

Research Your Career Interests

Do you already know what kind of career in Business or Public Administration you would like to pursue? If so, great! If not, below are ideas to help you identify some possibilities.

- Take advantage of **career assessment tests** available to you for free that are intended to help you identify your strengths and to give you ideas for the industries in which you might thrive. The CSUB Center for Career Education and Community Engagement (CECE) offers an assessment test called **SIGI 3** on its website (www.csub.edu/cece/), on the page for Student/Alumni.
- Use resources like the **Occupational Outlook Handbook** (www.bls.gov/ooh/) produced by the Bureau of Labor Statistics that offer information on pay, education requirements, and the number of new jobs and growth rate for a wide array of careers. You can also take a look at a database offered through the CSUB Stiern Library (library.csub.edu) called **IBIS World**, which provides market research and risk ratings based on the impact of the global economy on a specific industry. Another helpful Stiern Library database is **ReferenceUSA**, which allows users to very quickly generate lists of companies based on a variety of parameters, including geography, business size, and financial data. Finally, the BPA **Bloomberg Terminals** located in the BPA Investment Center (BDC 262) is an additional resource you can use to learn more about specific industries.
- Review the **coursework for BPA majors and concentrations** and consider which of the courses sound most interesting to you. Do you have strong quantitative skills or enjoy working with data and spreadsheets? Then maybe majoring in Economics would appeal to you. Or are you into coming up with ideas for how to create interest in an event or an item? If so, maybe Marketing is what you would like. Choose a focus that seems most interesting to you, and you will likely do well in those courses and create a skill set that will support your efforts in your career.
- Conduct online **searches for job titles** in the concentration you have chosen, as a way to develop an understanding for the kind of work that might be expected of people in those roles. What are some possible career opportunities in the field? A specific way to learn about what kind of work is required of particular jobs is to review current job ads posted by companies or organizations. Even though you might be two or more years from actively looking for a job, informing yourself of what might be expected of you in certain roles and what you will need to do to make yourself competitive in the future will be instrumental to you getting the job you ultimately want.
- Conduct online searches for individuals who are successful in the area of Business or Public Administration you would like to pursue. It is always helpful to **read biographies** as a way to develop an understanding of the various paths available to get from points A to Z. Your path will not exactly follow anyone else's, but you can certainly learn about what worked for others and use what might be applicable to your own career path.
- **Browse profiles** on LinkedIn to learn additional details about what kinds of work and community/volunteer experiences are more typically pursued by individuals in your chosen field. This will help you to think further about the range of opportunities and experiences that might lie ahead for you in your career.
- Review the "What Can I Do With This Major?" guide on the CECE website (bit.ly/2CZr3pV).
- Create an account in **Handshake**, the online portal used by CECE to inform students about upcoming events, like volunteer and career fairs, that are critical to your professional and career development. Information for how to create an account is available on the CECE website

(www.csub.edu/cece/). You will want to be sure to **complete your profile and make your profile public**, in order to be able to take advantage of all of the resources Handshake offers!