



**CAREERSERVICES** UCSB

Building 599  
 (805) 893-4412  
 8:30am to 4:30pm; Monday – Friday  
[career.sa.ucsb.edu](http://career.sa.ucsb.edu)

# BUSINESS, FINANCE, & ENTREPRENEURSHIP

## Navigating Your Future

*This path may be for you if you enjoy making money and helping business become more successful. This path is geared towards students who are looking to pursue careers in business including areas such as:*

- ◆ Consulting
- ◆ Entrepreneurship
- ◆ Investment Banking
- ◆ Private Equity
- ◆ Data Analysis
- ◆ Finance
- ◆ Market Research
- ◆ Securities and Trading
- ◆ Data Mining
- ◆ Financial Planning
- ◆ Marketing
- ◆ Venture Capital

**Gaucho Paths to Success (GPS)** is a career education program offering you a framework to effectively pursue various occupational areas, through optimizing your academic, experiential, and career development preparation.

For students interested in Accounting, check out the following resources: *Accounting Guide to Internships and Full-Time Employment and On-Campus Interviews Program for Economics & Accounting students.*

## EXPLORE OPTIONS

Here are some initial questions to ask yourself:

- ◆ What areas of business am I interested in?
- ◆ What industry do I see myself working in?
- ◆ Which of my interests and strengths do I want to engage in?
- ◆ Will my career path require an advanced degree?
- ◆ Do I want to pursue a career in industry or academia?

### Career Preparation

- Sign up for any of these FREE assessments with a peer advisor in Career Resource Room (CRR):
  - ◆ **Strong Interest Inventory**
  - ◆ **Myers-Briggs Type Indicator**
  - ◆ **Focus 2**
  - ◆ **Strengths Finder**
  - ◆ **Career Leader**
- Read **library books** in *Business* section of CRR
- Browse through the *Business career binder* of online career library
- Conduct **Informational Interviews** and **Job Shadowing** with business professionals in your area(s) of interest.

### Academic Preparation

- Speak with **undergraduate academic advisor** to ensure you are on track with your major
- Maintain **competitive GPA** within your major
- Utilize **campus resources** (e.g., CLAS, professors/TA office hours, study groups or private tutoring)
- Meet with **professors** during office hours to discuss your career goals and learn about research opportunities
- Attend lectures, symposia, and conferences held in academic departments (ex: Communication Day) to gain insight about the business industry
- Explore **Technology Management Program (TMP)**
- Consider pursuing Business Communication track within **Professional Writing Minor program**
- Check out various certificates offered at **UCSB Extension** in areas of Business and Management

### Personal Preparation

- Browse and explore various student organizations through **UCSB Office of Student Life's** website
- Join student organizations based on your area(s) of interest (ex: Finance Connection, Entrepreneurs Association, Management Consulting Club, Communication Association, American Marketing Association, SB Media Group)

## GET EXPERIENCE

### Connect with Career

- Sign up for **GauchoLink** and check out a variety of experiential opportunities such as internships and part-time jobs (ex: search under Business/Human Resources or Sales/Marketing/Sales/Entrepreneurial)
- Explore **Get Experience in Business, Finance & Entrepreneurship** on Career Services' website
- Attend **Career Services workshops** (résumés/cover letters, job & internship search, interview strategies)
- Meet with career counselor during **CRR drop-in hours** to review your résumé or cover letter
- Attend **events** (ex: Finance Night), quarterly **career fairs, info sessions and industry panels**

### Internships

- Search via **GauchoLink** and [www.Internships.com](http://www.Internships.com)
- Review **Internship Toolkit** on GauchoLink

- Sign up for your **academic department's** listserv (ex: Economics majors – Career Connections) to learn more about internship and jobs in business sector

### Volunteer/Community Service

- Seek **volunteer opportunities** (ex: Community Affairs Board)
- Get involved with **local community** (ex: United Way, SB Young Professionals Club, SB or Goleta Chamber of Commerce)

### Leadership

- Apply for leadership role on-campus (ex: Associated Students, student organizations)
- Consider **Leadership Certificate Program (LCP)** offered through Office of Student Life

### International

- Consider studying abroad through **Education Abroad Program (EAP)**
- Research **international internship** opportunities (ex: GoInGlobal)

## GET EXPERIENCE (cont.)

### Research

- Check out **Undergraduate Research and Creative Activities (URCA)** for opportunities to work with faculty
- Review **Faculty Research Assistance Program (FRAP)** directory for on-campus research opportunities
- Connect with professors to obtain **research assistant positions** (ex: Economic Forecast Project, UC Center for Energy and Environmental Economics, Leonard and Gretchan Broom Center for Demography)

### Lab

- Explore **lab opportunities** to assist graduate students or visiting scholars (ex: Laboratory for Aggregate Economics and Finance, Experimental and Behavioral Economics Laboratory)

### Networking

- Attend **LinkedIn workshop** through Career Services
- Set up **LinkedIn profile** to build connections within areas of business you are interested in

## MOVE FORWARD

### Industry

#### Connect with Career

- Check out full-time jobs in **GauchosLink**
- Review **National Job Links, Job Search Tips & Guidelines and Accepting Offers** handouts on Career Services' website
- Make appointment with counselor to discuss your job search strategy

#### Résumé/Cover Letter

- Attend **resume+** and have résumé reviewed by employer
- Make **appointment with faculty** to review your résumé and ask for possible job leads to contact

#### Interview

- Schedule ½ appointment at Career Services for **Mock Interview** (NOTE: limit one per quarter)

### Graduate/Professional School

- Review **Graduate School Options** handout
- Research graduate programs at [www.gradschools.com](http://www.gradschools.com) or [www.petersons.com](http://www.petersons.com)
- Identify **application deadlines, prerequisites and graduate exams** for your graduate programs

#### Career Events

- Attend **Graduate & Professional School Day** during Fall
- Attend **Graduate School workshops** during academic year

#### Statement of Purpose (SOP)

- Attend **Writing a SOP workshop** through CLAS
- Review **rough draft of your SOP** with faculty
- Obtain critique of final draft of SOP by scheduling **one hour appointment** at Career Services (NOTE: limit one per quarter)

#### Job Search

- Connect with recruiters by participating in following career events:
  - ♦ Quarterly **Career Fairs**
  - ♦ **Employer Info Sessions**
  - ♦ **Industry Panels**
  - ♦ **On-Campus Interviews**

#### Negotiation

- Review **books** in CRR such as *Negotiate Your Job Offer* and many more!

#### Curriculum Vitae (CV)/Letters of Rec

- Meet with counselor during ½ **hour appointment** to review your CV
- Identify recommenders and **request letters of recommendation** from your professors
- Prepare packets of information** (ex: application deadlines, CV and SOP) to give your recommenders

#### Graduate Exams

- Attend strategy session** for GRE or GMAT if applicable
- Investigate **study preparation courses** for your graduate exam (if applicable)

#### MBA

- When considering competitive MBA schools, it is recommended that applicants have at least **a minimum of 4 years of work experience** prior to applying