

BUSINESS ECONOMICS

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

EMPLOYERS

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

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.

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

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.

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.

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.