

BUSINESS

What can I do with this degree?

AREAS

EMPLOYERS

STRATEGIES

ACCOUNTING

Tax Planning and Compliance
Auditing
Information Systems
Management Advising Services
General Accounting
Cost Accounting
Public Accounting
Corporate 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 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.

ECONOMICS

Research and Forecasting
Economic Advising
Teaching

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

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.

FINANCE

Corporate Financial Management
Banking
Personal Financial Planning
Real Estate
Insurance
Money Management
Investment Banking

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

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.

GENERAL BUSINESS

Management
Sales
Marketing
Insurance: Sales, Claims, and Underwriting
Banking
Human Resources

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

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.

(Business, p.2)

AREAS	EMPLOYERS	STRATEGIES
MANAGEMENT General Management Human Resources Office Systems Operations Production Management Quality Control	Retail and other service industries Manufacturing firms Government agencies Nonprofit organizations Banks and other financial institutions Hotels and restaurants Health care industry	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 Sales Customer Relations Purchasing/Procurement Retail Banking Market Research Brand/Product Management	Profit and nonprofit organizations Product and service organizations Manufacturers Financial companies Insurance companies Print and electronic media Retail industry Consulting firms	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 Analysis/Research Quality Assurance Actuarial Science	Government agencies Banks and other financial institutions Health care industry Manufacturers Nonprofit organizations Insurance companies	Acquire advanced knowledge of computers. Take additional courses in accounting, marketing, economics, and finance. Complete a co-op or internship.
TRANSPORTATION AND LOGISTICS Scheduling Physical Distribution Planning and Regulation Transportation Carrier Management Materials Management Customer Service Purchasing Consulting Third Party Logistics	Motor carrier, railroad, airline, pipeline and water transportation industries Manufacturing firms Distribution centers Warehouses Public transit systems Government agencies Armed forces Software and consulting firms	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.

(Business, p.3)

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.