORMATION

- Earn good grades. Grades are an indicator of technical competence in accounting and of a person’s work ethic.
- Potential employers place a big emphasis on strong interpersonal skills. Demonstrate these skills by having a well-rounded background.
- Actively participate in student organizations to develop leadership skills.

- Develop excellent computer skills.
- Learn to work well within a team.
- Develop strong communication skills.
- Gain work experience and learn information about careers through internships. Consider completing internships in the spring semester, not just summer term.

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## EDUCATION

- Teaching
- Research
- Consulting

## NON-PROFIT

- Accounting
- Internal Audit
- Financial Planning
- Budgeting
- Money Handling
- Record Keeping

## AREAS

- Universities and Colleges

## EMPLOYERS

- A Ph.D. in Accounting or a DBA, Doctorate in Business Administration, in accounting is generally required.
- Maintain a high GPA and secure strong faculty recommendations for admittance into graduate school.
- Many managers in corporate settings obtain an MBA degree after several years of work experience.
- Volunteer at non-profit organizations and build a network of contacts in the non-profit sector.

## STRATEGIES

- Teaching
- Research
- Consulting

- Social service agencies & organizations
- Hospitals
- Public school systems
- Universities and colleges
- Religious organizations
- Libraries and museums
- Political parties
- Labor unions
• Join Beta Alpha Psi, the honorary fraternity for accounting and finance information professionals, to gain knowledge about the accounting profession.
• Certifications available through the Institute of Internal Auditors or the Institute of Management Accountants may increase job marketability in some areas of accounting.
• Accounting students should develop their analytical, critical-thinking and problem-solving skills. Develop high ethical standards.

• Accuracy and attention to detail are important traits for accountants.
• Accounting is a versatile degree. Students who graduate with a major in accounting may find jobs in many areas of business including banking, financial planning, sales, production management, client management, product development, procurement, and general management.
### AREAS

#### INTELLIGENCE
- Cybersecurity Specialist/Technician
- Cyber Crime Analyst
- Incident Analyst
- Cybersecurity Analyst
- Penetration & Vulnerability Tester

#### SECURITY CONSULTING
- Cybersecurity Specialist/Technician
- Cybersecurity Consultant
- Risk Analyst
- Security Analyst

#### SECURITY IMPLEMENTATION & MANAGEMENT
- Security Engineer
- Cybersecurity Specialist/Technician
- Cybersecurity Manager/Administrator

### EMPLOYERS

#### INTELLIGENCE
- Central Intelligence Agency
- NSA
- Federal Bureau of Investigation
- Department of Homeland Security
- Department of Defense
- Defense Intelligence Agency
- Air Force
- Army
- Navy

#### SECURITY CONSULTING
- PWC
- EY
- Deloitte
- KPMG
- GreyCastle Security
- NYSTEC
- IBM
- Virtusa

#### SECURITY IMPLEMENTATION & MANAGEMENT
- General Electric
- Center for Internet Security
- Albany Medical Center
- MVP
- CDPHP
- Secure Decisions
- MM Hayes
- Xchangeworx
- Rational Enterprises
- NYS Information Technology Services

### STRATEGIES

- Internships
- Participation in cyber competitions
- Undergraduate research
- Academic clubs
- Adopting an industry mentor
- Networking at events and job fairs (Cyber Jobs Week)
- Alumni outreach
- Go to [www.cyberseek.org](http://www.cyberseek.org)
### GENERAL INFORMATION

- Professionals in this industry are excellent communicators who manage time efficiently. They are detail and big picture oriented.
- Prepare to learn new information on a regular basis through online discussions, classes, conferences, periodicals and update your skills accordingly.
- Certifications may be necessary for some technical careers. Obtain the certifications that are the most applicable to career goals and interests.
- Expect to work extended and/or irregular hours at times and to be “on call.”
- Gain as much diverse technical experience as possible. Seek positions in computer labs, retail computer/technology stores or as technological support for any office or business.
- Plan to earn a Master’s degree such as an MBA with a technology component for increased management opportunities.

### LAW ENFORCEMENT

- Cyber Crime Investigator
- Incident Responder

### EMPLOYERS

- Federal Bureau of Investigation
- Department of Homeland Security
- Department of Defense
- Drug Enforcement Agency
- New York State Police
- New York City Police Department

### STRATEGIES

- Internships
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### CORPORATE & PUBLIC FINANCE
- Financial Analysis
- Cash Management
- Credit Management
- Budget Analysis
- Investment Management
- Investor Relations
- Financial Reporting
- Payroll
- Benefits
- Real Estate
- Risk Management

### BANKING
- Corporate Credit Analysis
- Commercial Lending
- Trust Management
- Capital Services - Mergers & Acquisitions
- Mortgage Loans
- Originations and Packaging
- Branch Management
- Operations
- Cash Management
- Credit Scoring and Risk Management
- Private Banking

### INVESTMENT BANKING
- Corporate Financial Analysis
- Mergers and Acquisitions
- Equity and Debt
- Underwriting
- Institutional Bond and Equity

### AREAS
- Private business of all sizes and types
- State and local government entities
- Federal agencies including:
  - Internal Revenue Service
  - Treasury Department
  - Schools and universities
  - Non-profit organizations
  - Foundations
  - Hospitals

### EMPLOYERS
- Commercial banks
- Credit unions
- Savings and loan associations
- Savings banks
- Mortgage banks
- Captive finance companies
- Regulatory agencies including:
  - Federal Reserve
  - FDIC
  - OCC
  - OTS

### STRATEGIES
- Complete a related internship.
- Develop strong computer skills, including spreadsheets, databases, and presentation software.
- Sharp analytical skills are crucial in this industry.
- Earn a MBA to reach the highest levels of corporate finance.

- Develop a solid background in business including, Marketing and accounting.
- Get experience through part-time, summer or internship positions in a financial service firm.
- Develop strong interpersonal and communication skills in order to work well with diverse clientele.

- An M.B.A. is required to move beyond the entry-level analyst position in investment banking. Investment banking is highly competitive.
### General Information
- Quantitative skills are extremely important. Take additional courses in math, statistics, and accounting.
- Many positions in finance require the ability to analyze and interpret data.
- Develop strong interpersonal and communication skills. Cultivate an eye for detail.
- Gain experience through internships, summer and part-time positions.

### Areas
<table>
<thead>
<tr>
<th>Finance</th>
<th>Money Management</th>
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</thead>
<tbody>
<tr>
<td>Retail Bond and Equity Sales</td>
<td>Portfolio management firms</td>
</tr>
<tr>
<td>Business Valuation</td>
<td>Commercial banks</td>
</tr>
<tr>
<td>Business Sale Transactions</td>
<td>Investment banks</td>
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<tr>
<td>Currency Trading</td>
<td>Federal Reserve banks</td>
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<tr>
<td>Derivatives, e.g. options</td>
<td>Insurance firms</td>
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<tr>
<td>Trading</td>
<td></td>
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<tr>
<td>Venture Capital Fund Management</td>
<td></td>
</tr>
<tr>
<td>New Venture Analysis</td>
<td></td>
</tr>
</tbody>
</table>

### Employers
- Financial services firms
- Insurance firms
  - *The Gramm Leach Bliley Act of 1999 allowed financial services firms to acquire or build investment banking subsidiaries and vice versa.*
- Portfolio management firms
- Research
- Trading
- Marketing
- Portfolio Management

### Strategies
- Be prepared to work many hours overtime per week, start at bottom, and pay your dues.
- Develop strong analytical and communication skills.
- Cultivate personal ambitiousness.
- Obtain a Series 7 License for both institutional and retail broker sales positions.
- Work toward the CFA designation.

- Most positions require an advanced degree in economics, finance or business and many years of financial experience.
• Read the Wall Street Journal and other financial news magazines to stay abreast of current events and to learn more about the industry.
• Join student professional associations in the field of finance.

• Several professional designations and licenses, e.g. Chartered Financial Analyst or Certified Financial Planner, are available to finance professionals working in a particular area. Earning these designations may help one obtain advanced positions.
### STRATEGIES

#### NETWORK ADMINISTRATION
- **Intranet**
  - Development
  - Installation
  - Testing
  - Monitoring
  - Maintenance
  - Security
  - Support
- **Hardware and Software Design**

#### DATABASE ADMINISTRATION
- Development
- Installation
- Testing
- Maintenance/Support
- Archiving/Security
- Upgrading
- Systems Integration
- Management

### AREAS

#### INFORMATION SYSTEMS & BUSINESS ANALYTICS

#### EMPLOYERS

- Seek work experience in university computer labs.
- Develop effective analytical and problem solving skills.
- Expect to spend a significant amount of time responding to inquiries from colleagues, customers and employees.
- Acquire strong oral and written communication skills and interest in helping others.
- Gain knowledge in a variety of computer areas including minor programming, software and hardware.
- Stay abreast of the latest technologies.
- Obtain applicable certifications such as Cisco or Microsoft.

- Develop logical thinking skills, attention to detail and the ability to concentrate for long periods.
- Obtain technical experience through paid or volunteer positions.
- Seek general knowledge of computer languages and database mgt. software; consider specializing in one for increased marketability.
- Acquire strong communication skills for work with teams of programmers and staff who may have limited computer training.

#### AREAS

- **Most areas of business, government and non-governmental organizations including:**
  - Financial institutions
  - Insurance companies
  - Consulting firms
  - Telecommunications companies
  - Retailers
  - Healthcare organizations
  - Hotels and restaurants
  - Entertainment companies
  - Environmental management firms
  - Education institutions
  - City, state and federal government

- **Most areas of business, government and nongovernment organizations including:**
  - Financial institutions
  - Insurance companies
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  - Healthcare organizations
  - Hotels and restaurants
  - Entertainment companies
  - Environmental management firms
  - City, Federal & State govt.
  - Education institutions

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<tbody>
<tr>
<td><strong>WEB ADMINISTRATION</strong></td>
<td><strong>SYSTEMS DEVELOPMENT</strong></td>
<td><strong>Gain experience in web development or maintenance through part-time jobs or internships.</strong></td>
</tr>
</tbody>
</table>
| • Website  
  o Design  
  o Programming/Development  
  o Management  
• System Administration  
• Analysis | • Internet-related companies including:  
  o Browsers  
  o Search engines  
  o Website design services  
• Most areas of business, government and nongovernment organizations including:  
  o Financial institutions  
  o Insurance companies  
  o Consulting firms  
  o Telecommunications companies  
  o Retailers  
  o Healthcare organizations  
  o Hotels and restaurants  
  o Entertainment companies  
  o Environmental management firms  
  o Education institutions  
  o City, state and federal government | • Seek expertise in information architecture and usability. |
| | | • Volunteer to design web sites for student organizations or community groups. |
| | | • Learn web-related programming languages. |
| | | • Develop problem solving and creative thinking skills |
| | | • Learn to work effectively in a team by participating in group projects or student organizations. |
| | | • Develop excellent interpersonal skills for effective communication with technical and non-technical colleagues and clients. |
| | | • Gain knowledge of industries, business areas or government agencies of interest. Complete a minor to gain specialized knowledge related to the field. |
| | | • Strengthen logical thinking and problem solving skills. |
### INFORMATION SYSTEMS & BUSINESS ANALYTICS

<table>
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<tr>
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<th>STRATEGIES</th>
</tr>
</thead>
</table>
| **SYSTEMS DEVELOPMENT (Cont’d)** | | • Maintain current knowledge of computer languages and technology.  
• Gain programming experience through internships or part-time employment.  
• Supplement program with courses such as accounting, management, human resources, consulting to increase understanding of business theory.  
• Earn a graduate degree in technology or business for advanced opportunities in analysis, project management and executive operations. |
| **TECHNICAL SUPPORT**  
- Hardware, Software, Systems-Support  
- System Oversight/Evaluation  
- Training  
- Technical Writing  
- Marketing  
- Sales | **Employers**  
- Software, hardware and systems developers  
- Technical service providers  
- Retailers  
- Education institutions | • Develop excellent listening, verbal and written communication skills and patience.  
• Display interest and ability in customer problem solving. A commitment to customer satisfaction is imperative.  
• Seek work experience in university computer labs and help desks.  
• Obtain general sales or customer service experience.  
• Take technical writing courses to develop skills.  
• Develop extensive knowledge of merchandise for retail sales positions. |

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<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
</tr>
</thead>
</table>
| EDUCATION TRAINING | • Proprietary (for profit) schools  
• K-12 public and private schools  
• Colleges and universities  
• Corporations  
• Non-profit organizations | • Gain experience working with students through tutoring, part-time employment, internships in computer labs and/or other technical positions.  
• Develop excellent interpersonal and public speaking skills.  
• Inquire about certification process required of K-12 teaching and varies by state.  
• Earn a graduate degree in information technology or a related field for increased opportunities. A Master's degree may be sufficient for teaching at community or two-year institutions.  
• Seek doctoral degree related to information sciences for teach opportunities at colleges and universities. |
| CONSULTING | • Consulting firms  
• Self-employed | • Develop strong analytical & interpersonal skills for working with clients.  
• Obtain a strong technical knowledge of computers, a background in business management and experience in systems analysis.  
• Became familiar with various programming languages and operating systems.  
• Earn certifications  
• Demonstrate abilities to self-motivate and work independently. |
GENERAL INFORMATION

- Professionals in this industry are excellent communicators who manage time efficiently. They are detail- and big picture-oriented.
- Expect to work extended and/or irregular hours at times and to be “on call.”
- Prepare to learn new information on a regular basis through online discussions, classes, conferences, periodicals and update your skills accordingly.
- Certifications may be necessary for some technical careers. Obtain the certifications that are the most applicable to career goals and interests.
- Gain as much diverse technical experience as possible. Seek positions in computer labs, retail computer/technology stores or as technological support for any office or business.
- Investigate technology in additional areas such as audio/visual or telecommunications. Become familiar with the integration and application of these areas to ISBA.
- Develop physical stamina and strength. Many networking professionals are involved in hands-on, physical activity during network installation and maintenance.
- Specialize in a specific area of business or industry and become familiar with the applicable software and hardware. Earn a minor in your field of specialization i.e. biology for work with scientific database.
- Plan to earn a Master’s degree such as an MBA with a technology component for increased management opportunities.

NOTE: The ISBA major is closely related to other majors such as Computer Information Systems, Information System, Information Sciences and Information Technology. While each may be slightly different, all are focused on the application of technology in various environments. In contrast, Computer Science focuses on the theory of mathematical foundations required for the development of systems software such as operating systems and language translators.
<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
</tr>
</thead>
</table>
| SALES | • Industrial Sales  
        • Consumer Product Sales  
        • Financial Services Sales  
        • Services Sales  
        • Advertising Sales | • Profit and nonprofit organizations  
                                 • Product and service organizations  
                                 • Manufacturers  
                                 • Financial companies  
                                 • Insurance companies  
                                 • Print and electronic media  
                                 • Consulting firms | • Obtain experience through internship or sales jobs.  
                                     • Must be highly motivated and well organized.  
                                     • Proven leadership abilities are desirable.  
                                     • Develop a strong commitment to customer satisfaction.  
                                     • Must work well under pressure and be comfortable in a competitive environment. |
| CUSTOMER RELATIONS | • Customer Service | • Businesses providing products or services to the public or to other organizations | • Obtain part-time or summer experience.  
                                   • Develop problem solving skills, self-confidence, assertiveness, empathy, and stamina.  
                                   • Develop strong leadership and public speaking skills.  
                                   • Excellent written and verbal communication skills are required. |
| PURCHASING/PROCUREMENT | • Government organizations  
                             • Large companies  
                             • Educational institutions  
                             • Hospitals | • Develop good interpersonal, verbal and written communication skills.  
                                     • Good analytical and problem solving skills are critical.  
                                     • Preparation in statistics, mathematics, and behavioral science required.  
                                     • Obtain advanced degree in |
### General Information

- Most entry-level positions for marketing majors reside in sales.
- Many marketing majors seek positions in advertising, public relations, sport management, and entertainment. Such positions are difficult to obtain and require breaking in at the bottom level. Seek internships in these fields even if unpaid.
- Gain as much relevant experience as possible through internships or summer and part-time positions.
- Join the American Marketing Association student chapter and seek leadership roles.
- Develop excellent communication skills and the ability to work well with others.
- Engage in personal networking to increase job possibilities.
- Marketing is good preparation for graduate study in business. An MBA can open greater opportunities, particularly in areas of brand management and market research.

### Marketing

#### Areas

- Large companies
- Marketing research firms
- Public institutions concerning health, education and transportation
- Management consulting firms

#### Employers

- Develop good interpersonal, verbal and written communication skills.
- Good analytical and problem solving skills are critical.
- Preparation in statistics, mathematics, and behavioral science required.
- Obtain an advanced degree in business or statistics.
### MANAGEMENT

**Areas and job title will vary by industry**

- Areas and job title will vary by industry
- Business and industry including:
  - Banks and financial institutions
  - Retail stores
  - Restaurants
  - Hotels
  - Service providers
  - Healthcare organizations
  - Local, state, and federal government
  - Nonprofit organizations
  - Self-employed

**Be prepared to start in entry-level management trainee positions.**

- Demonstrate initiative and leadership to be promoted.
- Gain experience through internships or summer and part-time jobs.
- Work at a retail store or restaurant; advance into an assistant manager position.
- Get involved in student organizations and assume leadership roles.
- Demonstrate an entrepreneurial spirit, a strong work ethic, integrity, and a sense of independence.
- Take courses in a secondary specialty such as marketing or information systems to increase job opportunities.
- Learn to work well on a team and develop strong communication skills.

### HUMAN RESOURCE MANAGEMENT

**Compensation**

- Large corporate entities
- Service industry
- Hospitals and healthcare organizations
- Universities
- Temporary or staffing agencies
- Executive search firms
- Local, state, and federal government
- Labor unions

**Benefits**

**Training**

**Safety**

**Employee Relations**

**Industrial Relations**

**Organizational Development**

**Equal Employment Opportunity**

**Employment Law**

**Consulting**

**Compensation**

**Benefits**

**Training**

**Safety**

**Employee Relations**

**Industrial Relations**

**Organizational Development**

**Equal Employment Opportunity**

**Employment Law**

**Consulting**

**Take courses in social sciences, such as psychology and sociology.**

**Gain relevant experience through internships.**

**Develop strong verbal and written communication skills.**

**Learn to solve problems creatively, and gain experience with conflict resolution.**
### HUMAN RESOURCE MANAGEMENT (cont’d)

### OPERATIONS MANAGEMENT
- Operations Research Analysis:
  - Business Strategy
  - Facilities Layout
  - Inventory Control
  - Personnel Scheduling
- Production Management:
  - Line Supervision
  - Manufacturing
  - Management
  - Production Planning
  - Quality Assurance
- Materials Management:
  - Purchasing/Buying
  - Traffic Management
- Inventory Management

### SALES
- Industrial Sales
- Consumer Product Sales
- Financial Services Sales
- Services Sales

### EMPLOYERS
- Manufacturers
- Industrial organizations
- Service organizations

### STRATEGIES
- Build a solid background in technology.
- Join the Society of Human Resource Management and other related professional associations.
- Be prepared for continuous learning in the profession.
- Seek professional endorsements, such as PHR and SHRM
- Develop strong analytical skills and logical approach to problem solving.
- Take additional courses in statistics and computer systems. This is a more technical side of business.
- Develop skills in budgeting and cost management.
- Take additional accounting and finance courses.
- Learn to manage multiple situations and problems.
- Be able to communicate effectively with different types of people in various functional areas.
- Earn an MBA to reach the highest levels of operations management.
- Obtain internships or summer/part-time jobs.
- Seek leadership positions in campus organizations.
- Work for the campus newspaper, directory, or radio station selling ads.
### SALES (cont’d)
- Advertising Sales
- E-commerce
- Customer Service
- Sales Management
  - District, Regional, and Higher

### EMPLOYERS
- Financial companies
- Insurance companies
- Print and electronic media outlets
- Software and technology companies
- Internet companies

### STRATEGIES
- Become highly motivated and well organized.
- Develop a strong commitment to customer satisfaction.
- To deliver effective customer service, develop problem solving skills, self-confidence, assertiveness, and empathy.
- Learn to work well under pressure and to be comfortable in a competitive environment.
- Be prepared to work independently and to be self-motivated. Plan to work irregular and/or long hours.
- Learn to communicate effectively with a wide range of people. Take additional courses in interpersonal communication and public speaking.
- Develop strong persuasion skills and learn how to build relationships.
- Some positions in sales, such as pharmaceuticals, require at least one or two years of a proven record in outside sales. Be prepared to start in a different industry before getting a job in pharmaceuticals.
### MANAGEMENT

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<th>AREAS</th>
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<tbody>
<tr>
<td><strong>INSURANCE</strong></td>
<td>• Insurance companies • Banks</td>
<td>• Complete an internship with an insurance agency.</td>
</tr>
<tr>
<td></td>
<td>• Claims</td>
<td>• Talk to professionals in the industry to learn more about claims, underwriting, and risk management. Many entry-level positions exist in these areas.</td>
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<tr>
<td></td>
<td>• Underwriting</td>
<td>• Initiative and sales ability are necessary to be a successful agent and broker.</td>
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<tr>
<td></td>
<td>• Risk Management</td>
<td>• Develop strong communication skills, as many positions require interaction with others and the ability to explain information clearly and concisely.</td>
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<tr>
<td></td>
<td>• Sales</td>
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<td>• Loss Control</td>
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<tr>
<td><strong>REAL ESTATE</strong></td>
<td>• Real estate brokers • Banks</td>
<td>• Obtain sales experience through part-time, summer or internships.</td>
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<tr>
<td></td>
<td>• Residential Brokerage</td>
<td>• Research the process of becoming a real estate broker through the National Association of Realtors.</td>
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<td></td>
<td>• Commercial Sales</td>
<td>• Develop an entrepreneurial spirit.</td>
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<td></td>
<td>• Appraisals</td>
<td>• Research apprenticeships in appraisal.</td>
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<tr>
<td></td>
<td>• Property Management</td>
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<tr>
<td><strong>BANKING</strong></td>
<td>• Banks</td>
<td>• Take marketing and accounting courses.</td>
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<tr>
<td></td>
<td>• Credit unions</td>
<td>• Obtain part-time, summer, or internship in a bank.</td>
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<tr>
<td></td>
<td>• Savings and loan associations</td>
<td>• Develop strong interpersonal and communication skills in order to work well with a diverse clientele.</td>
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<tr>
<td></td>
<td>• Financial services institutions</td>
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<tr>
<td></td>
<td>• Federal Reserve banks</td>
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<tr>
<td></td>
<td>• Branch Management</td>
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<td>• Operations</td>
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<td>• Trust Services</td>
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<td>• Mortgage Loans</td>
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<td></td>
<td>• Retail/Consumer Banking</td>
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<tr>
<td></td>
<td>• Credit Analysis</td>
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<td>• Lending</td>
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</tbody>
</table>
GENERAL INFORMATION

• General business is a broad area that can lead to many career opportunities. Students should clearly define their goals and seek experience and skills necessary to reach those goals.
• Gaining relevant experience through part-time and summer jobs or internship is critical.
• Learn about various fields of business through research in internet sites and books, informational interviews of professionals, and exposure to work environments through shadowing, volunteering, or interning.
• Develop interpersonal and organizational skills through participation in and leadership of student organizations. Strong communication skills, including public speaking, are also important to achieving success in this field.
• Learn to work effectively with a wide variety of people and to work well in a team environment.
• Get involved in student professional associations in field of interest.
• Develop and utilize a personal network of contacts. Once in a position, find an experienced mentor.
• Consider earning an MBA or other related graduate degree after gaining work experience to reach highest levels of business management.
Fall 2018 Career Fair

Wednesday, September 12th 2018, 11:00 am - 4:00 pm EDT

SEFCU Arena

School of Business Cyber Jobs Week

Tuesday, September 11th - Cyber Jobs Fair
Thursday, September 13th - Intelligence Career Day
Friday, September 14th - Interviews/ Seminar

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Deirdre Sweeney
Director