**BUSINESS**

**What can I do with this degree?**

<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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</thead>
<tbody>
<tr>
<td><strong>ACCOUNTING</strong></td>
<td>Public accounting firms&lt;br&gt;Government agencies&lt;br&gt;Banks and other financial institutions&lt;br&gt;Nonprofit organizations&lt;br&gt;Health care industry&lt;br&gt;Service and manufacturing companies&lt;br&gt;Consulting practices&lt;br&gt;Private practice</td>
<td>Plan on a five year program to meet requirements for Certified Public Accountant (CPA) status.&lt;br&gt;Develop advanced computer skills.&lt;br&gt;Gain related experience through internships.&lt;br&gt;Become familiar with specialized certification programs.&lt;br&gt;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.</td>
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<td>Tax Planning and Compliance&lt;br&gt;Auditing&lt;br&gt;Information Systems&lt;br&gt;Management Advising Services&lt;br&gt;General Accounting&lt;br&gt;Cost Accounting&lt;br&gt;Public Accounting&lt;br&gt;Corporate Accounting</td>
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<td><strong>ECONOMICS</strong></td>
<td>Financial institutions&lt;br&gt;Trade and labor organizations&lt;br&gt;Government agencies&lt;br&gt;Insurance companies&lt;br&gt;Educational institutions</td>
<td>Earn a graduate degree for advanced positions.&lt;br&gt;Develop a strong background in math and statistics.&lt;br&gt;Learn to think in theoretical terms and apply knowledge to practical situations.&lt;br&gt;Gain experience through an internship.</td>
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<td>Research and Forecasting&lt;br&gt;Economic Advising&lt;br&gt;Teaching</td>
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<td><strong>FINANCE</strong></td>
<td>Banks and other financial institutions&lt;br&gt;Financial planning agencies&lt;br&gt;Insurance companies&lt;br&gt;Real estate brokers or agencies&lt;br&gt;Government agencies&lt;br&gt;Corporations</td>
<td>Take additional courses in math, statistics, and accounting to develop strong quantitative skills.&lt;br&gt;Develop strong interpersonal and communication skills.&lt;br&gt;Cultivate an eye for detail.&lt;br&gt;Gain experience through internships or summer and part-time positions.&lt;br&gt;Join student professional associations in the field of finance.</td>
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<td>Corporate Financial Management&lt;br&gt;Banking&lt;br&gt;Personal Financial Planning&lt;br&gt;Real Estate&lt;br&gt;Insurance&lt;br&gt;Money Management&lt;br&gt;Investment Banking</td>
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<td><strong>GENERAL BUSINESS</strong></td>
<td>Retail stores&lt;br&gt;Hotels and restaurants&lt;br&gt;Banks and other financial institutions&lt;br&gt;Insurance companies&lt;br&gt;Government agencies&lt;br&gt;Nonprofit organizations&lt;br&gt;Self-employment</td>
<td>Gain leadership experience through participation in student organizations.&lt;br&gt;Get hands-on experience in area of interest through part-time and summer jobs or internships.&lt;br&gt;Develop a career direction and convey area of interest to employers.</td>
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<td>Management&lt;br&gt;Sales&lt;br&gt;Marketing&lt;br&gt;Insurance: Sales, Claims, and Underwriting&lt;br&gt;Banking&lt;br&gt;Human Resources</td>
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### MANAGEMENT
- **General Management**
- **Human Resources**
- **Office Systems**
- **Operations**
- **Production Management**
- **Quality Control**

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

### STRATEGIES
- 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**

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

### STRATEGIES
- 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**

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

### STRATEGIES
- 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**

### EMPLOYERS
- 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
- 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.