

What the hell do business  
majors do all day?

A serious question

# What does a business degree allow you to do?

- Understand how organizations operate financially, operationally, etc...
- Figure out how people work and behave
- Analyze data to be able to provide strategic insight to an organization
- Understand financial impact of decisions
- Prepare for entrepreneurship
- Understand how other nations conduct business
- How to make presentations to communicate things (like this one!)
- Organize happy hours :)

Perfect example of decision making!

<https://www.youtube.com/watch?v=sKYWO1yVtYc> (end around 0:40)

# What makes a good business major?

- Ability to communicate and present information
- Staying up to date on news, trends, research (WSJ / HBR / MIT TR)
- Competitive but personable
- Ambitious and willing to take risks
- Qualitative and quantitative understanding

# Where do technical people come in??

Management relies on you, the technical people, to provide us valuable and accurate information so that we can present it to the people that give us money...

<https://www.youtube.com/watch?v=iDbyYGrswtq> (Stop at 1:10)

Time to get a little more  
serious ... lets focus on  
presentations from an IT  
perspective ...


# What makes a good presentation?

- Know your stuff
  - Confidence is key, especially if you don't know something for sure
- Engage your audience
  - Don't talk at them, encourage a discussion as much as possible
  - Humor, in appropriate situations can be helpful
  - Don't lose them by going totally over their head
- Evidence
  - Be able to back something up if you are proposing something
- Aesthetics
  - Format can make a presentation bad or good
- Know when to stop talking OR know when to elaborate more

Let's see a few examples

# Systems Security

April 18, 2019

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.



<Redacted>  
Analysis

# Agenda

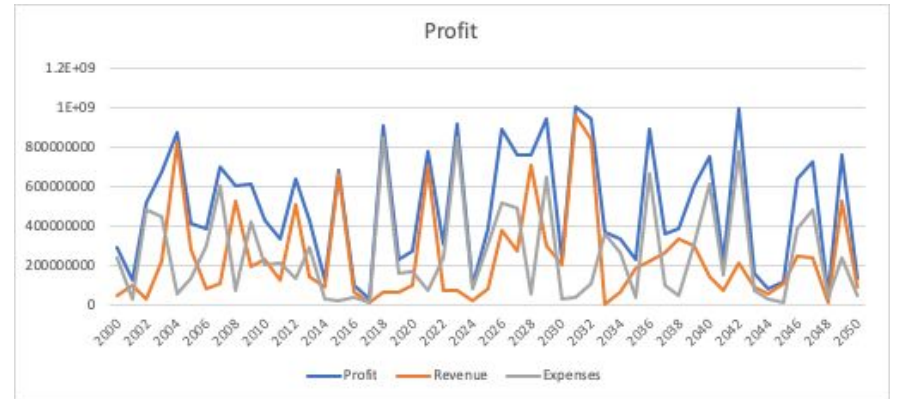
- Who <Redacted> is as an organization
- Our revenues fell a lot because of the security breach
- Solution 1
- Solution 2 (you are going to love this one)
- How security is going to get better

Revenues are not  
doing well ...

... why? Because our  
security isn't good

**Trading revenue fell 18% to \$3.61 billion compared with a year-ago quarter, in which a suddenly vibrant market spurred investors off the sidelines. That mirrors a 17% drop at JPMorgan Chase JPM -1.36% & Co., which reported quarterly earnings last week.**

# Quick revenue breakdown



**R<sup>2</sup> of .73**

# Revenue Decreasing

- Why is revenue falling?
  - IT had issues that led to a security breach
  - We lost a lot of client information
- It is important that we make our computers secure because if we lose more data we are going to lose more money
- The main thing that we need to look at is the fact that our log reviews, because we did not catch the hacker in our system in time. We looked back and saw we could have found him 3 weeks prior

# We can fix this

- You need to go through and fire the person that was doing the original log reviews and hire someone that is going to know how to read logs better
- Once you fire that person



**SysSec, Inc.**  
**Security Analysis**



# Overview

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- Breach Statistics
- Organizational Impact
- Root Cause and Remediation Effort
- Future Implementations

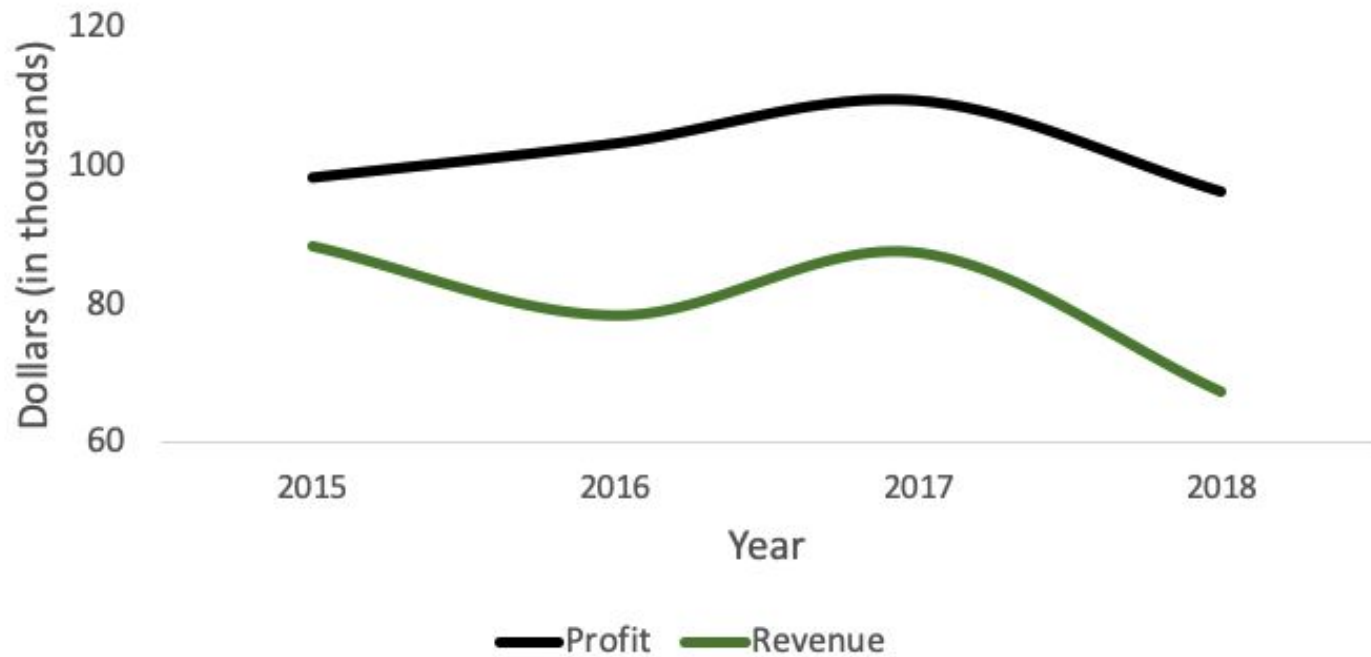


# Breach Statistics

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- 349,943 records were compromised
  - PHI and PII were affected
- \$20 Million lawsuit
  - 30% was covered by insurance
  - 230,049 customers lost to date
- Remediation plan put into place within hours,

## Breach Depleted Profits and Increased Expenses



# Point of Entry

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- Remoted into machine using an unused and open port
- Credentials were stolen through phishing attempt
  - User did not report phishing incident
- All unused ports were closed off and advanced firewall settings were put in place within 24 hours

# Future Implementation

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- Working with consultants to remove backdoors
- Advanced security training
- Adopting IT Security frameworks

# Business 2.0

Spring 2019

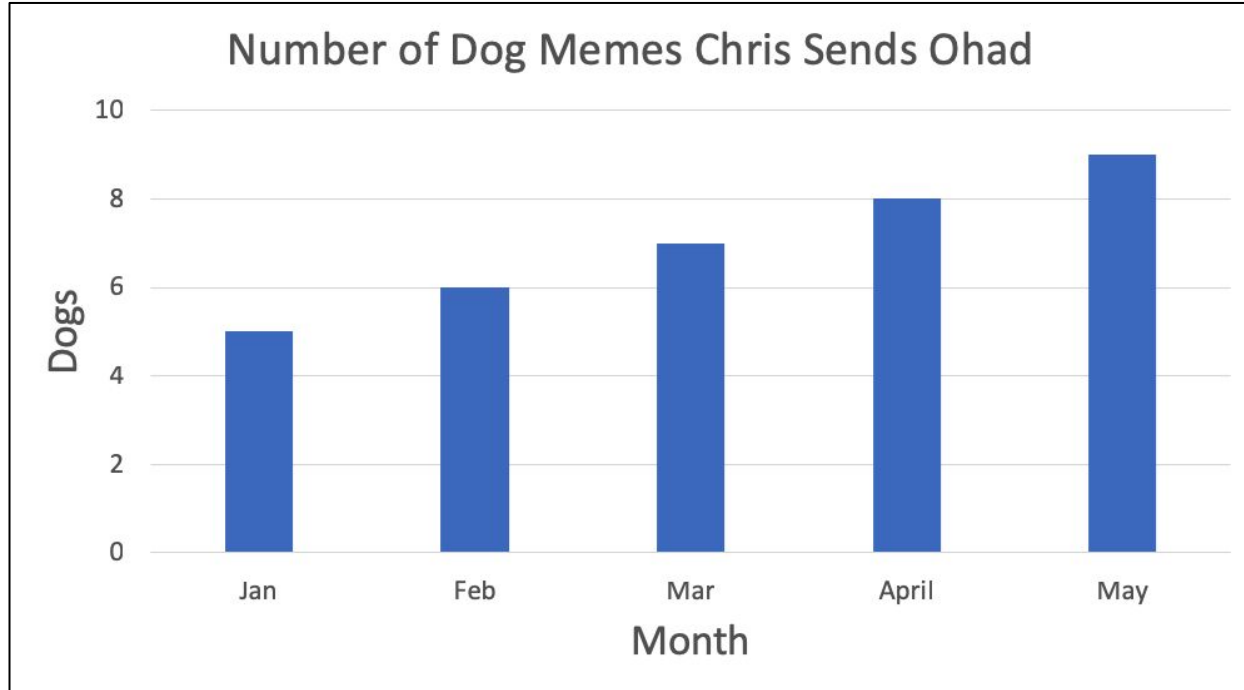
# Let's recap from last week ...

- Presentations are going to be a big part of your job, even if you don't do them a ton
- Tailor it to your audience and get feedback at regular intervals if possible
- Little word do trick
- Titles should always be short but descriptive
- Speaking clearly is a challenge for some and that's ok!
  - Know your stuff but do NOT memorize it!
  - Note cards are to be destroyed

# General Feedback

- Answer the question and support your decision
- Do not spend a lot of time on background, your boss knows what they asked of you
  - If you present to a Board of Directors or senior management then 1 - 2 slides max
- Don't just answer "Yes we should" or "No we shouldn't" -- give your recommendation and then back it up
  - This is where financials, trends, and more types of graphs come into place
  - Numbers are good for showing something that would make a graph boring (next slide)
- Graphs should be clean
  - Minimize the axis labels, range should be small enough to fit data, etc.

# General Feedback



CAGR of 33%



# What's next?

- Networking and LinkedIn
- Resumes
- Cover Letters
- Interviews
- Offer Negotiations

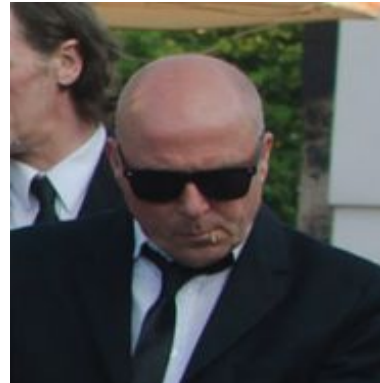
# LinkedIn

- Make one if you don't have one (Yes, that means you too, CS students)
- Make a custom URL -- it's easier to put on business cards
  - <https://www.linkedin.com/help/linkedin/answer/87/customizing-your-public-profile-url?lang=en>
- Profile pictures should make you look professional
  - Doesn't have to be a professional photo! (Those might even be too boring)
  - Dressed business professional (business casual at the least)
  - You should be the only one in the picture, from the shoulders up, taking up 51%+
  - This isn't Tinder
- Update it constantly, outdated profiles are unattractive
- LinkedIn is NOT your typical social media.....
  - Post RELEVANT skills and events plus all experience, etc
  - If I see your cat on there I will find you post graduation

# Networking -> Packet Loss :(

- It is NOT fun for most people, but it can help!
- Not just for finding a job, it's about building a relationship with someone to have contacts in case you ever need to collaborate
- Not always career fairs (blah) and formal networking events
  - Local events such as Lockdown, UB hackathons, etc. attract employers... get to know them!
- Networking occurs on business trips, conferences, etc. as well!
  - If there is a bar (especially open bars) and if you're over 21 do **not** have more than 2 drinks
  - Your image goes down the second you have too much to drink

# Profile Picture



# Profile Header



A circular profile picture of Christopher Klimek, a man in a dark suit and blue tie, set against a city skyline at night. The background of the header is a dark blue grid with glowing nodes and lines, suggesting a digital or network theme.

**Christopher Klimek**  
Multi-Skilled Business  
Professional



A circular profile picture of Christopher Klimek, a man in a dark suit and blue tie, set against a city skyline at night. The background of the header is a dark blue grid with glowing nodes and lines, suggesting a digital or network theme.

**Christopher Klimek**  
MBA Candidate, University at  
Buffalo 2019 | IT Security Intern  
at HEALTHeLINK | Technology,  
Cyber Security & Investing

# Last Thoughts on LinkedIn

- Be informative in the job descriptions, but don't make it the same thing as your resume
- Be careful with NDA's, and even without them, don't post classified information
- Put time into this, it's an amazing tool!
- If you don't know, research and ask those around you!
  - If you are interning somewhere feel free to ask HR as long as you have a good relationship!
- UB NetDef group - feel free to join :)
  - <https://tinyurl.com/NetDefLinkedIn>

# Resumes... well this is going to be fun :D

- Again, keep it relevant
- Full name, address, a professional email and a GitHub link at the top
- One page is good enough, especially as a student, but some prefer otherwise
- Education at the top, experience, leadership and, skills
  - open to interpretation
- A lot of the following is open for different opinions ... there is NO right answer
  - Companies have their own ways of doing things
  - Recruiters have told me different things than what UB did

# Resume Activity

- I want you to, in groups at your table, write up two things:
  - A section for a systems analyst position ( ~4 bullets ) based on the following job description  
» <https://tinyurl.com/SvsSecResume>
  - A section for UB NetDef ( ~2-4 bullets) based on weverything we have done in the class
- Write on a piece of paper pls



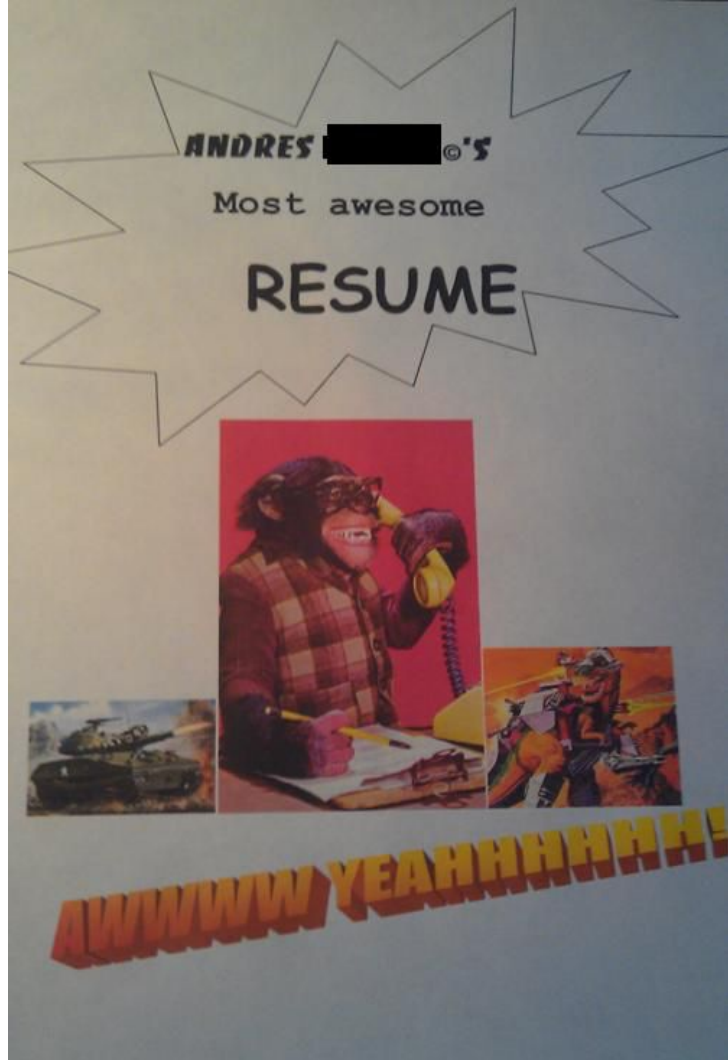
# Resume Activity

- NOW, hand them in and we are going to switch with another group for some critique
- After 10 minutes or so we will regroup and go over this

# Resume Stuff

- Tailor your resume to the job that you are applying to
- Objectives are ok, but make sure that it is unique and descriptive
  - “I want to make a difference in an organization” is a no no
- Be consistent with formatting
- Do not have a *funky font*, use something simple
- Black and white, no color!
- Always print it on decent paper... just look up resume paper on Amazon
- Courses that you took are ok (more for CS and technical roles) but explain the content you learned. Saying “Business Programming” or something generic is going to get overlooked by a recruiter
- Fluff is ok, but don't lie :)
- **KNOW EVERY LINE ON YOUR RESUME**

# Resume 1



# Resume 2



## RUSTY ROSE

\*  
\* -0-(FUCKS)\*

### ABOUT ME

Many may assume this resume belongs to a crazy person, but I value genuine expression and honesty over blindly following the crowd. Whether I get a small chuckle or solve much bigger problems, I'm inspired by making positive impact in the world and all areas of my own life.

### I'M THE BEST IN THE WORLD AT

- Reading Comprehension
- Database Administration
- Analytics/Data Mining
- Financial Modeling
- Web Graphics Design
- Video Editing
- Blogging Skillz
- HTML, CSS, JavaScript
- Web Development (Python)
- Social Media
- Viral Marketing
- Chivalry

2007

- Lost virginity

2008

- University Of Miami – Biology
  - Graduated *cum laude* in 3 years – 3.8 GPA
  - Statistics Teaching Assistant
- Northern Capital Insurance - Quality Assurance Coordinator
  - Managed 5+ member teams

2009

- Northern Capital Insurance – Data Analyst
  - Managed database of 3500+ agents
  - Administered Salesforce CRM
- Almost tricked into marriage

2010

- Northern Capital Insurance execs escape after bankrupting company
- Took time off to volunteer and travel the world
- Experimented with softcore drugs

2011

- Google - Internet search consultant
  - Reviewed quality of results for web queries
- Rejected Buddha's teachings in favor of my own
- Full-time Wikipedia reader

2012

- howtonotgiveaFUCK.com – Self-Improvement website
  - 1+ million hits/month in < 6 months
  - Youtube partner – featured on youtube.com/funny
- GetFlyBy.com – Airport networking mobile app
  - Won Miami Startup Weekend

2013

- Will carry company to promised land on my strong back

\*Yes, this really is my number.

# Resume 3

*Objective* Ideal position would be businessman, with \$18,000 to \$250,000 in salary with benefits and the following additional compensation: corner office, receptionist, stocks and bonds, commemorative coins.

*Experience* **1996-present:** Business Incorporated, *Cleveland, OH*  
*Vice President of Impressive Business Dealings*

- Outsourcing and inbuying
- Overseeing important industry
- Burning the midnight oil

**1992-1995:** The Newspaper, *Cleveland, OH*  
*Reporter*

- Wrote lots of articles
- Took excellent photographs
- Won Puletsur Prize and donated it to charity

*Additional Experience* General life experience, fiber optics, PowerPoint, acting *Commissioner* of fantasy football league.

*Education* Yale  
Harvard  
Oxford  
DeVry  
Hold degrees in Business Running and Profit Making

*Interests* Work, putting in overtime, not drinking, smoking, or doing anything else that would increase the company's health-care costs. I do enjoy reading business magazines and upselling.

REFERENCES UNAVAILABLE  
BECAUSE THEY WERE ALL BURNED UP IN A FIRE

fax to Kinkos • e-mail [lovestowork@hotmail.com](mailto:lovestowork@hotmail.com)  
32145 Main Street • Cleveland, OH 44444 • Phone (216) 555-8764

# Resume 4

ADAM PASH  
12345 Street Name Ave., Portland, OR 11111

555-555-5555

email@resumewriters.com

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*Accomplished, achievement-driven and results-oriented recent Honors Graduate interested in working in Business Management or Sales.*

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## QUALIFICATIONS

- ❖ *Strong three-year background successfully managing organizations to achieve business goals.*
- ❖ Youthful and yet very mature; willing to learn and grow; Passionate about achieving a challenging position that allows meaningful contributions to a business' success.
- ❖ Dynamic personality that inspires people to want to work for me.
- ❖ Persistent and driven; acquired BA degree while working a fulltime job.
- ❖ Excellent computer skills—applications related to MS Office or the Internet.
- ❖ Adept at anything technical in nature as demonstrated by effectively developing products requiring applied organic chemistry.
- ❖ Superb leadership, interpersonal, planning and communication abilities. Great people and sales skills.

## PROFESSIONAL EXPERIENCE

- Directing production, sales, inventory and cost control for multiple beverage facilities.
- Managing and developing beverage products that involved superior skills in applied organic chemistry.
- Accomplished highest sales record in the Southeast and maintained the lowest operating costs for three years while managing the HOPS Brewery.

## WORK HISTORY

WESTCHESTER BAR AND GRILL, Portland, OR ..... 2004 – Present  
*Bartender*

MACRONI GRILL, Portland, OR ..... 2001 – 2003  
*Bartender*

CAPTAIN'S BREWERY, Portland, OR ..... 1997 – 2001  
*Managing Brewmaster for Portland, OR region*

## EDUCATION

OREGON STATE UNIVERSITY, Portland, OR  
*BA in Experimental Psychology with minor in Business Management (HONORS), 2005*

## ACCOLADES/ACHIEVEMENTS

- Magnus P. Magera scholarship.
- Member, Psi Chi (National Psychology Honors Society).
- Alpha Lambda Delta National Honor Society.
- Gamma Beta Phi National Honor Society.
- Golden Key National Honor Society.
- Selected to Dean's and President's List nearly every semester.
- Chosen from top 2% of OSU Psychology department to participate in the largest federal grant awarded to USC because of project which taught high school seniors to use psychological methods for teaching 1<sup>st</sup> grade reading.

# Resume 5

## Edgar R. Jimenez

488 Farrish Circle Apt. # 1 • Charlottesville, VA 22903 • (434) 9717492

jimenez02@arden.virginia.edu

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### EDUCATION

**Darden Graduate School of Business Administration** **Charlottesville, VA**  
**University of Virginia**  
*Candidate for Masters in Business Administration, May 2002*  
Marketing Club, Operations Club, LASA, Consulting Club  
**Universidad N. Agraria La Molina** **Lima, Peru**  
*Food Industry Engineer, Mar. 1994; Bachelor of Science, Dec. 1991*  
Ranked 3<sup>rd</sup> out of 35 students

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### EXPERIENCE

2001 **INTEGRATION COMMUNICATIONS INTERNATIONAL, INC.** **Mc Lean, VA**  
*International wireless multimedia services*  
**Summer Associate**

- Researched, segmented and targeted a market in Buenos Aires for fixed wireless Internet connection and updated a financial projection for the business.
- Elaborated positioning for the product in Argentina and organized information for potential investors in the project.

1996-2000 **GRANJA LA CALERA** **Lima, Peru**  
*One of the largest agricultural industry and poultry companies in Peru*  
**Sales and Marketing Manager**

- Reorganized and managed the national sales operation, implementing high IT content, modifying procedures and establishing cost-effective product classification and packaging.
- Created a forecast price model to plan production and avoid bullwhip effect in supply chains.
- Redefined the target market, which increased customer base by 400% and doubled sales to US\$15MM. Efforts helped to achieve 95% market share of supermarket channel. Directed the introduction of the company's brand.

1994-1996 **ALMIDONES Y DERIVADOS S.A. (Starch and Derivatives)** **Cañete, Peru**  
*New venture in production of sweet potato starch with US\$1MM investment*  
**Production Manager and General Administrator**

- Evaluated in-depth company finance, sales and operations, and dealt with difficult financial situation, maximizing margins, improving efficiency and processing alternative raw materials
- Supervised the building and installation of the new manufacturing plant. Efforts resulted in full operational capacity without any posterior modifications.

1993-1995 **COORPORACION INKA KOLA S.A. & GLORIA S.A.** **Lima, Peru**  
**Independent Quality Control Consultant**

- Evaluated products for Marketing Departments and monitored sub-contracted production.

1992-1993 **MMTECHNOLOGIES S.A. / MONTANA S.A.** **Lima, Peru**  
*Production and exportation of natural colorant: Carmine*  
**Plant chief**

- Analyzed and improved Carmine Chemical Process, resulting in more efficient process.
- Implemented a laboratory to perform quality control and product in process analysis.

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### INTERESTS

Biking, trekking and avid reader of politics, history and sociology.

# Cover Letters

- You should have one cover letter for every organization you apply for
- Header should be the same as your resume
- Personalization is key, direct it to someone at the organization
  - Google, LinkedIn search, call them and ask
- Do not restate everything on your resume, this is a chance to explain how you are a good fit for the organization



# Intro Sample

I am writing in regards to the ---- position that is available at ----. The advertisement mentions that the company values an individual who ----. Through my resume, I know I can prove that I can meet and exceed these qualifications.

<Explain working experience and tailor it to the job description>

# Interviews

- Dress for the job
  - Startups - Business casual is USUALLY enough
  - Financial and Consulting - Anything less than business formal might be an automatic no
  - Best to dress in a suit, it shows that you put effort into coming
- Take a notepad in a portfolio book -- make it professional
- Ask for a business card at the end to follow up with an email
  - “Dear (Mr/Mrs - Unless told otherwise), Thank you for the opportunity to interview for the position of ---. I thoroughly enjoyed hearing more about the position, <something personal to the interview>, and the organization and the interview has only heightened my interest in the position. I strongly believe that this is a good fit on both ends and I look forward to hearing a decision”
    - A lot longer than this can get annoying for an employer to read and don't **mispell**

# Offer Negotiations

- Do NOT be afraid to ask, especially if you feel like you're getting low balled
- Be prepared to back up WHY you deserve a bump in salary
  - “I was heavily involved (as leadership) in ---- for ---- years at UB and believe that I have proven that I am able to make a difference for an organization blah blah blah”
- Do your research, you are most likely going to get the salary amount for zero years experience, but that's OK!!
  - If you have a lot of internship experience and leadership then try for a few thousand more, nothing wrong with that!

# UB Career Advice

- School of Management: <http://mgt.buffalo.edu/career-resource-center.html>
- University - wide: <https://www.buffalo.edu/career.html>
- Please note that while it is really nice that these services are offered, take everything with a grain of salt. If they tell you something you strongly disagree with (that you should take lower salary, position is not right, etc) please note that they are good at their jobs and know a high level of everything. While they might be right, if you believe you can get more money, benefits, etc. go for it as long as it's reasonable!