



# Business

Business is about leadership, having a global perspective, and developing solutions to community problems with an entrepreneurial mindset. ASU believes that anyone in any discipline can be a leader and prepares future leaders with an interest in business to make lasting impacts locally, nationally and internationally. Business leaders emerge from diverse programs, including political science, English literature, communication, economics, humanities and law. ASU faculty and graduates with a career interest in business study brain activity of ethical leaders to identify patterns that can be used to train better supervisors, research the benefits of diversity in the work place, educate existing businesses on cybersecurity tactics to protect against data breaches, launch new business ventures and hold leadership positions at Fortune 500 companies, nonprofits and in government.

## Tips for Success

### Get involved on campus

There are many business-oriented student groups on campus that exist to help members learn skills specific to business careers, and because many groups partner with potential employers, you can set yourself up to move into a career even before graduation. Take it a step further and pursue leadership positions within those organizations to maximize your experience.

### Pick up a new language

Learning a second language can make yourself more marketable to internationally based companies.

### Utilize LinkedIn

LinkedIn is heavily used by organizations to post job opportunities, grow business, network, and follow industry trends. If you're thinking of starting your own venture, consider using LinkedIn as a way to market yourself and your business.

### Grow your network

Business relies on successful partnerships and fostering relationships with clients, colleagues and community members. Attend networking events in your city to make new professional connections and build upon your communication and negotiation skills.

---

### Possible Career Fields

Consulting  
Event Planning  
Financial Services  
Hospitality and Tourism  
Hotel Management  
Human Resources  
Insurance  
Marketing and Advertising  
Mathematical  
Project Management  
Public Relations  
Real Estate  
Recruiting  
Restaurant  
Retail Management  
Sales  
Statistical Analysis  
Sustainability  
Transportation and Logistics

---

## Business

### Professional Associations

There are several local and national professional associations connected to this Career Interest Area. Joining a professional association will help you network with professionals already in your field of interest, as well as expose you to new opportunities you may not have considered. Some are free to join and others may offer student rates to become a member.

- **Toastmasters**
- **Local Chambers of Commerce**
- **American Marketing Association**
- **National Association for Business Economics**
- **American Association for Advertising Agencies**

### Next Steps

Try searching for internships on **Handshake** or volunteer opportunities with **VolunteerMatch**.

### Student Organizations @ ASU

Student organizations are another great way to get connected with fellow students with similar interests. Many student clubs bring potential employers to speak at meetings, host career-related events, and offer professional development opportunities. Check **Sun Devil Sync** for more information on joining student organizations.

- **American Marketing Association**
- **Black Business Students Association**
- **Business Communication Students Association**
- **Collegiate DECA**
- **Hispanic Business Students Association**
- **Investment Banking and Consulting Club**
- **Society for Human Resource Management**
- **Sales Professionals Attaining Remarkable Knowledge**
- **The National Association for Catering and Events**
- **Women's Business Leaders Association**

#### Contact us

Career and Professional Development Services  
480-965-2350  
[careerservices@asu.edu](mailto:careerservices@asu.edu)

  SunDevilCareers  
[asu.edu/career](https://asu.edu/career)