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**FOR FACULTY**

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**TIP SHEET**

***“My Irrelevant  
Major”***

***Explaining the  
relevance of majoring  
in the Liberal Arts***



***A Few Key Points***

Dispensing career advice may not be part of what faculty members do every day. But in an era when enrollments in some of the Liberal Arts are dwindling, it might be good to be armed with some encouragement.

Liberal Arts students learn to write, analyze and understand something about human behavior—three indispensable abilities for anyone in business that are becoming more important all the time.

So while it's popular and customary to point Liberal Arts students to jobs in teaching, museum curating, general administration, non-profit support and such, Liberal Arts majors should instead think of themselves as candidates for top spots in business.

What business leaders really struggle with is understanding the powerful effects of culture on human behavior and understanding individual human motivation—both of which are the underpinnings of politics. Given these important qualities of business leadership, Liberal Arts majors are especially qualified to lead.



***A Few More***

Ever heard this? *“I'll never need to know how to write an essay in ‘the real world.’”*

Oh yeah? Expository writing is the backbone of business proposals, product evaluations, project plans, performance evaluations, and much more.

The difference between a successful business leader and a forgotten one is that a successful business leader writes well, makes masterful presentations, can set strategy, navigate details, and make order out of chaos.

One more thing: As the economy becomes ever more global, those who speak second languages and have some understanding of the powerful role culture plays in human interaction are far readier than monolingual technicians whose expertise in “the numbers” may not take them as far.

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