



BUSINESS MANAGEMENT & ADMINISTRATION

A collage of various business-related images including a woman on a phone, a city skyline, hands holding documents, a man with a tablet, a woman at a desk, a man in a suit, and a woman in a lab coat. The entire collage is overlaid with a red tint.

CAREER SUCCESS GUIDE

Great Career Ideas • Creating Your Plan • College Resources



Kay Ivey, Governor of Alabama

A MESSAGE FROM THE GOVERNOR

As I've said on many occasions, our people are Alabama's greatest strength, especially our young people, who hold the state's future in their hands. As the guardians of our state's future, students deserve every possible tool to help them—and Alabama—succeed in all areas.

To achieve this, we have created the Alabama SUCCESS Guides, which are designed to assist students in identifying resources regarding

careers, postsecondary education and financial literacy. Through our students, we are positioning our state for even greater accomplishments. They will be well-equipped for careers in Alabama's workforce which will allow them to compete—and excel—in our global economy.

This Alabama SUCCESS Guide is an excellent tool in helping our students of today become our leaders of tomorrow.

ATTENTION PARENTS!

This guide is part of a series created to help students in Alabama learn more about high-demand careers, salaries, the steps they need to take to reach their goals, and the resources that can help them get there.

The workforce has changed since you entered it. Many of the jobs that exist today were not even created when you graduated from high

school, and the pace of change is faster than ever! However, since work skills are transferable to many jobs, by helping your student connect with what they learn in the classroom to real jobs that interest them, they will graduate better equipped for life after high school.

Thank you for talking with your child about what careers interest them – and why. You can help them by

sharing your own work experiences with your child. Ask people in your community who work in jobs that interest your child to share about their careers or let your child visit their workplace. And last, but not least, go with your child to meet with their school counselor or career coach to get them moving in the right direction. Help them prepare for their future...today.



WHAT EMPLOYERS WANT

BRENNAN WOODS
SALES DEVELOPMENT
WEST REGION | DELTA AIR LINES, INC.

“**BUSINESS MANAGEMENT & ADMINISTRATION EMPLOYERS ARE LOOKING FOR FUTURE EMPLOYEES WHO CAN THINK GLOBALLY AND FIND STRATEGIC WAYS TO HELP GROW THEIR BUSINESS.** Even if your role is not data oriented, you should be able to analyze findings in a concise and strategic manner. In addition to having great ideas, being able to persuade others that your plan is the best for the organization is key to climbing the ladder of success and driving better business results. Employees who can master this will quickly be recognized as a leader by their managers and peers. Take advantage of ways to grow your leadership skills now, even as a student. This shows future employers that not only can you handle your current workload, but you are taking ownership in advancing your own career and, one day, their company.”

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SAMPLE OCCUPATIONS



PATHWAYS

CLUSTER: BUSINESS MANAGEMENT & ADMINISTRATION

THINK AGAIN

Now is the time to take a fresh look at Business Management & Administration careers you may not have considered before.

MYTH: All managers are great leaders.

FACTS: Management and leadership are two sides of the same coin. The job of management requires skills in planning, organizing, controlling, and, yes, leadership. Managers must be able to accomplish organizational goals. The best manager cannot accomplish those goals on their own. Managers are responsible for not only their own behavior and performance, but that of those who report to them.

There is a subtle difference between management and leadership. Managers have subordinates who must do as they are told or risk loss of their job. Leadership implies that people will be motivated and inspired to follow. Without great leadership skills a manager will not achieve as much as they might. If a subordinate worker stops being inspired by their manager, he or she might still do as they are told, but not because they want to. Leaders must be aware, creative, and adaptive to continue to inspire and keep their followers to achieve goals for the organization.

REALITY CHECK

WHAT IT COSTS TO LIVE ON YOUR OWN IN ALABAMA
Estimated 2017-2018 monthly expenses for a 22 year-old living in Birmingham.

NOTE: Keep in mind that your paycheck will be reduced by about 30 percent to cover taxes, retirement, and insurance. What's left is known as your "take-home pay." Subtract 30 percent from the salaries shown on pages 5 and 6 to get a more accurate take-home amount.

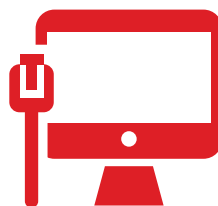
Groceries:
 \$350-\$400



Mobile Phone:
 \$55



Cable and Internet:
 \$80



Gasoline:
 \$100
 (1,000 miles @ \$3.00 per gallon, 30 mpg)



Rent and Utilities:
 \$700-\$850
 (1 Bedroom)



Car Payment:
 \$350-\$450
 (Used 2016)



Car Insurance:
 \$60-\$125
 (6-Month Policy)



Sources:
 RENT: rentbits.com/rb/t/rental-rates/birmingham-al
 CAR: carsdirect.com
 MOBILE PHONE: att.com, verizon.com
 GROCERIES: bestplaces.net
 CABLE AND INTERNET: birmingham.mybrighthouse.com
 CAR INSURANCE: progressive.com
 GAS: gasbuddy.com



YOU DECIDE

Does the Business Management & Administration Career Cluster fit you, your talents, and your dreams?

Take this quick quiz to find out.

1	2	3	4	5
Are you driven to succeed?	Can you sell others on your ideas?	Are you dedicated to delivering on your promises?	Are you a good leader?	Are you interested in serving the larger good?
WHY IT MATTERS:	WHY IT MATTERS:	WHY IT MATTERS:	WHY IT MATTERS:	WHY IT MATTERS:
The business field demands get-up-and-go.	To generate business, you have to market a product.	If you want to stay in business, you have to deliver a product or service.	To grow your business, you need to build a winning team.	Your business doesn't grow in a vacuum; it thrives in a healthy community.
If you answered “yes” to most of these questions, Business Management & Administration could be right for you.				

CAREER IDEAS



What Job Works for YOU?

On the next two pages you will find job descriptions for this career cluster that are projected to be the “Hot Jobs” in the state of Alabama from now through the year 2024. The jobs are listed in order of projected demand.*

On pages 7 and 8 you will see short bios of people who live and work in this career cluster right here in Alabama. As you read their stories, pay attention to their pathway to the job they are in currently and the lessons they learned along the way. What can you learn from these real-life stories that might help you along your own career path? ►►►►►►►►►►►

*This information is provided by the Alabama Department of Labor, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The wage data is based on the May 2015 Occupation Employment Survey employment and wage estimate file. The wages have been aged using the most current Employment Cost Index (ECI) factors reflecting wages as of September 2016.



MANAGEMENT ANALYST

Job Description: Conduct organizational studies/evaluations, design systems/procedures, conduct work simplification/ measurement studies, and prepare operations/ procedures manuals to assist management in operating more efficiently and effectively. Includes program analysts and management consultants.

Education:
Bachelor's degree

Salary Range: \$52,652 – \$114,826



GENERAL & OPERATIONS MANAGER

Job Description: Plan, direct, or coordinate the operations of public or private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services.

Education: Bachelor's degree

Salary Range: \$66,609 – \$156,520



MEDICAL SECRETARY

Job Description: Perform secretarial duties using specific knowledge of medical terminology and hospital, clinic, or laboratory procedures. Duties may include scheduling appointments, billing patients, and compiling and recording medical charts, reports, and correspondence.

Education:
High school diploma or equivalent

Salary Range: \$23,709 – \$37,014



CUSTOMER SERVICE REPRESENTATIVE

Job Description: Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints.

Education:
High school diploma or equivalent

Salary Range: \$20,942 – \$38,009



OPERATIONS RESEARCH ANALYST

Job Description: Formulate and apply mathematical modeling and other optimizing methods to develop and interpret information that assists management with decision making, policy formulation, or other managerial functions. May collect and analyze data and develop decision support software, service, or products. May develop and supply optimal time, cost, or logistics networks for program evaluation, review, or implementation.

Education:
Bachelor's degree

Salary Range: \$62,340 – \$114,910



RECEPTIONIST OR INFORMATION CLERK

Job Description: Answer inquiries & provide information to the general public, customers, visitors, and other interested parties regarding activities conducted at establishment and location of departments, offices, and employees within the organization.

Education:
High school diploma or equivalent

Salary Range: \$19,295 – \$28,704



HUMAN RESOURCES MANAGER

Job Description: Plan, direct, or coordinate human resources activities and staff of an organization.

Education:
Bachelor's degree

Salary Range: \$64,965 – \$122,083



HUMAN RESOURCES SPECIALIST

Job Description: Perform activities in the human resource area. Includes employment specialists who screen, recruit, interview, and place workers.

Education: Bachelor's degree

Salary Range: \$38,437 – \$70,992



COACH OR SCOUT

Job Description: Instruct or coach groups or individuals in the fundamentals of sports. Demonstrate techniques and methods of participation. May evaluate athletes' strengths and weaknesses as possible recruits or to improve the athletes' technique to prepare them for competition. Those required to hold teaching degrees should be reported in the appropriate teaching category.

Education: Bachelor's degree

Salary Range: \$17,452 – \$48,842



SALES MANAGER

Job Description: Plan, direct, or coordinate the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

Education: Bachelor's degree

Salary Range: \$73,267 – \$155,631



SECRETARY OR ADMINISTRATIVE ASSISTANT, Except Legal, Medical & Executive

Job Description: Perform routine clerical and administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files, or providing information to callers.

Education:
High school diploma or equivalent

Salary Range: \$25,419 – \$39,688



CLAIMS ADJUSTER, EXAMINER, OR INVESTIGATOR

Job Description: Review settled claims to determine that payments and settlements are made in accordance with company practices and procedures. Confer with legal counsel on claims requiring litigation. May also settle insurance claims.

Education:
High school diploma or equivalent

Salary Range: \$38,510 – \$73,029

EDDIE FORTNER OPERATIONS MANAGER

WAYNE FARMS, LLC.

Graduate of Enterprise High School
Enterprise, AL

I am responsible for managing a poultry processing facility that employs 1,100 people and processes 1,350,000 head of chickens a week. I am responsible for all phases of the facility from HR, maintenance, customer service, quality and food safety, production, and employee safety. I manage a 50 million dollar annual budget and currently serve as a major supplier to Chick-fil-A.

My education from high school thru Auburn University was not related to the work that I have been doing for the past 29 years. I actually

went to college to study law enforcement and criminology. My goal in life was to start a career in state government working for the Game and Fish Division as a game warden with a long-term goal to join the US Fish and Wildlife Service as a federal officer. Once I graduated from Auburn University, our state government had a hiring freeze, so I ended up working in the poultry industry as a front line production supervisor. What my education did for me was show my employers that I was disciplined enough to start school and finish it with a degree. The reason that I have been successful

is understanding that you must work hard, do what you're told, continue to learn, and be adaptive to change. The position that I have evolved into managing people, which is very hard; it takes the ability to listen, be fair, be consistent, and hold employees accountable. This takes lots of practice by trial and error and learning how to admit when you are wrong.

“What my education did for me was show my employers that I was disciplined.”

SUSAN SAPP CUSTOMER SERVICE REPRESENTATIVE

ATTERRO ONSIGHT WITH CGI

Graduate of Charles Henderson High School
Troy, AL

I am a representative for the Health Insurance Marketplace for Colorado. So, customers come to us for assistance with enrolling health insurance using any subsidies that they have been approved for and also with any complications that may occur during this process.

I grew up working on a farm so I decided early that I wanted to be an Ag Teacher. After I graduated, I was hospitalized with severe food poisoning. During my stay there, I decided that being a nurse was what I wanted to do. With that, I began attending Wallace Community

“We should learn from mistakes made by us or by someone else to better guide our future.”

College in the fall of 2015 in pursuit of an Associate's Degree in Nursing. This journey has been a bit tough to say the least, but it's worth it. My hard work now, will pay off later. Education does not just come from going to school; life teaches you a lot, too. However, life tends to give you the tests first and the lessons later. By this, we should learn from

mistakes made by us or by someone else to better guide our future. There is not always a straight answer or solution. This can make the job a bit tough. This means that you may have to think hard and use the tools you were given to find the best solution. Also, the customer can become irate at times if the problem is reoccurring. Therefore, you have to put yourself in their shoes because they do not have the same background knowledge of the way the company works as you do.

AUSTIN KNIGHT DIRECTOR OF PEOPLE

CHICK-FIL-A

Graduate of Brooks High School
Killen, AL

I am responsible for the recruitment, retention, and reinvestment of top talent within our organization. The process begins with active recruitment of talent within our colleges and schools so that we can retain students throughout their education career.

As a child, I always imagined that I would pursue medicine as a career. Initially, I had dreams of being a surgeon, then considered pharmacy, and finally decided on pediatric care. In high school, my counselors urged me to take lots of science so that I could help improve my knowledge and skills for a career

in medicine. I quickly realized that I didn't like science nearly as much as I thought I did. I took a step back and asked myself “What do you enjoy most?” The answer was clear, and anyone who knew me could tell you – I love to travel! I realized that most people who travel on a regular basis are business-oriented people. I had always had a knack for writing,

“I took a step back and asked myself, ‘What do you enjoy most?’ “

I enjoyed building up teams, and I was skilled in clerical work. When I started searching for jobs in high school, I knew my options were limited – restaurants, light retail, or odd-jobs. I decided that, if I were going to pursue a restaurant job, I wanted it to be with Chick-fil-A. After joining the team, I quickly realized that the people-centric culture was what made it all so unique. I was able to tap into my professional skills to communicate with others, while using my team-rallying skills to lead a shift.



BEVERLY HARTZOG
ADMINISTRATIVE ASSISTANT

ARITON SCHOOLS

Graduate of Ariton High School
Ariton, AL

I perform receptionist duties, monitor visitors and handle whatever the principal or assistant principal needs me to do. I do whatever is needed to first of all, keep students safe and after that just about whatever comes up.

I wanted to be a wife and mother and maybe a secretary. I think I would have been satisfied being a wife and mother my whole life, but economic times called for me to work. I worked part time at a church as a secretary and bookkeeper as my children were growing up. An opportunity to work at my local school arose, and I started there and

worked my way up from substituting for the janitor to teacher's aide and lastly to being the administrative assistant. I have worked as admin assistant for the past 17 years. I have enjoyed working at the school. Working here is different from working at corporations, banks, etc. It's not about the bottom line here;

"Attitude is very important. Your mindset in whatever career path you choose will make you or break you."

it's about what's best for students' well being and success. Attitude is very important. Your mindset in whatever career path you choose will make you or break you. Take the attitude that you are a part of a team and everyone is important. Love them, help them, and cheer them on. Choose your career path carefully; you will likely be in your field for the rest of your life in one aspect or another. I can't see myself ever being completely out of the school environment, even in retirement.

RYAN DAVIS
CONTRACT MANAGER/SENIOR ENGINEER

SOUTHERN POWER COMPANY

Graduate of Central High School
Tuscaloosa, AL

I do project and contract implementation. I protect the interest of my company by enforcing contracts to ensure that we construct the plants that we negotiate over and purchase and that they are operated and maintained in a manner that allows for safe, reliable, and sustainable, renewable energy.

"Gaining enough real and diverse experience enhanced my overall qualifications to get this position."

Throughout my childhood, I always had a love for the arts, math, and sciences. These loves pushed me into the hobby of RC (radio controlled) vehicles. Being able to build cars, trucks, and buggies from the ground up, choose and install electronics, as well as run and tune the vehicles to varied track conditions led me into a decision to major in electrical or mechanical engineering. Since I felt that the topics of study were more interesting in the electrical curriculum, I chose electrical engineering and never looked back. While obtaining my degree, I co-op'd

in a couple different industry spaces to get a better idea of what I wanted to do with a career in electrical engineering. Ultimately, this proved very helpful because it changed my concentration from electrical systems engineering in the automotive industry to working in the project development and management side of engineering, a change I have been enjoying for the past 12 years. Gaining enough real and diverse experience enhanced my overall qualifications to get this position. It is what separated me from the other candidates.

VAN FORRESTER
OFFICE MANAGER

ALABAMA POWER COMPANY

Graduate of Chilton County High School
Clanton, AL

I am the Business Office Manager of Alabama Power's Clanton Operating Center, responsible for customer service operations in parts of Autauga, Chilton, and Coosa counties located in central Alabama.

The worst mistake of my life was not completing a degree or a program that would have prepared me to have a clear career or job path. When I speak to groups I stress the importance of finding a path and doing the due diligence necessary to prepare for a career. My challenges and struggles have taught me that hard work, a strong work ethic

and perseverance can and do pay off. Because I never completed a formal degree, I had to take advantage of any and every opportunity that would allow me to learn many different aspects of the company. I worked diligently to be exposed to multiple customer service roles, roles that were through our foundation, marketing roles, and elevated customer service roles that prepared me for success in my current role.

I have also taken advantage of professional courses offered at local colleges/universities

such as a two-week administrative professional course at the University of Alabama and a two-week intensive economic development training course at Auburn University, plus daily programs offered by the EDAA. Active listening is the skill most needed in my role. By quietly observing and participating in different groups, I am able to find ways to help/contribute.

"I stress the importance of finding a path and doing the due diligence necessary to prepare for a career."



MAKE A PLAN

SIT DOWN WITH YOUR PARENTS AND COUNSELOR AND CREATE A PLAN

Map out an Alabama Education Plan (sample below) based on your interests, strengths, and possible career goals. Your plan outlines the courses and electives you'll take in high school, plus related co-curricular organization and career preparation experiences. Your school counselor or career coach will work with you to determine the learning experiences needed for you to complete your plan, such as using distance learning or earning college credit from your local community college. Below is a sample Alabama Education Plan for you to use as a guide.

SAMPLE EDUCATION PLAN FOR THIS CAREER CLUSTER

GRADE 9	GRADE 10	GRADE 11	GRADE 12
FRESHMAN YEAR	SOPHOMORE YEAR	JUNIOR YEAR	SENIOR YEAR
English 9 Algebra I Physical Science World History *Career Preparedness *LIFE PE **Elective	English 10 Geometry Biology United States History 10 *Health/Elective **Elective **Elective	English 11 Algebra II with Trig Chemistry United States History 11 **Elective **Elective **Elective	English 12 Math Elective Science Elective US Government/Economics **Elective **Elective **Elective

*Other Required Courses

**Career & Technical Education and/or Foreign Language and/or Arts Education (3 Credits)

BUSINESS MANAGEMENT & ADMINISTRATION CLUSTER COURSES

Advanced Business Technology Applications	Business Technology Applications	Law In Society	Multimedia Design
Business Essentials	Career Preparedness	Management Principles	Multimedia Publications
	Foundations of Business Leadership		Senior Career Pathway Project – Business Management and Administration

CO-CURRICULAR

WORK-BASED LEARNING

FBLA DECA	Job Shadowing Career Day/Fair	Internship Field Trips	Work Experience Guest Speakers
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GETTING READY

MAPPING OUT YOUR PROGRAM

GRADE 8

- Research your career options based on your interests, talents, and goals.
- Create an Alabama Education Plan (see page 9).

GRADE 9 FRESHMAN YEAR

- Choose a career cluster.
- Do your best work in all your classes. Course selection and grades really do count when you are applying to colleges and training programs.
- Keep a folder or portfolio of your activities, awards, accomplishments, and work experience, and add to it during your high school career.

GRADE 10 SOPHOMORE YEAR

- Continue building the strongest possible academic record.
- Consider taking the ACT if you plan to apply to a two-year college or university in the future.
- Consider taking the PSAT (Preliminary SAT/National Merit Scholarship Test) if you plan to apply to a two-year college or university in the future.
- Use the information in your portfolio to create a resumé.
- Apply for summer jobs, internships, or volunteer activities related to your career cluster.

GRADE 11 JUNIOR YEAR

- Take the PSAT/NMSQT.
- Use resources available at your school (books, online tools, college fairs, etc.) to research postsecondary education options related to your career goals.
- Register to take either the ACT or the SAT I and SAT II Subject Tests. (There are testing dates every month from January through June). Registration deadlines are approximately four weeks before each testing date.
- Apply for summer jobs, internships, and volunteer activities related to your career goals.
- Use studentaid.ed.gov to determine your financial aid eligibility.

GRADE 12 SENIOR YEAR

- In the fall, apply to postsecondary programs and retake any standardized college admissions tests if you would like to improve your score.
- Beginning in October, complete college financial aid forms. Deadlines and required data differ from school to school, so read the instructions carefully.
- In the spring, choose your postsecondary program on the basis of where you have been accepted, costs, etc.
- Continue doing your best work. All schools require a final transcript before making your acceptance official.

COLLEGE PREP: GETTING ACCEPTED

The college admissions process can be stressful and a bit scary, especially if you are the first in your family to apply. Give yourself the best shot at getting into a college program that matches your goals by following these five steps:

- 1. MAKE THE GRADE**
Your grade point average really does count, so do your best work on every assignment, pay attention in class, and participate in group discussions.
- 2. MAKE A LIST**
Before you can apply to college, you have to figure out what you would like to study and what matters most to you (like college location, size, or religious affiliation). Use the college guides in your local library, school library, school counselor's or career coach's office to start making a list of colleges that interest you. Use online tools like collegeboard.org and accs.cc to learn more about each school and take virtual campus tours.
- 3. GET INVOLVED**
Build teamwork and leadership skills by joining career technical student organizations, clubs, and teams at your school, volunteering for service projects, and participating in church or community activities.
- 4. PLAN FOR TEST**
Most colleges want scores from the ACT, SAT, or SAT II tests. See what tests the schools on your list require, sign up to take them in time to include the scores on your application, and then practice the free SAT sample questions at collegeboard.org or sample ACT tests at actstudent.org.
- 5. BE NEAT AND COMPLETE**
Before you send in a college application, double-check your spelling, make sure nothing is missing, and save a copy just in case you have to submit it again.

PAYING YOUR WAY: FINANCIAL AID

Every Alabama student can afford to go to college. It just takes a little planning. Put your college dreams within financial reach by taking these five steps:

- 1. CONSIDER A COMMUNITY COLLEGE**
Alabama's public and private two-year colleges offer an affordable way to earn an associate's degree or complete enough credits to transfer into a four-year school as a junior. Learn more at accs.cc.
- 2. WEIGH YOUR OPTIONS**
Attending one of Alabama's four-year public or private schools cuts travel costs and other living expenses, as compared to attending schools out of state. In addition, public schools offer reduced in-state tuition, and, if there's a college nearby, you can save even more by living at home.
- 3. RISE TO THE TOP**
Apply to a couple of schools at which your grades and accomplishments put you near the top of the typical applicant pool.
- 4. DO A LITTLE DIGGING**
More than one million local, national, and college-specific scholarships are available each year. Ask your school counselor or career coach for help finding printed scholarship resource guides. To find and apply for scholarships online, sign up for the free college scholarship search source achievealabama.org.
- 5. APPLY FOR AID**
Fill out the Free Application for Federal Student Aid (FAFSA) beginning on October 1 of your Senior year. FAFSA forms and instruction booklets are available at your school counselor's office and online at studentaid.ed.gov. Some schools also require the CSS/Financial Aid Profile form (profileonline.collegeboard.org), and others have their own financial aid forms. Carefully read each college's application to know what forms you need to submit and when.

	AGRICULTURE, FOOD & NATURAL RESOURCES
	ARCHITECTURE & CONSTRUCTION
	ARTS, A/V TECHNOLOGY & COMMUNICATIONS
	BUSINESS MANAGEMENT & ADMINISTRATION
	EDUCATION & TRAINING
	FINANCE
	GOVERNMENT & PUBLIC ADMINISTRATION
	HEALTH SCIENCE
	HOSPITALITY & TOURISM
	HUMAN SERVICES
	INFORMATION TECHNOLOGY
	LAW, PUBLIC SAFETY, CORRECTIONS & SECURITY
	MANUFACTURING
	MARKETING
	STEM
	TRANSPORTATION, DISTRIBUTION & LOGISTICS

CLUSTER PATHWAYS

Business Management & Administration Program

POST SECONDARY LEARNING

COMMUNITY COLLEGE

4-YEAR COLLEGE/UNIVERSITY

WORK-BASED LEARNING

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