

# BUSINESS

## What can I do with this degree?

AREAS	EMPLOYERS	STRATEGIES
<u>ACCOUNTING</u> Tax Planning and Compliance Auditing Information Systems Management Advising Services General Accounting Cost Accounting	Public accounting firms Government agencies Banks and other financial institutions Nonprofit organizations Health care industry Service and manufacturing companies Consulting practices Private practice	Plan on five year program to meet new requirements for CPA status. Develop advanced computer skills. Consider co-op program or internship. Become familiar with specialized certification programs. Develop mathematical and problem solving abilities, excellent communication skills, ability to work well with people, high energy level and detail orientation.
<u>ECONOMICS</u> Research and Forecasting Economic Advising Teaching--primary, secondary schools, colleges or private schools	Financial institutions Trade/labor organizations Government agencies Educational institutions Insurance companies	Plan on graduate degree for advancement. Acquire advanced sophisticated math and statistical knowledge. Develop ability to think in theoretical terms and apply to practical situations. Gain experience through an internship.
<u>FINANCE</u> Real Estate Corporate Financial Management Banking Risk Management and Insurance Marketing Securities Personal Financial Planning	Banks and other financial institutions Financial planning agencies Insurance companies Real estate brokers or agencies Government agencies Corporations Private practice	Gain good mathematical skills. Develop good interpersonal and communication skills. Get sales experience. Take as much accounting as possible. Plan on MBA for best positions.
<u>GENERAL BUSINESS</u> Management Sales/Marketing Human Resources Self-employment	Retail, Hotel and Restaurant Business and industry Financial institutions Government agencies Nonprofit and noncommercial organizations	Provides a good background for owning your own business. Gain leadership experience in an extracurricular activity. Get hands-on experience through jobs or internships. Must develop career direction and convey area of interest to employers.

(Business, p.2)

<b>AREAS</b>	<b>EMPLOYERS</b>	<b>STRATEGIES</b>
<u>MANAGEMENT</u> Office Systems Operations Personnel Production Management Quality Control	Government agencies Nonprofit organizations Banks and other financial institutions Hotels and restaurants Service industries Manufacturing firms Health care industry	Need to clearly define career direction. Develop competency in statistics and computer systems. Consider concentration in statistics and operations/data processing. Gain leadership experience in extracurricular activity along with good work experience. Consider co-op program or internship.
<u>MARKETING</u> Sales/Management Retailing Advertising Planning/Research Brand/Product Management	Department stores and other retail establishments All service industries Banks and other financial institutions Insurance agencies Pharmaceutical companies Consumer product companies Manufacturers	Acquire good computer and statistical skills Obtain sales experience. Develop excellent communication skills and high energy level. Get leadership experience. Gain experience through co-op program or internship. Plan on MBA for most brand management, consulting and research opportunities.
<u>STATISTICS</u> Analysis/Research Surveys Quality Assurance Actuarial	Government agencies Banks and other financial institutions Health care organizations Manufacturers Nonprofit organizations Insurance companies Actuaries	Acquire advanced knowledge of computers. Take additional courses in accounting, marketing, economics, and finance. Consider co-op program or internship.
<u>TRANSPORTATION/LOGISTICS</u> Scheduling Physical Distribution Planning and Regulation Transportation Carrier Management Materials Management Customer Service Purchasing Consulting	Motor carrier, railroad, airline, pipeline and water transportation industries Manufacturing firms Government agencies Distribution centers Public transit Military Software and consulting firms	Develop leadership skills. Take courses in computer science, information systems, marketing, and statistics. Acquire skills in inventory control. Co-op or intern in Logistics and Transportation field.