

Guide on technical skills needed in the Business Career



What are technical skills?

Technical skills are the specialized knowledge and expertise required to perform specific tasks and use specific tools and programs in real world situations. Diverse technical skills are required in just about every field and industry, from IT and business administration to health care and education.

In fact, many entry-level positions across industries require basic technical skills, such as cloud computing in Google Drive and navigating social media platforms. Examples of more advanced technical skills that a job might require include programming languages, technical writing, or data analysis.

Technical skills, sometimes referred to as hard skills, that your resume/cv should always show the practical knowledge you use in order to complete tasks.

This guide will help you with the technical skills companies are expecting to see listed on your resume/cv based on the career field you are applying for.



What is the business career field?

Business careers are jobs you can get after completing a business degree. Depending on your specialization, your career options can expand beyond the business sector to provide business-focused roles in other industries. Business professionals conduct a wide variety of job activities to boost sales and revenues, improve cash flows, and increase an organization's profitability.

Corporations, universities and nonprofits seek business professionals to serve in various roles, such as marketing, accounting and finance. In each specialization, you can choose from numerous jobs, allowing you the freedom to find a career best suited for your particular skill set and lifestyle.

Within our internship program, the business field mainly focuses on business development, lead generation and sourcing, research, analysis, project management, database development and stakeholder interaction. Your placement will be suited to your interests and skill set.

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General skills needed

General hard skills you may need

Hard skills are those that can be easily defined, taught, and measured. They are necessary to be able to perform your job

- MS Office: Word, Excel, Power Point, etc
- Google drive: Docs, sheets, slides, forms, calendar, etc
- Communication: Writing, emails feature, phone skills, trello, slack, etc
- Financial analysis
- Business process
- Data Analysis
- Strong research and report writing
- Lead generation
- Client management
- Negotiation
- Business proposal development
- Project management
- Business Management

General soft skills

Soft skills are related to how you work and interact with your colleagues, clients, or partners. They are related to your personality and they are not necessarily tight to one specific job.

- Problem-solving
- Critical thinking
- Written and verbal communication
- Professionalism
- Leadership
- Communication
- Networking
- Presentation skills
- Interpersonal communication
- Conflict resolution
- Leadership
- Decision-making



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CV examples

JILL THOMAS

Operations Manager

✉ jillthomas@email.com
☎ (123) 456-7890
📍 Austin, TX
🌐 LinkedIn.com

EDUCATION

Master of Business Administration
University of Texas
📅 September 2014 - April 2016
📍 Austin, TX

Bachelor of Arts Business Administration
University of Texas
📅 September 2008 - April 2012
📍 Austin, TX

SKILLS

- Salesforce
- Microsoft Excel, Word, PowerPoint
- Tableau
- Data Analysis & Reporting
- Employee Onboarding
- Leadership Experience

CAREER SUMMARY

People and results-oriented professional with 10 years of experience managing operations holistically. Motivated to invest in onboarding and training of high-caliber Nordstrom employees to ensure every department runs smoothly, each decision is prudent, and all deadlines are met.

WORK EXPERIENCE

Operations Manager

US Farathane

- 📅 May 2018 - current 📍 Austin, TX
 - Overhauled existing employee onboarding processes, resulting in a performance increase of 23% in the average employee's first 4 months
 - Identified manually intensive data collection tasks for the sales team and worked with engineering to launch tools that reduced manual work by 177 hours each month
 - Oversaw the development of more robust reporting for the customer support team which improved customer NPS by 12% year over year
 - Created coaching strategy for sales development reps, leading to a new business performance that was 28% above plan for 2019
 - Reduced headcount by 11% while exceeding revenue goals by 18%
 - Grew to lead and onboard a team of 4 operations analysts

Operations Manager

Lova North America, Inc.

- 📅 August 2016 - May 2018 📍 Austin, TX
 - Managed a team of 14 outbound sales specialists
 - Established monthly goals and coaching for sales development reps, leading to an average yearly improvement in sales of 16% per SDR
 - Analyzed data to identify potential up-sell opportunities for new clients leading to \$660K in incremental sales
 - Exceeded sales targets by \$1.2M in 2017

Operations Analyst

SHI International Corp.

- 📅 August 2012 - August 2016 📍 Austin, TX
 - Developed processes to identify underperforming paid acquisition channels, resulting in a 13% increase in ad spend ROI in 2013 and 2014
 - Created reporting for contractors to identify areas for improvement, leading to a 7% increase in performance
 - Created onboarding documentation for new interns that was used to onboard 27 employees

Business Student Resume

3900 Bethel Drive • St. Paul, MN 55112 • 651-000-0000 • student@bethel.edu

EDUCATION

Bachelor of Arts in Business, Emphasis in Marketing

Bethel University
Minor in Psychology
GPA: 3.75

Expected Completion: May 2017

St. Paul, MN

SKILLS

- Extensive leadership experience resulting in stronger team and individual performance
- Strong written, oral, and interpersonal communication skills
- Highly effective critical thinker and team member
- Expert knowledge of Microsoft Word, Excel, Access, and PowerPoint

INTERNSHIP EXPERIENCE

Marketing Intern

Greater Twin Cities Charity Events, LLC

September 2016 - Present

Minneapolis, MN

- Gather information, prepare documentation, and research local fund raising events and companies to use for preparing the quarterly newsletter
- Assist in the research of marketing trends, including increasing the volunteer participants
- Organize volunteer data information and contact prospective volunteer applicants, resulting in an increase of total volunteers by 15%
- Contact volunteer coordinators of Fortune 500 companies and discuss ways to fulfill marketing needs for charity events
- Identify and develop volunteer retention strategies by conducting research analysis of the various Twin Cities volunteer programs

Sales Intern

Beth E.L. Products, Inc.

Spring 2016

St. Paul, MN

- Co-lead a team that facilitated product price adjustments to increase revenue by 10% and decrease expense costs by 5%
- Collaborated as a team member in marketing development and implementation of new products
- Researched marketing trends in social media, such as Facebook and Twitter
- Implemented a new accounting system to facilitate in-depth up-to-date reporting
- Worked with a team on two \$20,000+ projects in order to purchase, prepare, and more efficiently manage sales products

RELATED EXPERIENCE

Lead Sales Associate

Hallmark

Summers 2015 & 2016

Maplewood, MN

- Consistently met daily sales goals by providing exceptional customer service
- Replenished and maintained product inventory for store manager
- Developed an effective and efficient back-room storage arrangement for seasonal products

Server

Perkins Restaurant & Bakery

January 2013 - May 2015

Fridley, MN

- Provided timely food and beverage service to customers; maintained store cleanliness
- Recognized as December 2007 "Employee of the Month"

CAMPUS & COMMUNITY INVOLVEMENT

Member, Bethel Business and Economics Association

2014 - Present

Captain, Bethel University Soccer Team

2015 - 2016

Volunteer, Habitat for Humanity, Minneapolis, MN

Summer 2014

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How to prepare for the interview

- Refresh your fundamentals
- Research the company to gain an understanding of their work culture
- Prepare technical and soft skill interview questions and answers
- Prepare a portfolio to demonstrate any previous work or skills
- Be aware of your strengths and areas of improvement and have an idea of how you will improve in these areas.

Questions which are helpful to prepare

There would be a mix of standard behavioral questions and technical questions to assess your skills and where you would be most utilized within the company during your internship.

1. Tell Me About a Time You Had Difficulty Forming a Good Relationship With a Client.
2. What Technologies Do You Use to Attract Clients?
3. How Do You Stay Organized?
4. What are your top three skills?
5. What skills would you like to learn and why?
6. What types of technology do you use to improve your work processes?
7. Tell me why you are passionate about working in the business industry.
8. How proficient are you in Microsoft Suite?
9. What tools do you use to help manage projects?
10. Have you done research in the past? If so, how do you approach a research topic?
11. Do you have a particular approach in how to analyze and gather larger amounts of data?

Remember, that this is an internship, and if there are things you are unsure of - that is completely okay! This is a learning experience and your supervisor is there to support you. Be sure to be honest and transparent regarding your skills and capabilities.