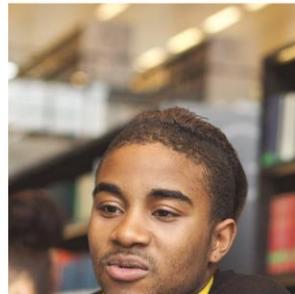
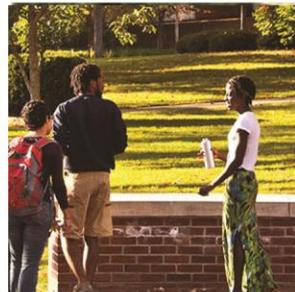
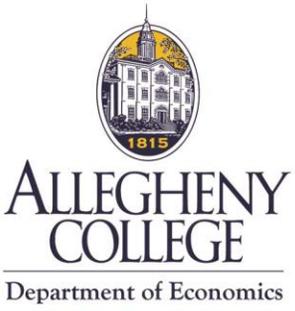


A Roadmap for Majors in Business and Economics

Navigate your journey
through the study of business & economics
At Allegheny and beyond!



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A LETTER FROM THE CHAIR

I would like to share a story about how I accidentally discovered Economics. My initial attraction to the discipline was prompted by the title of the famous magazine “The Economist.” As a naïve high school student, I was curious to know who “The Economist” was, and started reading the magazine voraciously and regularly. Although I was disappointed that I never got to know who “The Economist” was, I was thrilled by how the magazine used elegant analytical tools to discuss contemporary economic, social, political and even scientific issues. I got to learn that the value of economics is apparent when complex economic issues are explained in ways that are comprehensible by lay persons. Prior to my discovering the magazine, I also did not know that it was possible to use the tools and techniques of the natural sciences to study social phenomena. Above all, I’m delighted and proud that I now bear the same title as the “The Economist” magazine!

Why a Liberal Arts Emphasis? Why Economics? Why Business?

Many colleges and universities offer economics and business degrees that can sometimes be limited in scope. At Allegheny College, we believe that studying economics and business with an emphasis on liberal arts is essential. As Walter Isaacson, the author of *Steve Jobs*, an now a new biography called *Leonardo da Vinci*, writes, “Leonardo da Vinci is the ultimate theme of my previous biographies: how the ability to make connections across disciplines ~ arts and sciences, humanities and technology ~ is a key to innovation, imagination, and genius.”

Economics is not only a discipline that enables individuals, households, and the government to make rational decisions; it is also a field of study that provides effective tools for solving a myriad of society’s problems. The range of issues to which the analytical tools of economics can be applied is unlimited. Economists have often been called upon to offer advice on how to control population growth, limit pollution, spur innovation, optimize the use of natural resources, as well as insights into how to prevent costly wars. It is no surprise, therefore, that economics dominated the debates during the 2016 election cycle in the U.S., with candidates discussing issues that ranged from immigration and health care, to trade, climate change, taxes, education, and jobs.

Economics is a pervasive 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, public and non-profit sector, etc. Several national surveys have shown that the return on investment for an economics major is sizable, as manifested in the high starting salaries of economics graduates. Those interested in intellectual discourse will find the history of economic ideas, and the ideological debates within the discipline, to be very alluring. They will have the opportunity to learn about the ideas of great philosophers and economic thinkers.

We want the economists and business people who leave Allegheny College equipped to be the executives of the world who can synthesize information, analyze problems, work in teams, communicate and think outside the box. Combining your economics or business degrees with a major in the sciences and humanities would create a well-rounded education ready for any industry setting. If you are interested in international business, a double major or minor in a modern language with your economics or business major would help springboard you into our global economy and the business world beyond our shores.

Stephen Z. Onyeiwu, PhD
Professor and Chair, Department of Economics

Set your goals high For your major

Win the Big Idea Competition

*(we did say to
set your goals high)*

Enter
the Simon
Case Study
Competition

Do summer
research
with faculty

Try to secure
three internships
in your
college career

Strive for
a high GPA

Make your
community
service project
something you're
passionate
about

Develop a
professional
personal
website

Get top
scores on
your GMAT
or GRE

Build a big
network of
Gator Alumni
on LinkedIn

Start planning
your life
after Allegheny

*(It'll be here before
you know it!)*

Attend a
summer institute
on an academic
or policy topic

Publish a
scholarly paper

Study a
Second
Language

Apply for a major
scholarship,
such as Rhodes,
Marshall, Truman,
Fulbright
or Rotary

Study abroad
or away from
campus

Take a
leadership role
in an
organization



ASSESS YOUR SKILLS AND INTERESTS

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

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 parents’ parents because, to them, you were expected to find a good job and stick to it. In the 70s and 80s all that changed – and fast. New industries exploded. Old ones imploded. And the business landscape changed even faster. Want to see an example? Check out an episode of *Seinfeld* (Ask your folks what time it's on. They like it when you take interest in their lives.), and pinpoint the moment in the show where the whole episode (and all of the embarrassing pitfalls therein) would be completely defused by a cell phone or email. You’ll be lucky to make it five minutes into most episodes before even the most basic flip phone would save the day.

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.

Today’s job market is way more dynamic than ever. Big companies are much bigger. And small companies are much smaller. There are entire industries that didn’t exist when your parents were in high school. And 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, the only known quantity is you 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 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 degree.

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 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?

STOP
2
ON YOUR JOURNEY

MAP OUT YOUR ROUTE

- 1.** Start early – during your first year would be best.
- 2.** Narrow down your area of interest, job functions and organizations that interest you.
- 3.** Create a spreadsheet of academic courses, co-curricular experiences, internships, graduate schools, and potential organizations; work on filling in contact names.
- 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. (It isn't easy sometimes, but it's the only way to get an honest answer.)





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.' These are all goals. In some ways, they are all achievable goals. But they're not all constructive goals.

Goals can be tricky things, largely because the human brain is a pretty tricky thing in its own right. Set your goals too low, and you'll achieve them - without really getting anywhere. Set your goals too high, and you're likely to get discouraged. The trick is to find a way to create realistic goals that lead to aspirational goals.

There are probably thousands of different ways to do this, and new ones are invented every year. One effective way is the SMART approach.



My SMART Goal Setting Worksheet

Step	Mnemonic	Description	SMART Goal	Goal Met
1	S Specific	What, why, how, when, where, who?		
2	M Measurable	How much, how many? How will you know?		
3	A Action-Oriented and Attainable	Describe a result.		
4	R Realistic and Relevant	Does the goal really matter to you?		
5	T Time Bound and Trackable	By when? Assess progress.		

S Specific: To set a specific goal, answer the five W's and the H. For example,

What: What is your goal?

Why: Why do you want to accomplish your goal? What are the specific reasons, purposes or benefits?

How: How will you achieve your goal?

When: When will you complete your goal?

Where: Where is the opportunity?

Who: Who is involved?

M Measurable: Establish criteria for measuring progress. When you measure progress, it will be easier for you to stay on track and reach your target dates and outcomes. For example,

How much?

How many?

How will you know when your goal is accomplished?

A Action-Oriented and Attainable: Plan your steps and time frame that will allow you to carry out your action plan. Determine what is needed to attain your goal. Evaluate progress periodically and adjust as needed.

R Realistic and Relevant: Identify a goal that is important and relevant to you. A goal should represent an objective toward which you are willing and able to work. The planned outcome should be realistic.

T Time Bound and Trackable: A goal should be grounded within a reasonable time frame. Intervals should be established to assess progress.



GET TO KNOW THE LANDSCAPE OF YOUR JOURNEY THROUGH YOUR MAJOR

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.

What does the Department of Economics teach?

The Department of Economics educates students in analytical thinking about social issues and prepares them to be responsible and productive citizens in a dynamic and diverse world. Many alumni pursue careers and graduate study in business, economics, public service, entrepreneurship, education, finance, international affairs, law, and public policy.

What is the Business Major within the Economics Department?

The Business Major was designed for students interested in careers in management or for graduate education in this area. Through case studies, internships, and interactions with practicing managers, students learn how economic theory and quantitative methods can be used to solve managerial and business problems.

Do you need to apply and be accepted into the Business Major?

No. It is not necessary to apply. You may choose to follow the Business Major as outlined in the College Catalogue. It is always a good idea to make your advisor aware of your decision.

Students who complete the requirements for this major graduate with a degree in Business issued by the Department of Economics.



GET TO KNOW YOUR TOUR GUIDES – YOUR PROFESSORS

The chair of the department is Stephen Onyeiwi. Professor Onyeiwi, as well as the other highly regarded educators make up the Department of Economics faculty. It's good to be familiar with them and their backgrounds both in and out of the classroom. It's like having a panel of subject matter experts that you can rely on for academic support.

Office Hours: What are they? How should you use them effectively?

Students value Office Hours because they make it possible to have one-on-one interactions with faculty 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 to enhance student experiences at Allegheny.

Faculty Office Hours are posted on faculty doors in Quigley Hall, and on the web.

**Allegheny College
Department of
Economics
Faculty and staff.**

Find faculty and staff
contact information
and office hours
each semester online.



Asuman Baskan
Ph.D., Lehigh University
International Economics
Statistics
Health Economics



Simon Bilo
Ph.D., George Mason University
Macroeconomics
Austrian Economics
History of Economic Thought



John Golden
Ph.D., University of Connecticut
Macroeconomics
Entrepreneurship
Economic Costs of Recessions



Stephanie Martin
Ph.D., University of Colorado at Boulder
Labor Economics
Heterodox Economics
Scholarship of Teaching and Learning



Hoa Quynh Nguyen
Ph.D., University of Arizona
Applied Microeconomics
Environmental Economics
Economic History



Tomas Nonnenmacher
Ph.D., University of Illinois
New Institutional Economics
Industrial Organization
Economic History



Russell Ormiston
Co-Director,
Center for Business and Economics
Ph.D., Michigan State University
Labor Economics
Human Resource Management
Sports Economics



Stephen Onyeiwu
Department Chair
Ph.D., University of Connecticut
Development Economics (Focus on Africa)
Innovation and Technological Change
Managerial Economics and Organizational Behavior



Hyun Woong Park
Ph.D., University of Massachusetts Amherst
Macroeconomics
Financial Economics
Political Economy



Janine Sickafuse
M.B.A., Youngstown State University
Accounting
Finance
Sports Business



Chris Allison
Co-Director,
Center for Business and Economics
Entrepreneur in Residence
Doctor of Public Service, *honoris causa*,
Clarion University
Business Economics, *Entrepreneurship*, *Financial Literacy*
Investing Theory, Writing and Public Speaking



Beth Ryan
Program Coordinator
Center for Business and Economics



Sarah Holt
Office Manager
Department of Economics



LEARN WHAT FIELDS YOU CAN CHOOSE WITH A DEGREE IN BUSINESS OR ECONOMICS

The list below doesn't necessarily show what you'll do with your degree, but it is a partial list of what Allegheny Alumni have done with their degrees.

<p>Banking and Finance</p> <ul style="list-style-type: none"> Branch Management Commercial Banking Corporate Finance Departments Credit Analysis Credit Unions Federal Reserve Banks Financial Analysis Financial Services Institutions Lending Mortgage Loans Operations Securities Retail/Consumer Banking Savings and Loans Associations Trust Services 		<p>Sales</p> <ul style="list-style-type: none"> Advertising Sales Consumer Product Sales Customer Service District/Regional Sales Management E-commerce Sales Financial Companies Financial Services Sales For-Profit Industrial Sales Insurance Companies Internet sales Manufacturers Nonprofit Print and Electronic Media Sales Product and Service Sales Real Estate Sales Sales Management Software and Technology Sales
	<p>Insurance</p> <ul style="list-style-type: none"> Actuarial Science Banking Claims Insurance Firms Loss Control Risk Management Sales Underwriting 	<p>Government</p> <ul style="list-style-type: none"> GS-7 Position Urban Planner Treasury Department Central Intelligence Agency State Department Federal Reserve Board Bureau of Labor Statistics Department of Labor Comptroller of the Currency
<p>Education</p> <ul style="list-style-type: none"> Research Teaching 	<p>Management</p> <ul style="list-style-type: none"> Banks/Financial Institutions Healthcare Organizations Hospitals Hotel Service Providers Industrial Organizations Local, State, and Federal Government Manufacturers Nonprofit Organizations Real Estate Restaurants Retail Stores Self-Employed 	

ALLEGHENY ALUMNI SUCCESS STORIES



Trevor Colvin '14

Financial Analyst – Finance Management
Rotation (FMR) Program, UPMC
Pittsburgh, PA
Major: Economics, Managerial Track;
Minor: Religious Studies

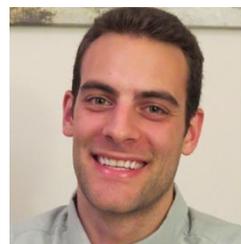
“...I was able to build a strong network of alumni and develop as a professional allowing me to have a job offer entering into my senior year. The economics department at Allegheny challenges students to look at concepts from multiple perspectives and think critically beyond their college years.”



Brittany Traynor '13

Tax Analyst, BNY Mellon
Pittsburgh, PA
Major: Economics, Managerial Track;
Minors: Communication Arts and
Religious Studies

“Following the Managerial Economics Track at Allegheny allowed me to not only build a sound foundation in the business world, but to grow professionally as well. ... I strongly recommend that any student at Allegheny, whether a freshman or senior, take advantage of the numerous internships available. It is never too early to start networking and build your career.”



Jordan El-Sabeh '14

Junior Investment Performance Associate
Cambridge Associates
Washington D.C. Metro Area
Major: Economics, Managerial Track;
Minor: Communication Arts

“...The economics department’s considerable focus on career advancement and networking heavily attributed to my success landing a job after graduation.”



Devone McLeod '13

Licensed Relationship Manager, KeyCorp
New York, NY
Major: Economics;
Minor: Black Studies

“... Besides the academic component, staff members have done an amazing job around employment readiness with topics such as dress for success and interview techniques. These tools are what allowed me to be offered my first job before graduation as a senior and I am one example of a strong network of recent graduates who can say the same.”



Anulekha (Anu) Venkatram '13

Associate Product Manager, ALM Media,
LLC
New York, NY
Major: English;
Minor: Economics

“...the most influential moment for me at Allegheny was when I took my first managerial economics class. It was hands down the best real-world experience I could have had as a college student. In starting a business with my classmates, I learned exactly what it meant to take calculated risks and that to be successful, you need to create value. For instance, as a business owner, you have to focus on how your product will add value to your customer. Or, as an employee, you need to think about how you will add value to your organization.”



PLAN YOUR COURSEWORK

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 the Department of Economics. 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.

You can choose to emphasize traditional economics or business.

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.

Here are some items to consider:

MATH 157 or 160 is a prerequisite to ECON 200, 201, and 202, and should be taken during your first year.

The order in which ECON 100 and 101 are taken does not matter.

The order in which ECON 200 and 201 are taken does not matter.

ECON 190 and 226-290 are sophomore-level electives and can be taken without ECON 200, 201, 202, and 203.

FSECO201 can substitute for a 200-level elective.

If possible, it is best to take ECON 200, 201, 202 and 203 by the end of first semester junior year.

ECON 385 and 386 are only offered in the spring semester in alternate years and have ECON 285 and 286 as prerequisites.

ECON 280 and 380 include business plans and business pitches leading up to participation in the Big Idea Competition.

All economics majors take an ECON 570- or 580-level seminar in their first semester senior year. The seminar is the first part of the senior project.

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 in their FS201's and other classes within the department. All economics majors take an Economics 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 (listed on page 8) with respect to economics and business, and for you to think about potential Senior Project topics.



Business Major Requirements

I. INTRODUCTORY COURSES

- ECON 100 Introduction to Microeconomics
- ECON 101 Introduction to Macroeconomics
- ECON 240 Introduction to Business & Managerial Economics
- ECON 285 Fundamentals of Accounting

II. THEORY COURSES

- ECON 200 or 201 (Microeconomic or Macroeconomic Theory)
- ECON 202 Economic Statistics

III. FUNDAMENTALS OF BUSINESS (choose one)

- ECON 226 Money and Financial Institutions
- ECON 227 Introduction to Finance
- ECON 228 Principles of Marketing
- ECON 229 Advertising I
- ECON 234 Human Resource Management
- ECON 280 Economics of Entrepreneurship I
- ECON 281 Non-Profit Management & Social Entrepreneurship
- ECON 286 Fundamentals of Managerial Accounting

IV. APPLIED QUANTITATIVE TECHNIQUES

- ECON 440 Advanced Business Economics

V. ADVANCED TOPICS IN BUSINESS (choose one)

- CMPSC 322 Data Analytics
- ECON 380 Economics of Entrepreneurship II
- ECON 385 Intermediate Accounting
- ECON 386 Cost Accounting

- ECON 427 Theory of Finance
- ECON 428 Advanced Marketing
- ECON 429 Advertising II ECON 448 Organizations and Contracts
- ECON 451 International Business
- PSYCH 466 Industrial & Organizational Psychology

VI. SUSTAINABILITY AND BUSINESS

(Choose *three* courses in total; one from each category)

Communication

- COMRT 145 Foundations of Rhetoric and Public Communication
- COMRT 235 Advanced Public Speaking
- ENGL 110 Reading Literature

Reasoning and Ethical Thinking

- PHIL 140 Ethics and Community
- PHIL 210 Oppression and Liberation
- PHIL 285 Business and Management Ethics
- PHIL 310 Global Justice

Experiential Learning

A major goal of this requirement is to encourage students to understand global issues and cultural practices around the world.

- EL Programs
- Study Abroad
- Global Citizenship Program
- Civic Engagement Activities
- Internships
- EXL Courses

International Business

Students can develop skills in international business by either double-majoring or minoring in a modern language and combining it with a business major. Allegheny offers majors in Arabic, Chinese, German, French and Spanish.

STOP
8
ON YOUR JOURNEY

GAIN REAL-WORLD EXPERIENCES

When you're not in class, or studying, or testing how SMART your goals are, you should really check out all of the co-curricular experiences offered in the Department of Economics.

Co-curricular events capitalize on our ability to combine academic theory with real-world experience by giving you opportunities to network with highly successful alumni and industry leaders. It's also a chance to complete internships and participate in projects and competitions.

Department of Economics Co-curricular Programming promotes opportunities to help students fill their resumes with essential experiences that aid in developing persuasive essays for graduate school admissions. They're good stuff.

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 academic credit.

ECON 529 Credit-Bearing Internships

To apply for an ECON 529 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 major 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:

A total of 40 hours (for example 5 hours per week for 8 weeks) – 1 Credit

A total of 56 hours (for example 7 hours per week for 8 weeks) – 2 Credits

A total of 80 hours (for example 10 hours per week for 8 weeks) – 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 ECON 529 credit-bearing internships are for credit/no credit. The Department of Economics does not issue grades for this course.

To register for a credit-bearing internship, a student must apply to both the Department of Economics and to the Registrar's office by the deadlines for fall, spring, or summer.



Major City Trip for Juniors and Seniors

These trips are designed to expose junior and senior 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.

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 economics majors as well as other interested students from across the Allegheny campus.

Center for Business and Economics (CBE) Fellows

CBE Fellows are a select group of motivated students that function 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.

Faculty Seminar Luncheon Series

The Seminar Luncheon Series is organized each semester by the Economics Department faculty. Faculty give presentations based on their research agendas.

Executive in Residence

The Executive in Residence program was established by the Department of Economics in 2001. It is designed to connect Allegheny students and faculty, as well as Meadville community leaders, with prominent business executives who spend several days on the Allegheny campus speaking about their life experiences in business, paths to success, and lessons learned.

Gator Day

The Gator Day initiative encourages students and faculty to engage in out-of-classroom activities. The Department of Economics 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 Center for Business and Economics. These executives are on the Allegheny campus for one or more days each spring for meetings, to attend and speak in classes, conduct breakout sessions, meet with students, advise the faculty and attend the Executive Roundtable.

A breakout session is a seminar scheduled as part of a larger event. In breakout sessions, attendees have the opportunity to explore specific topics of interest. Often, more than one breakout session occurs at the same time and attendees need to make selections based on what interests them.

Executive Roundtable

The Department of Economics holds an annual Executive Roundtable on issues of regional, national, and global interest. Participants are leading practitioners in business and related fields, often Allegheny alumni. The Roundtables bring students together with distinguished business leaders whose perspectives and experiences create educational and career-related value.

VITA Community Service Program

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 student teams compete for a total of \$10,000 in prizes and trophies, a good start to funding those Big Ideas.



Let's start with some of the easier things: visit the Allegheny Gateway offices on the main level of Pelletier. Learn about service learning projects and job hunting skills, build a resume, figure out how to dress for success, and work on interviewing skills for job and internship applications and networking skills.



START GETTING READY FOR THE WORLD - STEP THROUGH THE "ALLEGHENY GATEWAY"

You've come a long way on your journey. Now it's time to step through the Allegheny Gateway - your portal to the outside world including:

- Study Away
- Community engagement
- Undergraduate research
- Engagement with difference and diversity
- Connecting Allegheny education to careers and life after graduation

Learn the steps for cover letter and resume writing.

The Allegheny Gateway's Career Education Office provides advice for writing both cover letters and resumes.

To get there, go to allegheny.edu. In the search box type, "resume cover letter."

Also provided is a 10-page guide.

To get there, go to allegheny.edu. In the search box type, "professional documents"

This guide includes:

- The cover letter: a guide to format and content
- The resume: step-by-step suggestions with a list of action words,
- An informational resume
- An example resume
- The thank you note

Building a resume with Resume Doctor.

Once per month during the Allegheny academic year, Career Education holds an event called *Resume Doctor*. This is your opportunity to seek out an open and honest critique of your resume and cover letter – and get suggestions for improvement. Watch for dates on the Career Education calendar:

To get there go to allegheny.edu. In the search box type “Career Education Calendar.”

On-Campus Recruiting

100 companies come to campus each year to interview as many interested students as they can. This is a great opportunity to get interviewing experience or find a job after graduation. When responding to on-campus recruiting events, watch to see if there is specific information on what is requested in your cover letter and resume – and make sure to include that information.

At times, on-campus recruiters will request resumes without cover letters. Pay close attention to details and follow directions carefully.

You can follow the Allegheny on-campus recruiting schedule by visiting the Gateway online.

Jumpstart your academic career and gain valuable experience.

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.



THINK ABOUT YOUR PERSONAL PRESENTATION

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 college graduates, 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.

Every year, our department works with the folks at the Gateway to offer sessions on proper business attire. Be sure to check them out.

And 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.

For more information

Allegheny’s Career Education Office provides advice for first and second interviews.

To get there, go to allegheny.edu. In the search box type, “Interview.”



DEVELOP YOUR ONLINE PROFESSIONAL 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. 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.



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

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 GET THAT GREAT INTERNSHIP OR JOB INTERVIEW

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 and more.

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 better 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 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.

Some 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 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

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

*Diane Darling,
The Networking Survival Guide*

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

Networking partners can make requests of each other.

Ask your network for advice, not an internship or job.

Ask if there is anything you can do for them.

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. They're easy to find, too – the Allegheny bookstore in the Campus Center has a wide variety to choose from.

You might also want to consider business cards. A simple card printed with your name, year of anticipated graduation, major, minor, cell, Allegheny box number, and Email address can really help you stand out. For about \$10.00, Allegheny College Printing Services can print them up for you.

Networking and the job hunt

When you begin the job hunt, or the internship hunt, you're probably going to discover that networking is an essential part of your search. But if you're going to make the most of your job search networking, you'll need a strategy, and "I'll take anything" is not a workable strategy. Here are some tips:

- Ask yourself: How does networking fit in with my job search plan?
 - ❖ Identify your internship or job targets,
 - ❖ You may have many potential targets,
 - ❖ Later, you will want to consider a more refined and focused search.
- Consider limiting your search to no more than two or three job functions in two or three types of organizations or industries.
- From this point, you may want to:
 - ❖ Identify organizations that offer the job functions you're targeting,
 - ❖ Check with Career Education to see if any of these organizations will be coming to the Allegheny campus,
 - ❖ Seek out contacts at these organizations,
 - ❖ Reach out to these contacts to request a conversation to get some information and advice,
 - ❖ Follow up with thank you notes and periodic status updates.

Networking tip: Don't forget your professors!

Pretty much every day you'll be staring at perfect networking candidates: your professors. Start talking with them now, because they might be the perfect source for a recommendation letter.

Getting a recommendation letter isn't an automatic thing, and it requires some planning. Start by forming a stronger relationship with your professors now by making an effort to stand out in class, take advantage of Office Hours with well thought out (and targeted) questions, and by getting involved with Department of Economics programming at every opportunity. This is the stuff that gets you noticed, and it's what separates you from your classmates. You'll need that if you want a particularly effective letter of recommendation.

The 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.

Don't forget 'the little things' – they're a big deal.



STOP
13
ON YOUR JOURNEY

DEVELOP YOUR ELEVATOR PITCH FOR NETWORKING

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 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 one way to practice:

Here are 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



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!



FIND A JOB OR INTERNSHIP-SOME PLACES TO LOOK

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.

When is an interview not really an interview?

When it's an informational interview

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? Identify people who are in jobs, industries, and organizations that you are targeting, including contacts from career fairs and on-campus events, friends and neighbors, Allegheny alumni, and classmates who have done internships. 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. Some things to consider when you're crafting your approach email:

Subject Line: Allegheny College student seeking career advice or Allegheny College student referred by Professor xxx.

Greeting: Include a greeting. Err on the side of formality, for example, Dear Ms. Smith:

Body: Use complete sentences with proper grammar and punctuation. Verify the spelling of the recipient's name and company. Read your email aloud to see how it sounds.

Content: Make sure you answer the following questions in the body of your email: who you are, how you got the contact's name, why you are contacting them, what you'd like them to do (grant you an informational interview), and how much time you think this will take (not long: half hour at most is a good expectation).

Closing: Include a closing, for example, Sincerely or Regards.

Only after you have proofread your email should you insert your recipient's email address.

After you send your 'approach' email, you may find it necessary to send a follow up. If you don't get a response within two weeks, re-send your request, acknowledge that they are busy, and ask if they might have 15 or 20 minutes to talk. If you have the person's phone number, you may want to follow this second email with a phone call, so make sure you're prepared to leave a professional message on their voicemail.

PREPARING 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. Make sure you do your research on the industry, organization, job function and (if possible) the person.

Practice, practice, practice. It'll ease your nerves, and you'll have some nerves. Practice talking about your skills and your experiences. Practice asking advice and opinion questions based on what you've learned in your research. Keep practicing. It'll pay off.

Confirm your meeting time and place. **DO NOT BE LATE.** The person you're meeting might be late, but you cannot be late.

Be prepared: 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. And leave your cell phone and tablet in the car.

At your interview, introduce yourself, lay out your agenda (i.e. what are you hoping on getting out of this get together?), and be interested and engaged. Ask the questions you prepared for, 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.

As always, thank the person who's interrupted their day to talk to you. And if you can, 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 an email and thank you note to the person. Add the person to your networking spreadsheet, keep in touch, and make sure you thank anyone and everyone who helped you meet this person.

Allegheny College Career Education provides advice on informational interviews.

To get there, go to allegheny.edu. In the search box type, "Informational Interview."





THINK ABOUT GRADUATE SCHOOL

It doesn't really seem like something you should need to think about right now, but it doesn't hurt. 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 Masters in Business Administration. It's also the generic term applied to any master's degree in business.

GMAT – stands for Graduate Management Admission Test. According to their website, it's the preferred test for business schools around the world. It's kind of like the SATs of 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>

Getting Your Masters Degree

Many liberal arts college graduates obtain their masters 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 masters programs, you'll need to take either the Graduate Record Exam (GRE) or the Graduate Management Aptitude Test (GMAT). The admissions websites for whatever 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) you'll need to have scored in order to obtain admission.

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

Where can you get your Doctorate?

According to U.S. News and World Report, the top 10 Ph.D. programs in economics in 2013 were Harvard University, Massachusetts Institute of Technology, Princeton University, University of Chicago, Stanford University, University of California at Berkeley, Northwestern University, Yale University, University of Pennsylvania and Columbia University.

A Ph.D. in economics usually takes a student five years to achieve, although some may take a shorter or longer period to complete the requirements. The first year is spent taking core courses followed by examinations, such as microeconomics, macroeconomics and econometrics, and taking elective courses followed by examinations, usually focused around specialized topics, during the second year. Students then spend the remaining three or so years writing a dissertation.

Other information on advanced degree programs in Economics is provided at <https://www.aeaweb.org/gradstudents/>

Should I go to graduate school?

That's a big question. And, like most big questions, is: 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.

Cold, hard fact: MBAs are expensive, even compared to what you've paid for your undergraduate degree. And they don't mean as much as they once did. Here are some things to keep in mind while you decide.

Bring Your Checkbook

MBA.com reports that the average cost for a year of study at a quality graduate business program is \$40,000. So your MBA is going to set you back at least \$80,000. US News & World Report stated in 2013 the average cost to get a degree at a top 10 business school was \$111,418, and that's just tuition and fees, not living expenses.

Where You Go Matters

Unless you attend a top 10 MBA program, some potential employers look upon the degree as resume icing, attractive but not essential. Some Wall Street firms don't even recruit at the less-prestigious schools. It's good to remember that your MBA may be a great learning experience, but it isn't the fast-track to fortune you might think it is.

GPA and GMAT

Getting an MBA is not for the academically faint of heart. Two things will determine if you make it into a top 10 school. Your grade point average (GPA) needs to be in the magna cum laude range or higher for admission into the Ivy League.

Even more important is your performance on the Graduate Management Aptitude Test (GMAT). According to a survey on QSTopMBA.com, students in the top 10 MBA programs scored above 700 on the GMAT. A survey by

poetsandquants.com showed that for entry into the top 50 MBA programs, you need a GMAT score above 640. The jump to graduate school can be seen as being even more dramatic as the jump from high school to undergrad – make sure you're ready.

The MBA Bump – not as much of a bump as you might think.

Certainly if you get an MBA at one of the top 10 schools, the payoff can be especially nice. According to a January 2014 survey by poetsandquants.com, the highest Ivy League MBA graduate starting salaries ranged from \$160,000 to \$375,000. And a 2012 survey by the Graduate Management Admission Council (GMAC) showed that graduates of full-time MBA programs reported average salary increases of 81 percent from their pre-MBA base salaries.

But let's say you didn't go to Harvard or Penn. For an MBA from a less prestigious school, there's not a windfall. On the lower end, Payscale.com puts the median salary for MBA grads with four or fewer years' experience at \$55,779, and \$71,920 for those with five to nine years' experience.

Experience Is Key

The fact is, if you work for a few years, you're likely to achieve those MBA salary ranges anyway. According to US News & World Report, most MBA students possess at least three to five years on the job before they enter a program. MBA professors claim work experience improves the discourse in the classroom, because students draw from real-life situations.

An April 2013 survey by the National Association of Colleges and Employers reported an average starting salary of \$44,928 for new college graduates. With reasonable success and promotions, you'll probably hit a salary of \$75,000 to \$85,000 in a few years. That's without the expense, and probably debt, of getting your MBA.

So why does anyone get an MBA?

Getting an MBA does improve your job prospects. A 2013 GMAC survey reports that the employment rate for new MBAs hit 92 percent, up from 90 percent the previous year and 85 percent in 2009.

That's encouraging. But make sure you really need the degree to progress in your career, because getting an MBA is really, really expensive. It also takes you out of the game for a couple of years. The lost opportunity costs of salary and promotions may be irreplaceable.

If you're going to apply, do so for the right reasons. Make your top goal learning things that can directly improve your performance at work. Otherwise, you're spinning some costly wheels.

Partnerships to consider:

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 economics or business major. If you wish to inquire about the possibility of a partnership between Allegheny and a specific graduate program, contact Mr. Jim Fitch, Director of Career Education. jfitch@allegheny.edu

Three partnerships of interest:

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

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

Wake Forest University School of Business
Contact: Mr. Jim Fitch, Director of Career Education



Is this the end?

It's barely the beginning.

You've made it through the road map! Maybe you've even made it through your sophomore year, or your undergraduate years. All of these ends are really beginnings – the latest in a long string of beginnings that you'll face.

So what's next: who knows? But 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 business world.

Don't forget to enjoy the journey, too. You'll spend most of your life getting somewhere. If you can enjoy that process, there's a lot more of life you can enjoy.

Oh, and don't forget your advisor's name and contact information, because you're going to have questions. In fact, write it down right here:

Advisor name:

Advisor phone:

Advisor email:

Questions to think about...

Do I want to major in Economics or Business? Why?

What courses really interest me?

How many internships do I want to do and what kind of experiences do I want?

What kind of service learning or community engagement project do I want to do?

Do I want to study away and where?

Do I want to eventually go to graduate school? Where? What do I need to do to get there?

First Year	Fall Classes	Spring Classes	Co-Curricular Activities

Second Year	Fall Classes	Spring Classes	Co-Curricular Activities

Third Year	Fall Classes	Spring Classes	Co-Curricular Activities

Fourth Year	Fall Classes	Spring Classes	Co-Curricular Activities



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The Center for Business and Economics provides business-related experiential learning opportunities that complement traditional in-classroom learning experiences.

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