# BUSINESS

## What can I do with this degree?

### AREAS

#### ACCOUNTING
- Tax Planning and Compliance
- Auditing
- Information Systems
- Management Advising Services
- General Accounting
- Cost Accounting
- Public Accounting
- Corporate Accounting

#### ECONOMICS
- Research and Forecasting
- Economic Advising
- Teaching

#### FINANCE
- Corporate Financial Management
- Banking
- Personal Financial Planning
- Real Estate
- Insurance
- Money Management
- Investment Banking

#### GENERAL BUSINESS
- Management
- Sales
- Marketing
- Insurance: Sales, Claims, and Underwriting
- Banking
- Human Resources

### EMPLOYERS

- Public accounting firms
- Government agencies
- Banks and other financial institutions
- Nonprofit organizations
- Health care industry
- Service and manufacturing companies
- Consulting practices
- Private practice

- Financial institutions
- Trade and labor organizations
- Government agencies
- Insurance companies
- Educational institutions

- Banks and other financial institutions
- Financial planning agencies
- Insurance companies
- Real estate brokers or agencies
- Government agencies
- Corporations

- Retail stores
- Hotels and restaurants
- Banks and other financial institutions
- Insurance companies
- Government agencies
- Nonprofit organizations
- Self-employment

### STRATEGIES

- Plan on a five year program to meet requirements for Certified Public Accountant (CPA) status.
- Develop advanced computer skills.
- Gain related experience through internships.
- Become familiar with specialized certification programs.
- Develop mathematical and problem solving abilities, excellent communication skills, the ability to work well with people, a high energy level, and an attention to detail.

- Earn a graduate degree for advanced positions.
- Develop a strong background in math and statistics.
- Learn to think in theoretical terms and apply knowledge to practical situations.
- Gain experience through an internship.

- Take additional courses in math, statistics, and accounting to develop strong quantitative skills.
- Develop strong interpersonal and communication skills.
- Cultivate an eye for detail.
- Gain experience through internships or summer and part-time positions.
- Join student professional associations in the field of finance.

- Gain leadership experience through participation in student organizations.
- Get hands-on experience in area of interest through part-time and summer jobs or internships.
- Develop a career direction and convey area of interest to employers.
### AREAS

**MANAGEMENT**
- General Management
- Human Resources
- Office Systems
- Operations
- Production Management
- Quality Control

**MARKETING**
- Sales
- Customer Relations
- Purchasing/Procurement
- Retail
- Banking
- Market Research
- Brand/Product Management

**STATISTICS**
- Analysis/Research
- Quality Assurance
- Actuarial Science

**TRANSPORTATION AND LOGISTICS**
- Scheduling
- Physical Distribution
- Planning and Regulation
- Transportation Carrier Management
- Materials Management
- Customer Service
- Purchasing
- Consulting
- Third Party Logistics

### EMPLOYERS

**MANAGEMENT**
- Retail and other service industries
- Manufacturing firms
- Government agencies
- Nonprofit organizations
- Banks and other financial institutions
- Hotels and restaurants
- Health care industry

**MARKETING**
- Profit and nonprofit organizations
- Product and service organizations
- Manufacturers
- Financial companies
- Insurance companies
- Print and electronic media
- Retail industry
- Consulting firms

**STATISTICS**
- Government agencies
- Banks and other financial institutions
- Health care industry
- Manufacturers
- Nonprofit organizations
- Insurance companies

**TRANSPORTATION AND LOGISTICS**
- Motor carrier, railroad, airline, pipeline, and water transportation industries
- Manufacturing firms
- Distribution centers
- Warehousers
- Public transit systems
- Government agencies
- Armed forces
- Software and consulting firms

### STRATEGIES

**MANAGEMENT**
- Develop strong interpersonal and communication skills.
- Obtain leadership roles in student organizations.
- Get related experience in area of interest through internships or part-time and summer jobs.
- Build competency in statistics and computer systems for operations management.

**MARKETING**
- Obtain sales experience through jobs and internships.
- Develop excellent communication and interpersonal skills. Demonstrate a high energy level.
- Get leadership experience.
- Obtain an MBA for most brand management, consulting, and research opportunities.

**STATISTICS**
- Acquire advanced knowledge of computers.
- Take additional courses in accounting, marketing, economics, and finance.
- Complete a co-op or internship.

**TRANSPORTATION AND LOGISTICS**
- Gain experience through part-time and summer jobs or internships.
- Develop information technology, analytical, and quantitative skills through courses and work.
- Participate in leadership of student organizations.
- Develop decision-making ability.
- Learn to work well in a team and to work effectively with a wide variety of people.
GENERAL INFORMATION

- General business is a broad area that leads to many opportunities. Students should clearly define their goals and seek related experiences to reach those goals.
- Gaining relevant experience through part-time and summer jobs or internships is critical.
- Many desirable skills can be developed through participation in and leadership of student organizations.
- Get involved in professional associations in field of interest.
- Develop and utilize a personal network of contacts. Once in a position, find a mentor.
- Consider earning an MBA after gaining work experience to reach the highest levels of business management.
- Learn to work well in a team and effectively with a wide variety of people.
- Strong communication skills, including public speaking, are important to achieving success in this field.