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Character Traits of Successful Business Students

November 12, 2011 By [dBiz](#) - [Leave a Comment](#)



As part as our [Focus on Business](#) series, we asked Elizabeth Venturini about character traits of successful business students. Venturini is a certified practioner for the [Strong Interest Inventory](#), which helps students gain insight into their interests, preferences and personal styles.

Venturini is president of [Scolasticus](#), a college admissions strategies company in Laguna Hills, California. She has a bachelors degree in business from [California State University Chico](#) and MBA from [Pepperdine University](#).

What are character traits of students who might thrive in business school and in business?

In business school, as in the business world, you are known by the words that come out of your mouth and by your actions. The character traits that will help a business student succeed in the classroom with their classmates and a professor are the same character traits sought after in the business world: conscientiousness, diligence and tenaciousness.

What other fields/areas of interest are good for students who would excel in business?

Successful business students need to think like Renaissance men and women. They have to have a broad understanding of the culture they live in. This enables them to think to create new products and services. A well-rounded person is a more marketable person. Great communications skills and knowledge of the arts greatly compliments a business degree.

What questions must students ask themselves if they are deciding on a degree/career in business?

Business comprises many fields such as accounting, administration, contracts law, finance, human resources, information technology, logistics, marketing, public relations and sales. A student might thrive in one business field but not in another, so it is important to know a student's personality, skills and abilities.

Students should ask themselves:

- Do you like to work alone with data or do you like to work with people?
- Do you like to be a leader, a follower or an initiator?

- Do you like to take risks or play it safe?
- Do you like to be part of a team or work alone?

These are questions that help determine what facet of business is most suited for the student.

What skills do students need most to succeed in business school?

Business students need good time-management, writing, public speaking, people and critical-thinking skills. While in school they will work on projects, write reports, present in front of classmates and contribute their ideas. During their careers their days will be filled with attending meetings, working on projects and meeting deadlines. They will be expected to write business letters, contracts and reports, and they have must be comfortable speaking in front of their co-workers, senior management and customers.

How can students hone skills necessary for this area of study?

Become part of scholastic team or organization working together for a common cause. Join a debate team or public speaking organization to become a better presenter. Learn the most useful business software applications such as PowerPoint, project management, spreadsheets, web development and word processing.



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