



COLLEGE OF HUMAN ECOLOGY

Careers in Business

Pursuing a career in business as a non-business major should be supplemented with initiatives such as obtaining a minor in Business, involving yourself in related organizations, and engaging in activities related to the field. This guide is meant to provide some ideas for the types of careers in business you can pursue with your Human Ecology degree.

Marketing

Advertising and marketing professionals create campaigns to promote products or services for different organizations. Many jobs in this field focus on building customer relationships and effectively creating a brand that attracts loyalty.

Sales

Sales is a dependable career choice for business professionals, and it involves selling a targeted number of goods or services within a specific period. Sales professionals work for businesses in nearly every commercial industry to help companies strategize and reach their profit goals.

Accounting

Careers in accounting entail working with legal compliance standards to create reports, such as financial statements, and managing budgets by analyzing finances. Those who work in the accounting field can specialize in tax preparation or corporate accounting.

Finance

Finance careers involve money management, particularly concerning investments, assets and liabilities. Many finance professionals work in the commercial banking sector, like the stock market.

Compliance

Corporate compliance covers both internal policies and procedures, as well as federal and state laws. Enforcing compliance helps a company prevent and detect violations of rules. Many organizations establish a program to consistently and accurately govern their compliance policies over time.

Corporate Social Responsibility

Corporate social responsibility (CSR) helps a company be socially accountable to itself, its stakeholders, and the public. To engage in CSR means that a company is operating in ways that enhance society and the environment instead of contributing negatively to them, such as philanthropy and community service.

Venture Capital

Venture capitalists search for and evaluate companies with high growth potential to make an informed investment decision. Venture capitalists typically exit the investment through the company listing on the stock exchange, selling to a trade buyer or through a management buyout.

Entrepreneurship

Entrepreneurs create businesses and organizations. While entrepreneurs can start any venture of their choice, they're typically responsible for using creative thinking, innovation, business fundamentals and concept originality to help launch enterprises.



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Product Management

Product managers identify the customer need and the larger business objectives that a product will fulfill. Product managers are responsible for crowdsourcing, developing, and curating ideas that will deliver value to customers.

Project Management

Project managers plan, procure, direct, and execute various initiatives for a company. They are responsible for helping build new business infrastructure or implementing organizational changes.

Insurance

Insurance professionals work for companies that provide clients with casualty and accident coverage for their cars, health, property and lives to prevent financial loss. Those who work in this field are responsible for combining risk management and sales skills.

Economics

Those with careers in economics use quantitative and theoretical methodologies to analyze business events and guide informed decisions. Many jobs in economics require a high capability for performing analytics and understanding mathematics.

Consulting

Consultants are strong problem solvers that evaluate the data of a business and its market in order to propose alternative courses of action and strategies to maximize the efficiency, profitability, and reach of a company's product(s) and/or service(s).

Human Resources

A career in human resources involves coordinating the relationship between employees and organizations. Many human resources jobs include people management and understanding how recruitment, compensation, benefits and employee improvement processes function.

Supply Chain Management

Supply chain management professionals support the efficient flow of goods and services. Individuals in this field work on the business supply side of commercial activities to help develop raw materials into products. They can also perform customer management tasks that help businesses gain advantages over competitors.

Operations

Operations professionals work toward streamlining organizational processes and systems. They often help managers and organization leaders more efficiently meet business and consumer needs within daily operations. With responsibilities in logistics, management, quality control, purchasing and consulting, a capable operations manager can build the foundation for a successful venture.

For more guidance on specific careers within these categories, see the link below:
<https://www.indeed.com/career-advice/finding-a-job/business-careers>