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.

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 Warehousers 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.

Prepared by the Career Planning staff of Career Services at The University of Tennessee, Knoxville. (1992, Revised 1999, Revised 2004)
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