

## Exploring Interests in Business Concentrations

How do your dominant career interests fit with the 13 College of Business concentrations? Use the following information based on Holland’s Theory of Career Choice to explore that question.

### Realistic Interests

- Like to work with tools, machines and schematics
- Value practicality

### Investigative Interests

- Like to research and solve complex problems
- Value precision and intellect

### Artistic Interests

- Like to create original works of writing, drama, music or art
- Value expression and originality

### Social Interests

- Like to help people and solve social problems
- Value friendliness and trustworthiness

### Enterprising Interests

- Like to lead and persuade people
- Value energy, ambition and sociability

### Conventional Interests

- Like structured work with numbers, records or machines
- Value order and plans

Business Concentrations	Investigative	Social	Enterprising	Conventional
<i>Accounting</i>			X	X
<i>Accounting Information Systems</i>	X			X
<i>Corporate Financial Management</i>			X	X
<i>Finance</i>	X			X
<i>Management Information Systems</i>	X		X	X
<i>Marketing</i>	X		X	
<i>Business Analytics</i>	X		X	
<i>Management</i>			X	X
<i>Human Resource Management</i>		X	X	
<i>Entrepreneurship</i>			X	
<i>Global Operations</i>			X	X
<i>International Business</i>			X	
<i>General Business (depends on emphasis)</i>	X	X	X	X

For a more comprehensive assessment of your career interests, visit the Career Center in the Administration Building, Ste. 154/255 or explore the Career Center website “Exploring Majors/Careers” section under the Students menu.

## More Ways to Learn About Business Concentrations



Review the business course descriptions in the course catalog at [info.sjsu.edu](http://info.sjsu.edu) and consider which concentrations interest you.

Watch the webshop, "A Spartan's Guide to Picking a Major," from the Exploring Majors/Careers section of the Career Center website to refine your choices.

Visit the Jack Holland Student Success Center (JHSSC) in BBC 008 or the JHSSC website to learn about the academic requirements for your selected concentration(s).

Check out the "What Can I Do With My Major?" database to learn about potential career paths related to your major.

Visit the O\*Net Online website to view the skills and qualifications required for careers associated with your major.

Go to the "Resources by Major" section of the Career Center website for career guidance specific to business concentrations.

Stop by drop-in career advising at BBC 008 or in the Career Center to discuss your questions with a Career Counselor.