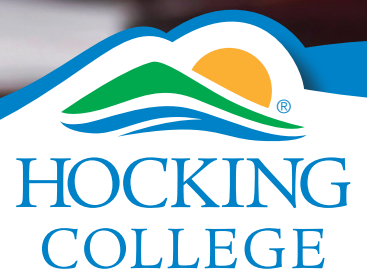




The Ultimate Guide
to Becoming a

Business Manager



A Hocking College Publication

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▶ Is it your desire to manage your own business in the future or be part of the team that manages a successful company in the future?

Whether you are interested in **marketing**, **promotion** or **sales**, think and look no further because we have got the right program and college for you. Get enrolled in a two year Business Management and Entrepreneurship program with an accredited institution. Just not any two year college, but one that is affordable, trustworthy and gives hands-on training toward your career.

The business management and entrepreneurship career path will have a **19,700** increase in marketing manager positions by 2024, and personnel in this sector can earn an average of **\$124,848**, according to the U.S. Bureau of Labor Statistics.





▶ The standout candidate

Job responsibilities of a business manager

- Develop business management goals and objectives for growth and prosperity
- Design and implement business plans and strategies to promote the attainment of goals
- Ensure that the company has the adequate and suitable resources to complete its activities

What are the requirements for a preferred candidate?

(talents, skills or physical attributes)

- Proficient knowledge in appropriate technologies or software packages (MS Office, Quickbooks, Google Drive and Social media)
- Excellent interpersonal communications skills
- Ability to work under little or no supervision
- Great organization and planning skills
- Proficient writing skills (memos, emails correspondence, newsletters, etc.)



What are the academic requirements?

- Associate Degree in Business Management and Entrepreneurship from an accredited two-year college

Outstanding qualities and skills that employers look for

- Excellent organizational and leadership skills
- Outstanding communication and interpersonal abilities
- Thorough understanding of diverse business processes and strategy development
- Excellent knowledge of MS Office
- Good understanding of research methods and data analysis techniques





▶ Why Hocking College?

Hocking College's serene environment is conducive for academics. Our great and engaging faculty and staff help students to be successful in their academic endeavors. Great instructor to student ratios (small class sizes) that enhance learning.

- Experienced and highly qualified faculty members to assist your success
- On campus housing
- An opportunity to complete an office practicum in a professional office site
- Transferable classes and credits to a four year college degree after graduation

Student learning outcomes at Hocking College

- Manages records, budgets, and finances for the fiscal operations of a business or organization
- Creates and modifies professional documents and media for internal and external office publication
- Demonstrates the ability to prioritize, research, and present office projects
- Utilizes knowledge of appropriate technologies/software packages (Microsoft Office, Google Applications, Quickbooks, Social Media, etc.) to perform administrative office tasks
- Demonstrates effective management of relationships with clients, colleagues, and other stakeholders in the office settings

See something that needs added or changed? Feel free to contact us and contribute to the guide.

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