

BUSINESS EDUCATION



WHAT IS BUSINESS EDUCATION?

At Fort Hays State University, we offer three concentrations in under the Bachelor of Science in Business Education. These concentrations include: Business Teacher Licensure, Corporate Communication and Talent Development. These concentrations provide you the opportunity to earn a degree in business that is tailored to your interests and future goals. During the course of your education, you will be exposed to coursework from business law, communication, economics, leadership, management, marketing, website design, and many more. Additionally, you will complete classes specific to your concentration. The benefit of a degree structured like this is a specialized degree that also offers a generalized overview of business.

RELATED CAREER TITLES

CORPORATE COMMUNICATION

Account Executive	Corporate Trainer	Government Affairs Liaison	Publicist
Chief Communication Officer	Customer Relations Manager	Media Relations Specialist	Sales Consultant
Communication Director	Employee Benefit Manager	Public Affairs Director	Special Events Planner
Corporate Recruiter	Employee Relations Specialist	Public Relations Coordinator	Speechwriter

TALENT DEVELOPMENT

Business Consultant	Human Resource Specialist	Organizational Development Manager	Talent Development Director
Business Development Director	Instructional Designer	Personnel Researcher	Training Manager
Fundraising Coordinator	Labor Relations Advisor		

TEACHER LICENSURE

Athletic Coach	Curriculum Designer	Education Program Consultant	Teacher Leaders
Business Teacher	Curriculum Supervisor	Instructional Supervisor	Technical Writer
CTE Coordinator	DECA, FBLA, BPA Advisor	Instructional Technologist	Training Specialist

TRANSFERABLE SKILLS

Ability to navigate the benefits and challenges of diversity in organizations	Inspires productivity from others	Responds well under pressure
Builds and leads teams aptly	Organizes, plans, coordinates, and directs activities	Solves problems and makes appropriate ethical decisions

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TRANSFERABLE SKILLS (CONTINUED)

Communicates ideas and concepts to others	Possesses proficiency in interpersonal communication	Understands organizational development, policy, strategy, and structure
Excels in public speaking	Possesses proficiency in utilizing information technology	

Attainment and demonstration of [NACE Career Readiness Competencies](#) help prepare for a successful transition into the workplace.

CONTACT FOR ADDITIONAL INFORMATION

Department of Applied Business – McCartney Hall 113 – 785.628.4772

RELATED CAREER EXPLORATION LINKS

FHSU Career Services: www.fhsu.edu/career/

Occupational Outlook Handbook: www.bls.gov/ooh

