A Roadmap for Business & Economics

Navigating your journey through the study of business and economics at Allegheny College and beyond!
# Table of Contents

- Why a Liberal Arts Emphasis? .......... 3
- Assess Your Skills and Interests .......... 5
- Map out Your Route .................. 6
- Set Goals for Your Trip ............. 7
- Get to Know Your Tour Guides .......... 8
- What Can I do with a Business or Economics Degree? ................. 9
- Where Do Allegheny Alumni Work? .... 10
- Plan your Coursework .................. 11
- Center for Business & Economics Co-curricular Activities ............... 12
- Get Ready for the World through the Gateway ............................... 14
- Think about Your Personal Presentation ........................................ 15
- Develop Your Online Identity .......... 16
- Learn How to Network .................. 17
- Get an Internship ...................... 20
- Informational Interviews ............... 21
- Think about Graduate School .......... 22
- Economics or Business Major Course Plan ....................................... 25
- Career and Co-Curricular Plan .......... 26
- Where to find programs on campus ..... 27

# What you should know

The Roadmap is a discussion guide for students with interests in the broad fields of business and economics.

The real world changes constantly, and new opportunities open up every day. We created this guide to help students to start the conversation about their future with their family, Allegheny faculty, staff and alumni along with all of the people they will encounter throughout their college journey.

Share this information, ask questions, and get the most benefit from your time here at Allegheny.

*This document has been prepared by the Center for Business and Economics using reference content from a variety of sources. If you are aware of any errors or dated materials, please notify the program coordinator, Beth Ryan, bryan@allegheny.edu.*
Why a Liberal Arts Emphasis?

Preparation for a changing world.

At Allegheny College, we believe that studying economics and business with an emphasis on liberal arts is essential. According to *The Atlantic* magazine, “businesses want workers who have the ability to think, the ability to write, the ability to understand the cultural or historical context of whatever business decision they’re making.” In other words, businesses and organizations are yearning for employees who have the hallmarks of a liberal arts education.

Why Economics?

Economics is a discipline that offers something valuable to everyone. It offers the skills and competencies needed to be successful in a broad array of careers, including banking, finance, wealth management, consulting, sales, marketing, and the public and non-profit sectors. Several national surveys have shown that the return on investment for an economics major is sizable, as manifested in the high salaries of graduates. Those interested in intellectual discourse will find the history of economic ideas and important debates on policy and business strategy within the discipline to be very alluring. They will have the opportunity to learn about the ideas of great philosophers and economic thinkers.

Why Business?

Business is the study of how organizations efficiently manage resources to achieve certain goals. It is a multifaceted discipline that applies the principles of economics, quantitative techniques, and organizational behavior to the study of decision-making and problem-solving in organizations. This field has evolved to include the study of how organizations maximize their primary objectives while living up to their social, ethical, environmental, and civic responsibilities.

We want our graduates equipped to be the executives of the world who can synthesize information, analyze problems, work in teams, communicate and think out of the box. Combining your economics or business degree with a major in the sciences and humanities will create a well-rounded education ready for any industry setting. When choosing a major, it is important to remember that there is an overlap in the career paths for economics and business majors and either choice will set you on a trajectory into the careers of the future.

Stephen Z. Onyeiwu, Ph.D.
Professor and Chair,
Department of Economics
<table>
<thead>
<tr>
<th>Set your goals high</th>
<th>Win the Zingale Big Idea Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participate in CBE activities</td>
<td>Do summer research with faculty</td>
</tr>
<tr>
<td>Strive for a high GPA</td>
<td>Build a big network of Allegheny alumni</td>
</tr>
<tr>
<td>Make your community service project something you’re passionate about</td>
<td>Get top scores on your GMAT, GRE or LSAT</td>
</tr>
<tr>
<td>Attend a summer institute on an academic or policy topic</td>
<td>Publish a scholarly paper</td>
</tr>
<tr>
<td>Apply for a major scholarship or fellowship</td>
<td>Study abroad or away from campus</td>
</tr>
</tbody>
</table>
Assess Your Skills and Interests

Who are you and what do you want out of your education?

A long time ago (like when your parents were young), the world used to joke about young people going out to find themselves.

It seemed like a weird thing to do to your grandparents because, to them, you were expected to find a good job and stick to it. In the recent past all that changed – and fast. New industries exploded. Old ones imploded. And the business landscape changed even faster.

By assessing who you are as a person, it will be easier to:

- Pursue careers and organizations that are a good match for you.
- Express why you are a good fit for a particular job and organization.
- Select the most productive networking and interviewing opportunities.
- Select clubs and activities that best match your skills and interests.
- Identify gaps in your skills and knowledge and work to fill them.

At the same time, by deciding what’s important to you, you can determine what’s worth focusing on and what’s not. This will help you:

- Spend your time and energy productively.
- Be motivated in your career search.
- Express what you want (elevator pitch).
- Express how your background led you to this point (your story).
- Focus on your personal presence (cover letter, resume and online).
- Develop relationships with the right people.
- Target and conduct research on organizations that will most likely be good matches for you.
- Finally, take time to assess yourself and determine your focus. Ask yourself:
  - What would I love to do?
  - Where would I love to work?

Today’s job market is more dynamic than ever. Companies are in a constant state of change. There are entire industries that didn’t exist when your parents were in high school.

The perfect job for you may not have been created yet. You might even be the person who creates it. In a climate like this, you need to know yourself and what you stand for. That’s why this is the perfect time to assess your personality, desires and goals, because that’s the stuff that will make your map. It will show you the way to your future.

Sit down with your academic advisor or one of your economics professors to discuss different fields you can pursue with your degree. It’s also a good idea to stop by the Gateway on the main level of Pelletier and talk to a member of the Career Education team about the types of careers you can pursue with your economics or business degree.
Map out Your Route

1. **Start early** – during your first year.

2. **Grow toward your interests** – Think about the job functions and organizations that most interest you.

3. **Create a spreadsheet of your courses, co-curricular experiences, and internships**, along with ideas about graduate school, jobs or other post-graduation plans. Work on filling in contact names for each experience.

4. **Talk with people you trust**, like your advisor, professors, classmates, mentors, siblings and parents. Who usually gives you good advice?

5. **Be honest with yourself.**
   Find your real passion. As a college student, you are still learning about what opportunities are out there. It isn’t easy, but it’s the only way to productively plan for the future.

6. **Be flexible/opportunistic.**
   Unexpected opportunities will arise and you should be ready to jump if they excite you.
Set Goals for Your Trip

Right now, you probably have a goal along the lines of, become rich and famous, buy a car, move to New York, or make it through the year without completely embarrassing myself. While they are all achievable goals, they are not all constructive goals.

Goals can be tricky things, largely because the human brain is a pretty tricky thing in its own right.

Successful students achieve their goals by writing them down.

Use a table like the one on the right, or create your own version. A SMART goal is...

**Specific:** To set a specific goal, answer the five W’s & H: Who, What, Where, When, Why and How.

**Measurable:** Establish criteria for measuring progress.

**Action-Oriented and Attainable:** Plan the steps and time frame that will allow you to carry out your plan.

**Realistic and Relevant:** Identify a goal that represents an objective that you are willing and able to work toward.

**Time Bound and Trackable:** A goal should be grounded within a reasonable time frame.

---

“A goal without a plan is just a dream.”

*Brian Tracy*
You will have many opportunities to invent and reinvent yourself in your professional career. But how you approach your collegiate years (undergrad, graduate school, and beyond), will set the foundation for how you reach your goals. We’ll start at the beginning and take you through the steps. And you’ll see this mountain of to-dos and must-dos is one you can conquer, as long as you’re focused.

Business and Economics Faculty

Your professors do more than teach classes, they can advise you on your journey in unique ways because they have already experienced the same journey that you are on today. It’s good to be familiar with the faculty and their backgrounds both in and out of the classroom. It’s like having a panel of experts on a wide variety of subjects. You will have a specific faculty advisor, take the time to visit your advisor during office hours on a regular basis.

Office Hours: What are they?

Students value office hours because they make it possible to have one-on-one interactions with professors that are not always feasible in a classroom. Office Hours are best used as a time to address specific student needs, clarify class material, seek advice on how to study more effectively, and to get insight about other courses and opportunities.

Career Education

Career Education, as a component of the Allegheny Gateway, is committed to facilitating student success by connecting students and alumni with resources that support career and life planning. Career Educators network with various partners, both on and off campus, to develop internships, and job shadowing opportunities, educational programs, and employment leads to help students attain their personal and professional goals.

Career Education website: https://sites.allegeny.edu/career/
Career Education News & Updates: https://sites.allegeny.edu/career/news/

Make an appointment with Career Education today to learn more about all of the resources Allegheny has to offer.

Center for Business & Economics

Beth Ryan, Program Coordinator
Quigley, Room 224, bryan@allegheny.edu

Embedded in the Economics Department, Beth provides concierge services to help you find internship and career information within the Business & Economics ecosystem and can direct you to all of the services provided by the Gateway and Career Education.
### What Can I do with a Business or Economics Degree?

<table>
<thead>
<tr>
<th>Banking and Finance</th>
<th>Non-Profits</th>
<th>Insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Banking</td>
<td>Environment</td>
<td>Actuarial Science</td>
</tr>
<tr>
<td>Retail Banking</td>
<td>Energy</td>
<td>Underwriting</td>
</tr>
<tr>
<td>Financial Planning</td>
<td>Healthcare</td>
<td>Risk Management</td>
</tr>
<tr>
<td>Portfolio Analyst</td>
<td>Conservation</td>
<td>Claims Adjusters</td>
</tr>
<tr>
<td>Business Media</td>
<td>Social Justice</td>
<td>Appraisers</td>
</tr>
<tr>
<td>Auditing</td>
<td>Data Analyst</td>
<td>Examiners</td>
</tr>
<tr>
<td>Quality Assurance Analyst</td>
<td></td>
<td>Staff Underwriter</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Entrepreneurship</th>
<th>Research &amp; Consulting</th>
<th>Sales &amp; Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>Graduate School</td>
<td>Government</td>
</tr>
<tr>
<td>Teaching</td>
<td>Economics</td>
<td>Federal Reserve System</td>
</tr>
<tr>
<td>Think Tanks</td>
<td>MBA</td>
<td>U. S. Treasury</td>
</tr>
<tr>
<td>Training &amp; Development</td>
<td>Law School</td>
<td>World Bank</td>
</tr>
<tr>
<td>Real Estate</td>
<td>Accounting</td>
<td>Marketing</td>
</tr>
<tr>
<td>Appraisers</td>
<td>Chief Financial Officer</td>
<td>Director of First Impressions</td>
</tr>
<tr>
<td>Assessors</td>
<td>Certified Public Accountant</td>
<td>Broadcaster</td>
</tr>
<tr>
<td>Sales</td>
<td>Financial Planning</td>
<td>Media Specialist</td>
</tr>
<tr>
<td>Property or Community</td>
<td>Financial Analyst</td>
<td>Public Relations</td>
</tr>
<tr>
<td>Association Manager</td>
<td>Tax Preparer</td>
<td>Market Research Analyst</td>
</tr>
<tr>
<td></td>
<td>Tax Examiner</td>
<td>Account Executive</td>
</tr>
<tr>
<td></td>
<td>Revenue Agent</td>
<td>Business Development</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Human Resources</th>
<th>Non-Government Organizations (NGO)</th>
<th>Logistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Specialists</td>
<td>Public Policy</td>
<td>Supply Chain Management</td>
</tr>
<tr>
<td>Labor Relations Specialists</td>
<td>NGO Administration</td>
<td>Purchasing Managers</td>
</tr>
<tr>
<td>Recruiter</td>
<td></td>
<td>Operations Specialist</td>
</tr>
</tbody>
</table>

*American Economic Association, [www.aeaweb.org](http://www.aeaweb.org)*
*American Marketing Association, [www.ama.org](http://www.ama.org)*
*American Bankers Association, [www.aba.com](http://www.aba.com)*
*American Institute of CPAs, [www.aicpa.org](http://www.aicpa.org)*
*CFA Institute, [www.cfainstitute.org](http://www.cfainstitute.org)*
*American Bar Association, [www.americanbar.org](http://www.americanbar.org)*
## Where Do Allegheny Alumni Work?

*Learn more about the extraordinary careers of Allegheny alumni by using Gator Connect.*

<table>
<thead>
<tr>
<th>Banking</th>
<th>Investment Management</th>
<th>Healthcare Administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank of America</td>
<td>Chatham Financial</td>
<td>UPMC</td>
</tr>
<tr>
<td>Key Bank</td>
<td>Federated Investors</td>
<td>Allegheny Health Network</td>
</tr>
<tr>
<td>PNC Bank</td>
<td>Cambridge Associates</td>
<td>Indiana University Health</td>
</tr>
<tr>
<td>Wells Fargo</td>
<td>Guggenheim Securities</td>
<td>American Association of Critical Care Nurses</td>
</tr>
<tr>
<td>Bank of New York, Mellon</td>
<td>Lancaster Pollard &amp; Co.</td>
<td>Frontier Pharmaceuticals</td>
</tr>
<tr>
<td>Dollar Bank</td>
<td>Chicago Board of Trade</td>
<td>Pittsburgh Medical &amp; Health Sciences Foundation</td>
</tr>
<tr>
<td>PNC Capital Markets</td>
<td>United Financial Technologies</td>
<td>Children’s Dental Health Project</td>
</tr>
<tr>
<td>JP Morgan Chase</td>
<td>Merrill Lynch</td>
<td>Meadville Medical Center</td>
</tr>
<tr>
<td>Huntington Bank</td>
<td>Morgan Stanley</td>
<td></td>
</tr>
<tr>
<td>M &amp; T Bank</td>
<td>Hefren- Tillotson</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Government</th>
<th>Insurance</th>
<th>Management &amp; Manufacturing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freddie Mac</td>
<td>Berkshire Hathaway Specialty Insurance</td>
<td>Thermo Fisher Scientific</td>
</tr>
<tr>
<td>National Wildlife Federation</td>
<td>Allied Insurance Brokers</td>
<td>Tollgrade Communications</td>
</tr>
<tr>
<td>U. S. Environmental Protection Agency</td>
<td>Bayer Corporation</td>
<td>ATI Defense</td>
</tr>
<tr>
<td>FDIC</td>
<td>Progressive Insurance</td>
<td>USF Holland</td>
</tr>
<tr>
<td>U. S. Marine Corps.</td>
<td>AFLAC Insurance</td>
<td>E.I. DuPont De Nemours &amp; Co</td>
</tr>
<tr>
<td></td>
<td>Lawley Benefits Group</td>
<td>American Colors</td>
</tr>
<tr>
<td></td>
<td>Travelers Insurance</td>
<td>Boston Scientific</td>
</tr>
<tr>
<td></td>
<td>Tower Watson OneExchange</td>
<td>Acute Precision Aerospace</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Boston Scientific</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Consulting and Research</th>
<th>Law Partner/General Counsel</th>
<th>Sales, Marketing &amp; Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cornerstone Research</td>
<td>Department of Justice</td>
<td>Bloomberg</td>
</tr>
<tr>
<td>Deloitte</td>
<td>Vanguard Health Systems</td>
<td>CBS, Inc.</td>
</tr>
<tr>
<td>Willis Towers Watson</td>
<td>Alung Technologies</td>
<td>Moody’s Analytics</td>
</tr>
<tr>
<td>Accenture Federal Services</td>
<td>Illinois Attorney General’s Office</td>
<td>Johnson &amp; Johnson</td>
</tr>
<tr>
<td>Denali Sourcing Services</td>
<td>Governance Partners Group</td>
<td>Michael Baker International</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non-Government Organization</th>
<th>Education</th>
<th>Graduate School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institute for Global Engagement</td>
<td>SUNY, University at Albany</td>
<td>Vanderbilt Law School</td>
</tr>
<tr>
<td>The German Marshall Fund of the United States</td>
<td>Johns Hopkins University</td>
<td>University of Pittsburgh</td>
</tr>
<tr>
<td>The US Agency for International Development (USAID)</td>
<td>Case Western Reserve</td>
<td>Duke University</td>
</tr>
</tbody>
</table>

| | Gannon University | UCLA |
| | Tiffin University | Carnegie Mellon |
If you want to accomplish your goals, you’ve got to work efficiently. For you, a big part of that will be making the most of your time in college.

Tailoring your academic experiences to your career and life goals is an endeavor that benefits you – and one that you owe yourself to take on.

Planning your classes

Start by looking over the Course Catalogue so that you’re absolutely clear on the requirements of your degree program, including prerequisites. Once you do that, you can move ahead with planning your semester and long-term schedules with your advisor.

Use the Scheduling Tool at the end of this book

By documenting all of your courses and activities you will save time throughout your college career when scheduling classes and keeping your resume and professional profiles up to date.

Are you already thinking about Senior Project topics?

The Senior Project is a significant piece of scholarly research that provides all Allegheny students the opportunity to showcase their academic training. To prepare, first year students write, speak and research in their first-year seminars. During their sophomore and junior years, they practice writing, speaking, and economic analysis. All majors take a seminar during the first semester of their senior year. In this seminar, students develop a Senior Project topic, conduct preliminary research, and write a preliminary draft of a chapter. During the second semester of their senior year, students conduct further research, complete the written project, and defend it. Students find their Senior Projects open many doors, including opportunities for graduate school and employment. It is not too soon to talk with your professors about their specialties and areas of interest with respect to business and economics, and for you to think about potential Senior Project topics.
Center for Business & Economics
Co-curricular Activities

Major City Trips

These trips are designed to expose students to the daily business world in the banking and financial services industries, to explore the kinds of careers young professionals are entering in those industries, and to give students an opportunity to meet and network with some of our alumni.

Executive in Residence

The Executive in Residence program was established by the Department of Economics in 2001. Prominent business executives spend several days on the Allegheny campus speaking about their life experiences in business, paths to success, and lessons learned.

Lunchtime Learning Series

The Lunchtime Learning Series provides opportunities to gain valuable information on topics and industries related to internships and careers. These events regularly draw proactive, forward-thinking students from across the Allegheny campus.

CBE Fellows

CBE Fellows are a select group of motivated students that functions as a leadership team to plan and execute CBE events, and act as student ambassadors for the Economics Department. Activities are structured to enable students to include this position on their respective resumes as a valuable work experience.

Omicron Delta Epsilon

Omicron Delta Epsilon, the International Economics Honor Society, is one of the world’s largest academic honor societies. The objectives of Omicron Delta Epsilon are recognition of scholastic attainment and the honoring of outstanding achievements in economics.

Faculty Seminar Series

The Seminar Series is organized each semester by Associate Professor John Golden. Faculty give presentations based on their research agendas. For further information, contact Associate Professor John Golden.
**Gator Day**

The Gator Day initiative encourages students and faculty to engage in out-of-classroom activities. The event focuses on a student-centered open house to showcase opportunities within the department and to assist students in thinking about careers and goals after college.

**Board of Visitors**

The Board of Visitors is an advisory body for the faculty and staff who lead the Department of Economics’ Center for Business and Economics and Business Economics Program. Each year the board convenes to engage with students in a variety of activities, including panel discussions, networking events, office hours and lectures.

**Executive Roundtable**

The Department of Economics holds an annual Executive Roundtable on issues of regional, national, and global interest. The Roundtable brings students together with distinguished leaders whose perspectives and experiences create educational and career-related value.

**VITA Community Service**

The Volunteer Income Tax Assistance (VITA) program is a nationwide IRS program designed to help low- and moderate-income taxpayers complete annual tax returns at no cost.

Locally, VITA operates under the guidance of Allegheny Associate Professor Stephanie Martin. The local VITA program is a partnership between Allegheny, the United Way of Western Crawford County, the Meadville Public Library, Active Aging, and the IRS.

All student volunteers complete 30 hours of online tax training and pass the required IRS exam.

**Zingale Big Idea Competition**

The Zingale Big Idea Competition, hosted by Entrepreneur in Residence Chris Allison ’83, is a funding request presentation contest open to all Allegheny students. Student teams present concepts in one of four areas: For-profit Business, Not-for-Profit Social Venture, Research Project, or Community Engagement Initiative. The competition is modeled after ABC’s popular “Shark Tank” show.
Get Ready for the World through the Gateway

The Allegheny Gateway supports students as they explore their interests, turn those interests into experience, and apply what they’ve learned to opportunities both in their careers and in their communities.

By participating in multiple, significant Gateway offerings, Allegheny students refine their career aspirations and clarify their vocations. They develop a clear vision of who they are in the world, an inclusive and global perspective, and the commitment to be citizen-leaders addressing the complexities of the modern world. They graduate as professionals who will be much more than their professions.

Learn more at allegheny.edu/getstarted

Here is a small sample of the many support services available from the Gateway:

Career Education

Career Education, as a component of the Allegheny Gateway, is committed to facilitating student success by connecting students and alumni with resources that support career and life planning. Career Educators network with various partners, both on and off campus, to develop internships, and job shadowing opportunities, educational programs, and employment leads to help students attain their personal and professional goals.

On-Campus Recruiting

Typically 100 companies come to campus to interview as many interested students as they can. This is a great opportunity to get interviewing experience or find a job after graduation.

Davies Leaders

The Davies Community Service Leader Program is an exceptional program that integrates Allegheny students into organizations across the Meadville area for the course of a full academic year or summer.

Distinct from other service-learning programs, Davies Community Service Leaders do not simply work as volunteers, but rather collaborate as active partners with community organizations on unique projects. One of the many goals of the Davies Program is to work toward furthering the Allegheny tradition of campus-community partnership and civic engagement.

International Education

International Education provides students with the opportunity to study the world, enhance their intercultural competency. Students may elect to participate in...

- Study away
- Experiential learning (EL) travel seminars
- International internships
- International student/scholar support and advising
- Intercultural programming

Nationally Competitive Fellowships

The Office of Nationally Competitive Fellowships helps students identify and apply for distinguished off-campus funding opportunities, creating opportunities for them to pursue their passions.
Think about Your Personal Presentation

Your Cover Letter and Resume

Your cover letter will be the first document that a potential employer will see. It sets the stage for the reader to review your resume. It should complement, not duplicate your resume. It works in combination with your resume to give the employer an indication of your qualifications and experience in relation to the position, as well as to demonstrate job skills (written communication skills, etc.). Cover letters should be tailored to each specific position and organization for which you apply. You should conduct enough research to know the interests, needs, values, and goals of each company, and your letters should reflect that knowledge.

There is no right way to create a resume, but there are strategies that can promote your abilities and catch a reader’s attention. Your resume should be formatted in a way that connects with your audience and targeted experience (job posting or graduate program) while reflecting you as an individual.

Tip: Have your resume reviewed with Career Education’s Resume Doctor, check for dates and times at sites.allegheny.edu/career/news/.

You’ve Got the Interview – What Do You Wear?

This part may seem a little old fashioned, but it’s still pretty important. Sure we live in a world where tech billionaires hold press conferences in sweatshirts and jeans. But in the universe of companies who tend to hire economics majors, professional dress for an interview means *business formal*. In plain English: a suit.

Dressing like you belong in a particular industry shows that you understand and respect the culture of that industry. It’s also a sign of respect for the process, the job, the interviewer and yourself. All these little signs of respect add up. They could be the little difference that gets you in the door.

One more tip: Try on your professional dress well ahead of when you plan to wear it in case tailoring, dry cleaning, or additional shopping will be required. First impressions can determine your success in landing the internship or job.

Learn more at the Career Education Office https://sites.allegheny.edu/career/career-resource-guides/

Always be truthful and ethical in your self-representation
Develop Your Online Identity

You’ve probably been living some level of online life for a handful of years now. It is important to make sure that the ‘online you’ lines up with the image you want to present to employers.

This might not be entirely easy, and it won’t always be fun, but remember: the people you want to work with will likely check up on the online you long before they meet you in person.

Tips to manage your online professional identity:

When communicating with companies, keep emails professional with clear, concise subject lines and content. Also, consider adding a signature block to your outgoing emails that includes your name, college and graduating class, email address, telephone number, and your LinkedIn URL.

Make sure you keep your Tweets positive and appropriate for all audiences. You never know who’s going to Retweet it – and you really never know who’s going to see those Retweets.

LinkedIn is a major recruiting tool for a number of organizations. Make sure your profile is detailed and reflects your skills and interests. To improve your LinkedIn profile, use a professional photo, list your accomplishments in each job you’ve held and include keywords found in job descriptions in your target industry.

Google yourself and make sure you’re comfortable with how you are presented to employers.

Check the profiles of those with similar jobs to the ones you’re targeting for keywords you may have missed, and incorporate them into your profile.

Lastly, be smart about social media. Make your Facebook page look professional, send “smart” Tweets and think about your Instagram posts.

There’s not always a lot you can do with the returns that show up in a Google search, but all is not lost. The more positive things you do, the greater the likelihood that negative returns will be pushed to page two and beyond. Remember, you’re trying to become a new you – do what you can to keep that new you from getting muddied by past mistakes.
Learn How to Network

To a casual observer, networking can look a lot like casual socializing: people talk, they joke, there are generally beverages involved. But what’s going on is much more sophisticated.

Networking is all about establishing mutually beneficial relationships. You’re looking for something, and the people you’re working with are also looking for something – meaning a networking conversation is a two-way street. Keep that in mind, and networking can open doors informing you about internships, community service projects, opportunities to work with professors on research, or even that first job out of college.

Why should you network?

Networking is a great way to gain and share knowledge, opportunities, and resources. It’s a chance to pick up valuable information about a particular company or job that you won’t find anywhere else – including internship information before it’s released to the public. Networking is an invaluable tool for getting advice and referrals, and it’s also a great way to engage company representatives in a way you simply can’t anywhere else. All these little points in your favor are why effective networking needs to be part of your strategy to succeed after college.

When should you begin and how do you build your network?

It takes time to build business relationships with people you don’t know, and it takes time to transform yourself into a useful networking partner. You’ll want to have both of these two factors working for you before you need to find a job or internship. And that makes now the best time to start.

You can start by watching for people who can connect you to the people you want to meet – the ones in the job functions and organizations that interest you most. As you’re networking, keep an eye out for those who could serve as a mentor – someone who can help you understand the job you’re looking for and what it takes to get it. You’ll also want to watch for people who may be able to advocate for you to get a particular job.

Get to know YOUR Gator alumni NETWORK

An important new tool designed for the Allegheny Community is Gator Connect. Managed by Career Education, this useful resource connects both students and alumni to job opportunities and job seekers.

How to connect to Gator Connect as a student: Your Gator Connect username is your full Allegheny email address (ex- smithj4@allegheny.edu). If you have never signed in before, or are unsure of your password just click the “forgot password” option and type in your full Allegheny email and a link will be sent instantly for you to create a new password. Every opportunity that we have is posted on Gator Connect and all of these will be available to you as an alumnus throughout your career. Your networking opportunity in Gator Connect is unlimited, so get started today!
Networking Ground Rules

Building a great network is both a planned and unplanned activity. You could meet the best mentor accidentally the next time you’re in your hometown. Here are some guidelines to help you find network partners.

- Go to where the people are.
- Consider people you, your family, and your friends already know.
- Your Allegheny classmates are a great network.
- Attend many, if not all, Center for Business and Economics programming events.
- Attend many Career Education events.
- Attend speaker events all around the Allegheny campus.
- Take the time to introduce yourself and say thank you to the speakers and organizers of these events.
- Take advantage of unplanned opportunities to talk with people you meet by chance.

So, you’ve met someone who turned out to be a potentially important network contact. All you need to do is sit back and wait for the offers to flow in, right?

Wrong. The art of the follow-up is an important part of networking. Mark your calendar as a reminder. Build a spreadsheet. Do whatever you need to do to remind yourself to keep your network updated.

That includes saying thank you early and often. A box of thank you notes and blank note cards will set you back less than twenty bucks—and are worth their weight in gold as a networking tool.

<table>
<thead>
<tr>
<th>Networking partners can make requests of each other.</th>
<th>Ask your network for advice, not an internship or job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask if there is anything you can do for them</td>
<td>Say thank you early and often</td>
</tr>
<tr>
<td>Volunteer to take speakers to lunch or show them around campus</td>
<td>Try to meet with visitors one-on-one</td>
</tr>
<tr>
<td>Be prepared. Learn about the person’s business and interests beforehand</td>
<td>Order business cards at Gator Post and Print (P2X)</td>
</tr>
</tbody>
</table>

“The difference between successful networking and unsuccessful networking is follow-up.”

Diane Darling, The Networking Survival Guide
Develop Your Elevator Pitch

An elevator pitch is a quick synopsis of what is special about you. It’s a big deal for start-up companies who only have a minute or two to impress potential investors. And it can be an important tool for you and the professional identity you’re trying to create.

Sometimes you will meet people and have very little time to speak with them. You need to be able to discuss your background and interests very quickly. One method is the development of an elevator pitch. They call it an elevator pitch because it should be no longer than the average ride on an elevator – 30 seconds or less. So, it needs to be quick and punchy.

Think of your elevator pitch as your response to the question, “What do you want to do after college?” It should be brief, impressive, and make someone want to learn a little more about you. That’s a lot to pack into 30 seconds or less, but here’s some examples:

“I’m interested in using my skills in economics and experience in information systems to work in procurement at a commodities or energy company similar to Alcoa or Equitable Gas, likely in Pittsburgh.”

Ray Jozwiak ’15, Economics Major

“I’m interested in using my skills in economics and finance to work as a financial analyst. I’m currently interning at UPMC as a finance summer associate in corporate financial planning and analysis, and I plan on applying for the company’s two-year finance management rotation program.”

Greg Vallano ’15, Economics Major

Q: What do you want to do?

A: I’m interested in using my skills in _____________

and experience in ______________

to work in ______________
at a ________________
similar to ________________

possibly in ________________

Keep working at your elevator pitch until you are completely comfortable with it, and can deliver it with a smile and some enthusiasm. You’re selling you – and that’s something to believe in!
One of the most valuable co-curricular activities you can complete is an **internship**. An internship is a short-term and part-time assignment at a company or social service agency where you work like a regular employee. They last either two-to-three months during the summer months, or throughout the fall or spring semester at Allegheny.

An internship is your chance to gain valuable practical experience that you can discuss in a job interview. It gives you a chance to work on REAL projects that impact the success of a company or social service operation. They are invaluable. And for many, you can obtain Economics Department class credit.

**Credit-Bearing Internships**

To apply for a credit-bearing internship, a student must be a sophomore, junior, or senior and have a cumulative grade point average of at least 2.0 and an Economics grade point average of at least 2.5. The internship may be paid or unpaid, may be completed in the fall, spring, or summer, and may be for 1, 2, or 4 credits.

In addition to the hours worked at the internship site, there are related course assignments, based on the number of credits, to be turned in to the Department of Economics faculty member assigned to supervise the internship.

All credit-bearing internships are for credit/no credit. The Department of Economics does not issue grades for this course. To learn more and obtain the forms and deadlines, see Beth Ryan, program coordinator, Quigley Hall, Room 224.

**On-campus Recruiting:**

The Career Education office at Allegheny maintains an on-campus recruiting program to connect students to internships and post graduate jobs.

**Career Fairs**

Career Fairs are valuable even if you are not quite ready to seek a job. You can meet organizational representatives to add to your network for a later time. Career Education at Allegheny announces several Career Fairs each academic year.

**This Week in ECON E-News**

Sign up for our weekly newsletter that will alert you to all of the opportunities featured both on Gator Connect and within the Economics Department. Email Beth Ryan at bryan@allegheny.edu to get your subscription.

**Gator Connect**

Gator Connect is the place for student and alumni engagement. Whether you’re looking for a job, trying to connect with your first-year roommate, or you want to become involved at the College, think of Gator Connect as a launchpad to get you started.

**Work Your Network**

You’ve built that network, now it’s time to use it! Contact the people who can help, but don’t ask for a job, ask for an informational interview. Read on for tips and techniques...
Asking for informational interviews is a great way to meet people and build your network before you need a job.

An informational interview can help you get firsthand information about jobs and organizations you are considering and can help you determine your fit in a given organization. Plus you’ll be able to get advice on how to get your foot in the door, establish a valuable relationship and even gain a referral you may want to add to your network. It also shows you’re driven – which is always a good thing.

How do you ask for an informational interview?

While the goal of an informational interview is to learn about job functions and company culture, you can’t walk in blind. Do your research on the industry, organization, job function and (if possible) the person. Once you’ve identified your target list, send an approach email. It’s just a simple note asking for an in-person or phone meeting where you’re seeking information and advice, not a job.

Be Prepared - here are some tips:

- Be sure to practice, it will ease your nerves. Practice talking about your skills and your experiences.
- Write out your questions based on what you’ve learned in your research.
- DO NOT BE LATE. The person you’re meeting might be late, but you cannot be late.
- Bring a pen, notepad, your questions, your business card, and your resume.
- Dress for the job you want. When in doubt, err on the side of dressing more professionally than you think you should.
- Leave your cell phone and tablet in the car.
- Be interested and engaged. Ask the questions you prepared, and make sure you listen to the answers and take notes.
- Keep a close eye on their conversational cues and be respectful of their time constraints – if they start to squirm, they may need to get back to work.
- Thank the person who’s interrupted their day to talk to you. Ask if there are any other people at that organization that they’d recommend you meet. (That’s networking folks!)
- Once you leave the interview make sure you refine your notes and follow through with any commitments you made at the meeting.
- Send a thank you note to the person.

Allegheny College Career Education provides more comprehensive advice on informational interviews. Go to allegheny.edu and search on “Informational Interview.”
Think about Graduate School

It doesn't really seem like something you should need to think about right now, but you need to consider your options. Think about it this way: you were probably thinking of college long before 9th grade. And the best time to start any big job is right away. So, let's dive into this.

Let’s get some definitions out of the way.

MA and MS – those stand for Master of Arts and Master of Science. These are two-year graduate degree programs.

MBA – that’s a Master in Business Administration.

JD – The law degree you will receive upon graduation from law school is known as the Juris Doctor (J.D.) degree. https://www.lawyeredu.org/

GMAT – stands for Graduate Management Admission Test. It’s kind of like the SATs for a master’s degree. http://www.mba.com/us

GRE – an acronym for Graduate Record Examinations. It is another test that some use for admission to graduate programs. Learn more about it at http://www.ets.org/gre

LSAT – is the acronym for the Law School Admissions Test. Learn more at https://www.lsac.org/index

Should I go to graduate school?

That’s a big question. Equally frustrating is the answer to it. Like most big questions, it depends. It depends on why you’re applying. Do you think you should apply because you haven’t found a job yet, because you want to be rich and famous, or because you want to learn something? You have to be honest with yourself with this question, because making the wrong choice is expensive.

Many graduate programs and employers offer financial assistance for graduate degrees, therefore we encourage students to seek out these programs to reduce their costs. Allegheny alumni report that they were able to complete their graduate programs at little to no cost by exploring all of their options.

Meeting the Requirements

Many liberal arts college graduates obtain an advanced degree as a means of specializing in a particular field. You can study a variety of subjects ranging from engineering to human resource management to public health to accounting.

For most master’s programs, you’ll need to take a standard admissions exam, the three most common Include:

- Graduate Record Exam (GRE)
- Graduate Management Aptitude Test (GMAT).
- Law School Admission Test (LSAT)

The admissions websites for the graduate program you choose will tell you their requirements. If you speak to an admissions officer, they will also tell you the scores that you need to achieve and the grade point average (GPA) required to obtain admission.
Economics

Maybe you’d like to follow in your favorite professor’s footsteps and teach or become an economist for a financial institution, NGO, government agency or a think tank? For any of those positions, you’ll need to think about getting an advanced degree in Economics.

More information on both masters and doctoral degree programs in Economics may be obtained by discussing options with your Economics faculty advisor.

Master of Business Administration

Deciding to achieve an MBA (Master of Business Administration) is a big decision to take for aspiring global managers. Is choosing an MBA at a business school worth the time and financial investment, as well as the demanding entry requirements?

An MBA will offer you a wealth of advantages, especially when it’s offered by a top business school with a very good reputation. Getting a higher salary after graduation, landing a top management position, or even becoming your own boss are just a few of the extra advantages. Many students go on to earn doctorates in various categories if they aspire to careers in Higher Education.

Experience Is Key

According to US News & World Report, it is recommended that students possess at least three to five years on the job before they enter an MBA program. This enables students to select a specialty such as finance, marketing or administration based on real world experience.

Juris Doctor (J. D.)

Year after year, Allegheny graduates distinguish themselves in their law school studies and beyond. The academic rigor, experiential learning opportunities, and in-depth research experiences at Allegheny more than equip students with the skills necessary to succeed in law school.

Entrance into law school requires completion of the Law School Admission Test (LSAT); however, an increasing number of schools are accepting Graduate Record Exam (GRE) scores in place of the LSAT. A comprehensive list of those accepting the GRE can be found on the Educational Testing Services website.

Students interested in learning more about law school and the admissions process are encouraged to reach out to the Pre-Law Advisor, Kristin Black, at kblack@allegheny.edu.

Allegheny Partnerships for Graduate Education

If you do decide that Graduate School is for you, you’re not entirely on your own. Allegheny has a number of partnerships with schools around the country that may be of value to a current business or economics major.

Carnegie Mellon Heinz School of Public Policy
Contact: Stephen Onyeiwu, Professor of Economics.

Simon School of Business at the University of Rochester Contact: Jim Fitch, Director of Career Education

Wake Forest University School of Business
Contact: Jim Fitch, Director of Career Education
You’ve made it through the road map!

Maybe you’ve even made it through your sophomore year, or completed your undergraduate education. All of these ends are really beginnings – the latest in a long string of beginnings that you’ll face.

So what’s next? Take these two pieces of advice: don’t forget what you’ve learned, and remember that you always have room in your brain to learn more. Keep those in mind and you’ll be able to rise and adapt in a rapidly changing world.

Don’t forget to enjoy the journey. Be positive and proactive about advancing your education and career. You are in charge of your destiny.

Write down your advisor’s name and contact information, because you’re going to have questions. Don’t be afraid to reach out to faculty and staff on campus. They’re here to help!

__________________________
Adviser name:

__________________________
Adviser phone:

__________________________
Adviser email:
<table>
<thead>
<tr>
<th>First Year</th>
<th>Sophomore Year</th>
<th>Junior Year</th>
<th>Senior Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall</strong></td>
<td><strong>CR</strong></td>
<td><strong>Fall</strong></td>
<td><strong>CR</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Spring</strong></td>
<td><strong>CR</strong></td>
<td><strong>Spring</strong></td>
<td><strong>CR</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Credits Year:**

**Credits Year:**

**Credits Year:**

**Credits Year:**

**Total Credits For Graduation (need 128):**

**Major: B.S. ECONOMICS**  
**Division: Social Science**  
- MATH 157 or 160
- ECON 100 Intro Micro  
- ECON 101 Intro Macro  
- ECON 200 Micro Theory  
- ECON 201 Macro Theory  
- ECON 202 Stats I  
- ECON 202 Stats I  
- ECON 203 Stats II  
- ECON 204 Intro Bus  
- ECON 285 Fin Account.  
- 2__ Elective  
- 2__ Elective  
- 2__ Elective  
- 2__ Elective  
- 4__ Elective  
- 4__ Elective  
- ECON 57_ or 58_ Sr. Sem  
- BUS 620 Sr Proj  

**Major: B.A. BUSINESS**  
**Division: Social Science**  
- MATH 157 or 160  
- ECON 100 Intro Micro  
- ECON 101 Intro Macro  
- ECON 200 Intro Macro  
- ECON 201 Intro Macro  
- ECON 285 Fin Account.  
- 2__ Elective  
- 2__ Elective  
- 2__ Elective  
- 2__ Elective  
- 4__ Elective  
- 4__ Elective  
- ECON 57_ or 58_ Sr. Sem  
- BUS 620 Sr Proj  

**Minor or Second Major**

**Division:**

**Freshman-Sophomore Seminars**

- FS101
- FS 102
- FS 201

**Dist. Requirements**

- CL
- HE
- IP
- ME
- PD
- QR
- SB
- SP

**Experiential Learning Expectation:** Speak with your advisor to select an experiential learning activity that satisfies this expectation.  
You must take at least four credits in each distribution requirement. All must be taken for a grade. Those with two tags can fulfill two requirements.
# CAREER AND CO-CURRICULAR PLAN

## POST-GRADUATION PLANS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## INTERNSHIP/JOB/RESEARCH EXPERIENCES

<table>
<thead>
<tr>
<th>Year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td></td>
</tr>
<tr>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td>Senior</td>
<td></td>
</tr>
</tbody>
</table>

## CLUBS/ACTIVITIES/ATHLETICS (INDICATE LEADERSHIP POSITIONS)

<table>
<thead>
<tr>
<th>Year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td></td>
</tr>
<tr>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td>Senior</td>
<td></td>
</tr>
</tbody>
</table>

## CBE/ECON EVENTS ATTENDED

<table>
<thead>
<tr>
<th>Year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td></td>
</tr>
<tr>
<td>Sophomore</td>
<td></td>
</tr>
<tr>
<td>Junior</td>
<td></td>
</tr>
<tr>
<td>Senior</td>
<td></td>
</tr>
</tbody>
</table>

## MEETINGS WITH CAREER EDUCATION OR GATEWAY

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## STUDY ABROAD OR OTHER EXPERIENCES

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Where to find programs on campus

Center for Business & Economics, Quigley Hall

- CBE Fellows
- Omicron Delta Epsilon Honor Society
- Lunchtime Learning Series
- Executive in Residence
- Faculty Seminar Lectures
- Major City Trips
- Board of Visitors
- Executive Roundtable
- Zingale Big Idea Competition
- VITA Volunteers

The Gateway, Pelletier Library

- Career Education
- Civic Engagement – Davies Leaders
- International Education
- Nationally Competitive Fellowships
- IDEAS Center
- Community Wellness Initiative
- Undergraduate Research, Scholarship, and Creative Activities

Confused? Check in with Sarah Holt, Quigley Building Coordinator on the ground floor, or Beth Ryan, CBE Program Coordinator located in Quigley 224, and we’ll help you to find your way!
The Roadmap is published by the Allegheny College Center for Business & Economics as a discussion guide for students with interests in business and economics.

Allegheny College
Department of Economics
Quigley Hall
520 North Main St.
Meadville, PA 16335
www.allegheny.edu/econ

©2018 All Rights Reserved, Gator Post and Print (P2X), 70