

College of  
BUSINESS  
ADMINISTRATION



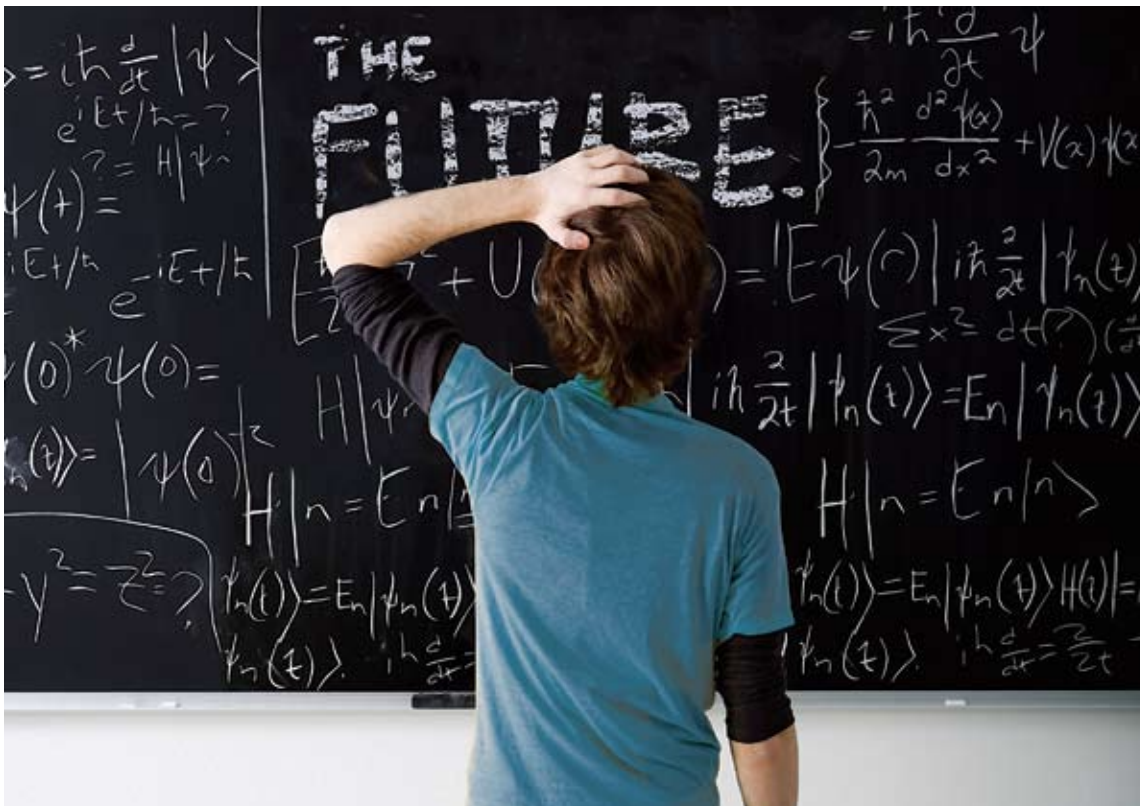
# BUSINESS

# NEWS

FA  
08

VOL. 9 NO.1

FOR THE  
BUSINESS  
STUDENT



## IN THIS ISSUE:

- » Passion Can Drive
- » Salary Hikes
- » Use Your Resources
- » Major Picking
- » The 4 Year Checklist

## HAVE TO PICK A MAJOR— NOW WHAT?

by Peter Vogt  
MONSTERTRAK CAREER COACH

Every time you're on break from school, someone hits you with that most common question asked of college students: "What's your major?"

For months, you've been able to get away with responses like "I'm not sure," or "I'm keeping my options open." But now – thanks to your school's academic rules, your parents' incessant nagging or even your own impatience – you're

forced to make a choice, and you don't know what to do.

Thousands of college students around the country go through the same anxiety-producing experience every year, often around mid-semester when they have to choose their courses for the following semester (and they've already taken all their general or core courses).

Are you in the "I have to pick a

major—now what?" mode? If so, don't panic. If you're like many college students, the major you select won't have a huge impact on your future career anyway. But even if it will, there are plenty of things you can do to help yourself make a sound decision.

### MEET WITH A CAMPUS CAREER COUNSELOR.

Your school's career counselors know your institution's majors well,



College of  
**BUSINESS  
ADMINISTRATION**

One University Circle  
Turlock, CA 95382  
209.667.3671

NAEL ALY

*Dean of the College*

**Accounting & Finance**

DAVID LINDSAY  
*Department Chair*

ANNHENRIE CAMPBELL

STEVEN FILLING

DON GARNER

TZU-MAN (MANDY) HUANG

LYNN JOHNSON

DAVID LINDSAY

THOMAS MCGHEE

KIM TAN

ANDREW WAGNER

SOPHIE ZONG

**Computer  
Information Systems**

ELEFTHERIOS (AL) TSACLE  
*Department Chair*

PI-SHENG DENG

ZBIGNIEW GACKOWSKI

PENGTAO LI

RONALD LODEWYCK

PANOS PETRATOS

ELEFTHERIOS (AL) TSACLE

**Management,  
Operations, &  
Marketing**

AL PETROSKY  
*Department Chair*

NAEL ALY

RANDALL BROWN

MARJORIE CHAN

THEO CHRONIS

TAHI GNEPA

RANDALL HARRIS

ED HERNANDEZ

ALAN KHADE

JARRETT KOTROZO

PETER LI

GENE MURTI

AL PETROSKY

KAYLENE WILLIAMS

**MBA Program**

RANDALL BROWN  
*Director*

**MSBA Program**

ANDREW WAGNER  
*Director*

**EMBA Program**

NAEL ALY  
*Director*

ASHOUR BADAL  
*Senior Associate Director*

and they have a good general sense of where those majors might take you with respect to your career. Perhaps more importantly, though, many campus career centers keep detailed statistics on the types of jobs their schools' graduates have landed with various majors. Typically, these statistics appear in the career center's placement report, which you can ask for and then read to find out where different majors might take you in the future.

**READ YOUR  
UNDERGRADUATE  
BULLETIN AND RELATED PUBLICATIONS.**

Maybe you don't need to actually read the entire undergraduate bulletin, but at the very least, page through it and look at all the majors available at your institution. You never know when you'll stumble upon one that really fits your interests.

If browsing your institution's undergraduate bulletin sounds far too boring, stop by your school's admissions office and ask for briefer major-related publications that might be available.

**TALK TO PROFESSORS AND STUDENTS IN  
VARIOUS MAJORS.**

Start by asking your friends and acquaintances what they're majoring in and why. What do these students like and dislike about their majors? And what can they tell you about the courses in their majors and the careers their majors might lead to?

Similarly, ask professors in various academic departments to briefly describe their majors. Tell them you're interested in learning more about what previous students in the department have gone on to do, career-wise. Professors will gladly tell you in most cases, if you ask.

**CHECK OUT "WHAT  
CAN I DO WITH A MAJOR IN \_\_\_\_\_?" MATERIALS.**

There are lots of ways to answer the question, "What can I do with a major in \_\_\_\_\_?". You can use the Major to Career Converter tool to get an initial sense of which majors lead to which types of careers.

Dozens of major-related books are available to you as well, often at your school's main library or your campus career center's library. VGM Career Horizons, for example, publishes several Great Jobs for \_\_\_\_\_Majors books as well as the Opportunities in \_\_\_\_\_Careers series.

**PAGE THROUGH GUIDES TO COLLEGE MAJORS.**

Several publishers have developed books that offer extensive descriptions of various college majors and what careers those majors might lead to. JIST, for instance, offers The College Majors Handbook, which features information (based on a survey of some 150,000 college graduates) on 60 different majors. Ferguson Publishing, meanwhile, offers College Majors and Careers, which also describes 60 majors in detail.

There's no need to fly blind when it comes to researching and then choosing a college major, especially in this day of the Internet and easily accessible information. The more you talk to knowledgeable people and read about various majors, especially those you know little or nothing about, the better chance you have of picking the one that best fits both your short-term needs and your long-term career goals.



**THERE'S NO  
NEED TO FLY  
BLIND WHEN  
IT COMES TO  
RESEARCHING  
AND THEN  
CHOOSING A  
COLLEGE  
MAJOR...**

---

## FROM THE CBA STUDENT SUCCESS CENTER: USE YOUR RESOURCES!

by Samuel A. Touma

SSC COORDINATOR

Dear Business Students:

I wanted to let you know about some of the resources that are available to you at CSU Stanislaus. I know class assignments and preparing for exams can be overwhelming at times but we have great resources on campus to help meet this challenge head on. One of the most beneficial student resources that are often overlooked is the Tutoring Center/Writing Center. The Tutoring Center, located in the Library Building 112, offers one-on-one and group tutoring for most of our Business Administration pre-requisite courses as well as General Education courses. The Center uses peer tutors who are experienced in the courses to help students successfully complete their courses with confidence. The Writing Center offers one-on-one and small group tutoring for students needing to better their writing skills in all majors and all levels of proficiency. The best thing about these services is that they are absolutely free! You get assistance in completing assignments, help preparing for exams, and become a more competent writer all at no cost. You can't beat that deal! You can find more information at [www.csustan.edu/Tutoring/](http://www.csustan.edu/Tutoring/) or call (209) 667-3642.

If you are looking for part-time or full-time employment, visit the Career Services Center (CSC). The Career Services Center, located in the Mary Stuart Rogers Building 245, provides full-time assistance to all students and alumni. They have friendly and knowledgeable career advisors that are available to assist

you with all of your professional endeavors, which include resume preparation/critiques and basic interview skills. You will have access to many local employment opportunities through the CSC website and career information binders in their office. For more information, log in at [www.csustan.edu/career/](http://www.csustan.edu/career/) or call (209) 667-3661.

Are you still not sure which concentration you would like to pursue? Do you feel that you are not on track with your requirements to graduate? You need to make an appointment for academic advising at the College of Business Administration Student Success Center (SSC). You can call (209) 667-3864 or email [stouma@csustan.edu](mailto:stouma@csustan.edu) to make an appointment to go through your courses and see where you are with completing the Business Administration degree requirements. When you come in for advising, you will receive a planning guide which will assist you in completing your requirements for graduation. The SSC is located in the Demergasso-Bava Hall 217 and 220. Let our Coordinator/Academic Advisor, Samuel or our Peer Advisor, Martin guide you to meet your academic and professional goals. For more information about the SSC and its services, go to [www.csustan.edu/CBA/pages/StudentSuccessCtr.html](http://www.csustan.edu/CBA/pages/StudentSuccessCtr.html).

---

## DR. JARRETT KOTROZO JOINS THE CBA



**Dr. Jarrett Kotrozo**  
Assistant Professor  
Management,  
Operations and Marketing

The CBA welcomes its newest faculty member, Dr. Jarrett Kotrozo, who comes to us from Rensselaer Polytechnic Institute where he received his Ph.D. emphasizing Strategic Management. He earned his master's degree at the Georgia Institute of Technology and his bachelor's degree at the University of San Diego. Dr. Kotrozo has many years of work experience in both the manufacturing and service sectors, which include positions with Delta Airlines, Revlon and Honeywell Corporation.

Dr. Kotrozo has taught classes in both management and finance. He is currently teaching Management Theory and Practice, and will teach Global Enterprising Strategy, and

Strategy and Policy in the spring. His research interests lie in corporate diversification and performance, absorptive capacity, and the role of technology in the classroom. Currently, he has one article under review at the Journal of Management, which explores the role of absorptive capacity in the management literature. Two other articles, related to corporate diversification, are being finalized for review.



# PASSION



## Can Drive Your Career

by John Rossheim  
Monster Senior Contributing Writer

### WHETHER IT LAST HAPPENED TODAY OR 20 YEARS AGO, MOST OF US HAVE BEEN HIT WITH THAT PIT-OF-THE-STOMACH, MONDAY-MORNING MOMENT OF QUESTIONING: WHY DO I WORK HERE? IS THIS ALL THERE IS?

What's missing for many American workers is passion, a positive emotional connection to our work – often our most energy-consuming pursuit. The good news is that with introspection, planning, action and support, you can redirect your career to incorporate what truly excites and invigorates you.

#### **PASSION DRIVES THE MOST SUCCESSFUL CAREERS**

In the context of work, passion

is more than a best-seller buzzword, according to Sally Hogshead, author of *Radical Career*. “The word ‘passion’ has a cheesy connotation, but you have to see it as a non-negotiable element of your career success,” she says. “In fact, if you’re going to be your most successful, you have to be passionate.”

To put the drive back into your career, you first must get back in touch with what energizes

you. “Look back over the course of your life – even back to when you were 12 years old – and seek patterns in what you like about what you’ve done,” says Lawler Kang, author of *Passion at Work*. “Try to come up with a high-level passion, even a mission. Then ask, ‘Does this job meet my personal mission?’ whatever that mission is.”

Your passion may take many forms: working with people,

grappling with an organizational puzzle, telling stories or building that better mousetrap. It’s wise to come up with more than one endeavor that energizes you, because some passions don’t lend themselves easily to a career.

#### **PUT PASSION INTO YOUR WORK**

Don’t make the mistake of assuming that any work activity that touches on your passion

will automatically gratify you. "Even if you're interested in golf, it's unlikely you'll stay interested in working in a golf store and selling equipment," says Julie Jansen, author of *I Don't Know What I Want, But I Know It's Not This*.

Suppose you've got the talent and decide you want to be a golf pro. For a successful candidacy, you need to lay out a plan that will help you put all the pieces together. "You've got to get some substantial stuff on your resume—fill in the blanks, repackage yourself, get training," says Jansen. A reality check with professionals in your target occupation is key.

### **INJECT PASSION INTO YOUR JOB OPPORTUNISTICALLY**

Of course, many of us don't have the time and money to undertake a total career change. Big changes typically come with big expenses. But some professionals develop creative ways to infuse their careers with a passion that has been a long-term avocation.

"A client of mine, an account executive at a global ad agency, is passionate about health," says William Arruda, a consultant with Reach Communications Consulting. "So she came up with several ways to inject her passion into the daily grind." The account executive worked with the on-site cafeteria to design healthful menus, led after-work yoga and kickboxing courses and gained a healthcare company as a client.

That's one way to serve up a career with a side of passion

## ACCOUNTING, FINANCE SALARIES TO RISE IN 2008

by Dona DeZube  
MONSTER FINANCE CAREERS EXPERT

## ACCOUNTING, FINANCE AND MONEY-RELATED BUSINESS PROFESSIONALS WILL BEST THE OVERALL EMPLOYMENT MARKET'S PAY RAISE IN 2008, COMPENSATION EXPERTS SAY.

Finance and accounting professionals will see raises of 7 percent to 9 percent, unless they're working in real estate or mortgage banking, says Glenn Dubiel, Richmond, Virginia-based vice president for Spherion Professional Services. Demand—and therefore, the potential for salary increases—is especially high for those with five to seven years' experience. "There's consistent demand for those professionals," he says. "It hasn't let up at all."

Paul Dorf, PhD, managing director of Compensation Resources in Upper Saddle River, New Jersey, says financial services professionals saw pay increases of 21 percent between 2006 and 2007, a pace he believes cannot continue in 2008. "Companies are not making that kind of money," he says.

He predicts companies will keep fewer senior people, but those who are retained will see fatter paychecks. "Their compensation will rise, because they are the nucleus that companies will use to grow their organizations," he says. For the worker bees at all levels of financial services organizations, he expects raises in the 7 percent range.

### **IT'S ALL IN THE POSITION**

On the high end, Salary.com is forecasting a 4.7 percent average increase for finance and accounting positions, whereas raises for the overall job market are expected to increase just 2.5 percent in 2008.

However, the position you're talking about can make a difference, says Christine Midwood,

CCP, director of survey services for Salary.com, which powers Monster's Salary Wizard. Tellers saw some of the largest salary increases in 2007, up 4.7 percent, while budget analysts, by comparison, were slightly above the 2.5 percent average, as were strategic analysts at roughly 3 percent.

For 2008, Salary.com projects base pay to come in at the following for this sampling of professions:

- Financial associate (corporate) II: \$101,200
- Strategic planning analyst II: \$62,300
- Financial analyst II: \$58,500
- Statistician II: \$50,900
- Teller II: \$25,700

### **ACCOUNTING STILL HOT**

Accounting salaries overall will continue to rise in 2008, growing by 4.3 percent, according to the 2008 Salary Guide from Robert Half International (RHI). Public accountants, financial analysts and internal auditors are projected to see the largest gains. "We do not foresee that any industries or positions will have negative total employment or salary figures," says Josh Warborg, RHI district president in Seattle.

"The public accounting markets are very strong, and we believe that uptick will continue," he adds. "CPA and consulting firms will give strong bonuses and continue to have stronger-than-average increases in compensation."

The predicted 2008 increases in public accounting salaries range from 7 percent or more for managers and senior managers at

firms of all sizes down to 5.5 percent for new hires at large public accounting firms. RHI estimates new hires at large firms will average \$47,500 to \$57,500 in 2008, compared with \$40,000 to \$47,250 for new hires at small firms.

On the corporate side, accounting positions likely to post raises above 6 percent include: internal audit managers; senior auditors; senior tax accountants; tax accounting managers; and cost, treasury, budget or financial analysts at large companies, RHI estimates.

Raises will exceed 5 percent in 2008 for CFOs and tax managers at companies with revenues of \$50 million to \$250 million, finance directors and controllers at \$100 million-to-\$250 million companies, assistant controllers/assistant treasurers at \$50 million-to-\$100 million companies, accounting managers working for companies of all sizes, and analyst managers for midsize and large companies, RHI estimates.

The sunny salary picture applies not only to accountants, but also to related positions in financial modeling, compliance and disclosure, Midwood adds.

#### **WALL STREET STEADY**

With the exception of mortgage and mortgage-securities-related positions, most investment bankers will make the same or a little more in 2008, says Alan Johnson, managing partner of Johnson Associates, a New York City compensation consulting firm. "It's an odd market where you have a couple of areas that are down dramatically and most areas are up dramatically, [so] the net is flat," he explains.

#### **DON'T BANK ON BONUSES**

Some banking professionals will see better paychecks in 2008, including bank tellers, commercial loan officers and compliance professionals, according to Midwood. But if you're involved in mortgages or real estate, it's another story, Dubiel says.

Bonuses in mortgage banking were down by as much as 80 percent at the end of 2007, Johnson says, and commissions are smaller. "If you're a good performer, your bonus is down 40 percent, and if you're not so good, [it's down by] up to 80 percent," he says. "People who made \$5 million [in commissions] last year will make \$1 million in 2008, and someone who made \$1 million is going to make \$500,000."



by Peter Vogt  
MonsterTRAK Career Coach

### **WHAT MAKES YOU TICK? WHAT MAJOR WILL FIT YOU BEST? HOW WILL YOU FIND A GOOD CAREER? AND HOW CAN YOU KEEP FROM GOING CRAZY TRYING TO SORT THROUGH THIS SWIRL OF CAREER-RELATED QUESTIONS?**

Many college students feel confused and overwhelmed by all of the career decisions they must make. Fortunately, there's a strategy you can use to make the whole process a little easier on your nerves, and your brain: Pursue tangible career goals each year you're in school. The following checklist will help you make better sense of the career development process and give you a reasonably easy way to move through it.

#### **FRESHMAN YEAR: KNOW THYSELF**

You have enough to worry about during your first year of school without trying to choose your life's work on top of it all. So just start from the beginning: Get to know yourself first.

What does that mean? In essence, it means learning what you enjoy doing (your interests); what you're good at doing (your skills); what's important to you in a future career (your work values); and what makes you, well, you (your personality).

There are lots of ways to go about these tasks. You can:

- Take a few career interest tests at your school's career services office.
- Work one-on-one with a career counselor.
- Take a career planning course if one is available.
- Ask other people in your life (e.g., family and friends) to help you identify your pertinent career related traits.

You can also sign up for a few off-the-beaten-



path academic courses, join a student organization, or start reading about various majors and careers—all so you can explore potential new interests and learn new skills.

### **SOPHOMORE YEAR: EXPLORE WHAT'S OUT THERE**

Once you reach sophomore year, you can start investigating major and career possibilities. How?

- ❑ Learn about your school's majors by reading the academic bulletin and talking to faculty in programs that sound interesting. Meet with a career counselor to learn about the types of careers various majors might lead to.
- ❑ Talk to people who are working in careers that intrigue you. How did they prepare—both academically and experientially—for their jobs? What advice do they have for you?
- ❑ Get a part-time job or pursue a volunteer experience that somehow relates to a field that interests you.

You'll likely find that you're ready to declare a major by the time your sophomore year is over. Though you can adjust the schedule as necessary if you need more time.

### **JUNIOR YEAR: GET EXPERIENCE**

As you move through your junior year, you'll want to focus primarily on gaining experience in your fields of interest.

One of the most common ways of doing so is through an internship or co-op program, which you can set up with the help of a career counselor, professor or, in some cases, on your own. Similarly, you can gain experience through a related part-time job, a volunteer position or participation in a student organization.

Junior year is also a good time to:

- ❑ Develop a resume and cover letter, either on your own or with a career counselor's help, and learn how to tailor each document to the specific needs of specific employers.
- ❑ Start researching companies or organizations you may like to work for someday.
- ❑ Attend campus job fairs to get a sense of what the job hunt is like.

Try to develop alternate career options in case your initial major/career choice doesn't work out.

### **SENIOR YEAR: SEARCH AND TRANSITION**

You'll spend most of your senior year focusing on your job hunt and the upcoming transition to the real world after graduation. What to do?

- ❑ Continue getting experience through an internship, volunteer program or co-op.
- ❑ Practice interviewing with a campus career

counselor to become comfortable answering and asking employment-related questions.

- ❑ Put the finishing touches on your resume and cover letters.
- ❑ Take a job search course if your school offers one.
- ❑ Use your school's career services office, Web sites like MonsterTRAK, newspapers and your network of connections to find job openings.
- ❑ Research companies and organizations you'll be interviewing with, prepare thoroughly for those interviews and land yourself a job!

Checklist or not, you're bound to feel overwhelmed during the process but try to keep things in perspective. You may have to modify the checklist to suit your unique needs, but remember that it can be a useful tool to help you successfully identify, prepare for and pursue the careers of your dreams.

# Waiting to be picked up?

DON'T WAIT FOR SOME CAREER TO FIND YOU. GET HELP FINDING THE ONE THAT'S RIGHT FOR YOU AT THE CAREER SERVICES CENTER. SERIOUSLY, ENOUGH WAITING.

CALL US TODAY **209.667.3661**  
THE CAREER SERVICES CENTER AT CSU STANISLAUS



**THURSDAY, MARCH 26, 2009**

# MEET THE FIRMS NIGHT

**SPRING JOB FAIR 6-8PM**  
THE CSU STANISLAUS EVENT CENTER  
NETWORK, NAME-DROP,  
FLIGHT PLAN. IT'S WHERE  
CAREERS TAKE OFF.



BROUGHT TO YOU BY THE STUDENT SUCCESS CENTER AND CAREER SERVICES CENTER AT  
CSU STANISLAUS. FOR MORE INFORMATION, GIVE US A CALL US AT

**209.667.3864**

## **BUSINESS NEWS**

This publication is brought you by the CBA Student Success Center. A one-stop resource for business students, the center facilitates the educational and career goals of all business students. It provides multiple student services including academic advising, career information, and scholarship information.

For more information, contact Samuel Touma at 209.667.3864 or email: [stouma@csustan.edu](mailto:stouma@csustan.edu)



College of  
**BUSINESS  
ADMINISTRATION**

**STUDENT  
Success  
CENTER**

California State University | Stanislaus