What can I do with a Major in..?

Hira Ashraf
Holly Edwards
Meredith Imler
Lauren Nach
Alyssa Weisbach

Management Consulting 474
Management 474 Consulting Team
Heller College of Business
Roosevelt University
Schaumburg, IL

Client: Assistant Dean Melissa Stutz
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Objective

Purpose

The objective of this consulting project report is to research job prospects for each major Heller College of Business offers. The research should be able to answer the question, “What can a student do with a major in …?”

This report will describe how to improve the advising process for prospective business students, provide analyses of some of the career resources that are currently available to students at Heller College of Business, and make suggestions on how to better utilize these resources. Present in this report are also some recommendations about how to improve the business program itself by introducing new business majors.

Background:

Roosevelt University is an independent, non-profit, metropolitan university with two distinct campuses in downtown Chicago and Schaumburg. The Heller College of Business is one of its 6 separate colleges within Roosevelt University. The current enrollment for undergraduate students in this college is about 1400. The main target market of the college is part-time students who wish to pursue an education that will lead them into a particular career path or field.

SWOT analysis

This section presents a SWOT analysis of the Heller College of Business.

Strengths:

1. Heller College of business offers some unique programs such as Social Entrepreneurship. This major is not offered by any of competitive schools in the area giving Roosevelt a competitive advantage.
2. Roosevelt is a school of convenience making it attractive to working individuals looking to attend school part time.
3. Time flexibility that the needs of part time students are met.
4. Small class sizes allow more focus on individual students.

Weaknesses:

1. Current Career Information Webpage is inefficient and lacks important statistical information around business majors.
2. The College lacks some popular business programs such as economics, MIS, and Hospitality Management.
3. Some majors such as Social Entrepreneurship are not marketed in an effective way and enrollment in those programs is low.
4. Weak brand recognition.

Opportunities:
1. Roosevelt can offer more competitive programs and majors such as Management Information Systems and Hospitality Management.
2. Increase student marketability in the job market by promoting Economics as a minor.
3. Opportunities to partner with some businesses that can provide students with internships and eventually full time positions.
4. Opportunities to expand to international student market by partnering with some schools internationally.
5. Another opportunity lies in creating strong alumni network that can be used for job opportunities for current students.

Threats:
1. Some competitors have a better brand recognition.
2. Some rivals are much bigger so they have better resources to market themselves.
3. Some comparable rivals provide better resources to their students.
4. Comparable Colleges offer a lot more business majors opening students to a wide range of career opportunities.

Executive Summary
There are many steps that a Roosevelt University undergraduate student should take to get the most of their time at Roosevelt. The Management 474 Consulting Team suggests students utilize various new and enhanced resources as tools to equip them with the knowledge and skills they need to achieve a successful career in business and to answer the question “What can I do with a major in...?”

- **Roosevelt University’s Website:** Career information currently housed within Roosevelt’s website is not only limited in regards to job specifications, but also lacks business focus. By making improvements to the website, Roosevelt University business
students will have more accessible career information. A separate webpage should be created solely for business students allowing them to research potential jobs and gather various job statistics such as description, salary, and growth potential without browsing through various websites.

**STUDY the FACTS Sheets:** For students interested in finding out more information regarding a specific major, they should refer to Roosevelt’s new STUDY the FACTS sheets. These informational handouts will each be focused on a specific major and provide program information, degree information, career opportunities, and a sample career path for current and prospective students. STUDY the FACTS sheets will be available electronically and hard copy.

**Career Services Center:** The Career Services Center is making some program improvements to assist students in their career exploration. Students should familiarize themselves with Career Services including E-recruiting and the Career Development Website, and take advantage of some of the new programs that will be offered such as Classroom to Career designed to equip students with employability skills and provide guidance and career opportunities.

**Academic Internships:** The College of business at Roosevelt University is the only college to offer internships that can be applied towards elective college credit. Advisors along with faculty within the college of business should increase awareness of the program before students are Junior status to enable more students can take advantage of this priceless opportunity. Before the beginning of their junior year, students majoring in business should reach out to the head of academic internships to gather more information about internships since 60% of internships become full-time positions (Seyk, 2013).

These resources can all be extremely helpful in guiding an undergraduate student towards a successful business career. However, there are some improvements Roosevelt should consider making to the business school program itself that may increase the number of potential job opportunities students could have.

**Social Entrepreneurship Major:** Social Entrepreneurship is currently offered as a major within the College of Business. Offering this major gives Roosevelt University a competitive advantage over several competitive colleges in the area. However, Roosevelt
needs to develop a better marketing plan in order to attract students to this up and coming major.

- **Management Information Systems Major:** Management Information systems, MIS, is not currently offered as a major in the undergraduate business program at Roosevelt University. Unfortunately, many of the competitive business schools in the area do offer this as an undergraduate program. Roosevelt should offer this is an undergraduate major not only to be more competitive, but also because there are various job opportunities available for this major offering higher than average salaries and growing faster than many of the other business career paths.

- **Economics Minor:** Although offered in the College of Arts and Sciences, Economics is generally considered a business related degree. Roosevelt University advisors should guide students to consider incorporating more Economics, either additional classes or as a minor to supplement their business degree, to give students a broader business knowledge and to open more job opportunities.

**Pathway to Success**

The Pathway to Success serves as the ultimate guide for Roosevelt University Heller College of Business undergraduate students. The Pathway to Success contains five main points; maintain high academic standards, join professional organizations, become involved with Career Services, join networking groups, and gain experience within a chosen major. Undergraduate students can utilize these key factors as they progress through their education and will assist them in achieving their ultimate career goal.

- **Maintain High Academic Standards:** In addition to maintaining a competitive GPA, it is also ideal to pursue a minor, which can lead to a specific desired career path. Minors are offered to expand the perspective of one’s major. Adding a minor adds diversity to one’s education indicating a higher level of experience and/or expertise. Job candidates that possess a minor are more marketable, and therefore have a higher success rate of getting job offers (“Associates Degree”). Examples of minors offered at Roosevelt University that can be used to enhance a Bachelor of Science Degree in Business Administration include, Accounting, Finance, Human Resource Management, International Business, Management, Marketing, and Hospitality and Tourism.
Management (“Roosevelt University”). Certifications are also a good way to make a student more marketable, and obtaining certifications that are applicable to a specific career path are a strong indication of expertise in a specific field.

- **Join Professional Organizations:** Getting involved with professional organizations both school and non-school related will provide students with access to resources, workshops, and information about their career path and what they can do to enhance their chances of finding a job after graduation. Listed by major, in Appendix F (Exhibit 11) are examples of professional organizations that students can join.

- **Become Involved with Career Services:** Become Involved with Career Services: The Career Services Center at Roosevelt University offers numerous services and information to students through their website [http://www.roosevelt.edu/Career/Student.aspx](http://www.roosevelt.edu/Career/Student.aspx). Here, students can access information regarding different majors offered at Roosevelt and the career paths that follow, interview and resume help, links to resources for experienced based learning, mentoring and networking opportunities available through Roosevelt University, and access to information about internships both academic and non-academic.

- **Join Networking Groups:** Approximately 50% of people today receive jobs through personal connections or networking (“Forbes Magazine”). Building professional relationships and connections takes time; therefore it is essential for students to start as early (“Fox Business”). There are a variety of networking opportunities available to students seeking a Bachelor of Science in Business Administration, many of these being online opportunities including LinkedIn, Loop Desk, and Business Networking Me. In addition, there are many business networking groups in the Chicago area such as Business Network Chicago, which provides face-to-face networking groups that target specific professional areas (Business Network Chicago”). Appendix F (Exhibit 12), lists examples of networking groups both online and around the Chicago area.

- **Gain Experience within a Chosen Major:** Gain Experience within a Chosen Major: Businesses hiring for a specific position look for the overall “best-fit.” Experience in addition to a degree, makes a more desirable job candidate (“USA Today”). Two main ways to gain experience specific to a particular professional career is through a part time job or through an internship. According to Forbes Magazine, 60% of paid internships result in job offers, compared to those with no internship experience whom only 36% get
job offers ("Forbes Magazine"). Internships can be paid or unpaid and may count as college credits if applicable.

**Who is Hiring?**

Ultimately students want to be hired in the field they choose to study in after obtaining a college degree from their given university or college. Students and parents often pose the question: what kind of company will hire me after I complete this program? Keeping this in mind, the Roosevelt Consulting team has listed several examples of different types of organizations that hire people with Bachelor degrees in some type of business related field. The complete list is located in Appendix E. This appendix lists several examples of various types of companies’ currently hiring students with business degrees as well as provides links that students can utilize to complete job searches for that particular company.

The 3 small business examples listed in Appendix E are among Forbes America’s Most Promising Companies ("Forbes"), and are all located in Chicago, IL. Red Frog Events was listed as number 18 in the list, Coyote Logistics was listed at number 26, and Shop Smart was listed as number 77. Also, Sears Holdings located in Hoffman Estates, IL is a Fortune 500 company as well as one of Forbes 10 Big Companies Hiring the Most in Marketing Right Now with 123 available jobs [Smith].

**What can I do with a Major in...?**

After browsing the current Roosevelt University website, the Roosevelt Consulting team discovered a webpage already in existence intended to assist students in their career explorations. The webpage called “What can I do with this Major?,” compiles a list of various jobs applicable to all undergraduate majors offered within the entire University. The jobs are linked to various websites that provide information about each job. Initial analysis of the webpage showed that although this career information tool exists within the website, there are a number of flaws:

1. The links provided for each job lacked important statistical information such as average salary and job growth potential.
2. No job description information is provided.
3. The site was not geared solely towards business majors
4. Most importantly, the webpage did not successfully answer the question posed in the stated objective

Based on the weaknesses of the current resource, the Roosevelt Consulting Team determined what elements would be beneficial for students to incorporate in a new webpage. Using the Northern Illinois University career website as a sample template, the Roosevelt Consulting Team completed the following tasks:

- Researched various job possibilities within each major
- Formulated sample 1 to 5 year career paths for students to reference based on major and experience
- Obtained addresses for websites that contain summary information about each job (either from bls.gov, Bureau of Labor Statistics, or other sites) that can be used for the client to link electronically to the job name.

This information is intended to be searchable on an enhanced webpage for Roosevelt College of Business students when trying to determine what they can do with their business major. Various suggested jobs and sample career paths that will be referenced in this new site are related to majors in Accounting, Finance, Human Resource Management, Management, Marketing, and Social Entrepreneurship are described in more detail in the sections that follow.

ACCOUNTING

Appendix A lists all suggested jobs including job description, experience needed, degree required, job level, salary potential, job growth, number of jobs currently available, and website link for students with a bachelor’s degree in Accounting (Exhibit A). Based on the various entry level positions, there are a few career paths that may be appropriate for a professional to take depending on the industry, which are reflected in Appendix B, Figure 2:

- **Accountant Career Path:** This career path starts as an accountant entry-level position examining financial records, assessing financial operations, and ensuring organization running efficiently. The average salary is starting around $62,000. This career path can lead to a Financial Director with 5 or more years of experience. A Financial Director is responsible for the financial health of an organization. They produce financial reports,
direct investment activities, and develop strategies and plans for the long-term financial goals of their organizations. A Financial Director has an average salary of $100,000.

- **Financial Analyst Career Path:** The entry level position for this pathway is a financial analyst starting with an average salary of $74,350. A financial analyst is responsible for providing guidance to businesses and individuals making investment decisions. Financial analyst also assesses the performance of stocks, bonds, and other types of investments. After experience a senior analyst with an average salary of $79,000. This career path may lead to an Assistant Finance Director with an average salary of $85,000. Finally, after 5 or more years experience this career path may lead to Chief Financial Officer with an average salary of $104,000.

- **Tax Examiner Career Path:** The start of a tax examiner includes collecting taxes following laws and regulations, keeping up to date with tax code changes and accounting procedures, and evaluate financial information. The average salary for this position is $44,000. Eventually, this career path may lead to a Treasurer with 5 or more years of experience. The duties for this position include direct organizations budget to meet financial goals, oversee investment funds, and develop strategies to raise capital. The average salary for Treasurer is $104,000.

**Certified Public Accountant:**
- A Certified Public Accountant is an individual who meets requirements in education, experience and examination.
- “More time in school = Higher cost = More skills developed = More opportunity for advancement = Higher job status and pay.” (http://myaccountingdegree.org/what-is-a-cpa/)
- Professional certifications provide gateway for accountants to increase job responsibilities and paychecks.
- The purpose of the CPA examination is “to admit individuals into the accounting profession only after they have demonstrated the entry-level knowledge and skills necessary to protect the public interest in a rapidly changing business and financial environment.” (http://www.aicpa.org)
Illinois CPA Requirements:

- Illinois Board of Examiners handles certification process. (http://www.ilboa.org)

Requirements Beginning July 1, 2013:

Proof of successful completion of:

- 150 semester credit hours at a college or university study that includes an accounting concentration or equivalent
  - Completed 24 semester hours in accounting at the undergraduate or graduate level including courses covering subjects of financial accounting, auditing, taxation, and management accounting, and completed at least 24 additional semester hours of business courses, or substantially equivalent (other than accounting) courses, at the undergraduate or graduate level.
- Baccalaureate or higher degree (BSBA)

Required courses:

**Accounting Hours:** 30 semester college hours in accounting including:

- Managerial Accounting
- Taxation
- Financial Accounting
- Audit
- At least two semester college hours of Research & Analysis

**Business Hours:** 24 semester college hours in business including:

- Two semester college hours of Business Communication
- Three semester college hours of Business Ethics
- As a result, students graduating from undergraduate program at Roosevelt University who plan to accommodate 150 semester hours required to sit for the CPA exam in Illinois.
- The BSBA undergraduate degree totals approximately 120 semester college hours. As a result, students graduating from undergraduate program at Roosevelt University with a
BSBA who plan to accommodate 150 semester hours, which is required to sit for the CPA exam in Illinois, need remainder semester college hours.

- The remainder semester college hours can be completed by the following examples of courses to accommodate the 150 semester college hours:
  - Introductory Financial Accounting
  - Introductory Cost Management
  - Introduction to Business Statistics
  - Legal Environment of Business
  - Principles of Microeconomics
  - Principles of Macroeconomics
  - Introduction to Business Information Systems
  - Accounting Information Systems
  - Intermediate Cost Management
  - Financial Reporting I
  - *Assurance Services (Audit Intro)
  - Accounting Career Planning Seminar
  - Financial Reporting II
  - *Taxation of Business Entities & Individuals
  - Accounting Career Skills Seminar
  - Financial Markets and Investments
  - *Business Communication
  - Business Core
  - Business Core Applications Seminar
  - Strategic Management
  - *Business Ethics

   * Required courses to in order to sit for CPA Exam.
The Uniform CPA Examination is one of the "Three E's" - Education, Examination and Experience - that constitute the requirements for CPA licensure. Of these three requirements, only the CPA Examination is uniform and accepted for CPA licensure by all U.S. jurisdictions.  
(http://www.aicpa.org/BecomeACPA/CPAExam/Pages/CPAExam.aspx)

CPA Examination Sections/durations:

1. Auditing and Attestation (AUD): 4 hours
   - Audition procedures, standards

2. Financial Accounting and Reporting (FAR): 4 hours
   - Accounting principles for business enterprises, not-for-profit organizations, and governmental entities, and the skills needed to apply that knowledge

3. Regulation (REG): 3 hours
   - Federal taxation, ethics, professional and legal responsibilities, and business law, and the skills needed to apply that knowledge

• General business environment and business concepts to understand the underlying business reasons for the accounting implications of business transactions, and the skills needed to apply that knowledge.

ABOUT THE EXAM

• Domestic computerized 4 section exam $723.20 covers grading fee, seat time at testing center and processing fees charged by the National Association of State Boards of Accountancy (NASBA).

• The Examination is composed of testlets - groups of 24 or 30 multiple-choice questions, or condensed case studies known as task-based simulations (TBS). Auditing and Attestation (AUD) and Financial Accounting and Reporting (FAR) consist of three multiple-choice testlets and a single simulation testlet with seven task-based simulations. Regulation (REG) consists of three multiple-choice testlets and a single simulation testlet with six task-based simulations. Business Environment and Concepts (BEC) consists of three multiple-choice testlets and one simulation testlet with three written communication tasks.

• Passing score for CPA exam is 75.

• Boards of Accountancy permit eligible candidates to take any sections of the Examination in any testing window and in any order they wish.

• You are allowed to take each section of the examination four times a year. Candidates may take any or all four sections of the examination during any testing window.

• Once candidates pass one Examination section, most boards allow 18 months for passing the remaining three sections. Candidates should refer to the requirements of their boards for the rules that will apply to them.

• You are not allowed to take the same section more than once during any given testing window.

  o For example, you could take Audit and Attestation in April, Regulation and Business Environment & Concepts in August, and Financial Accounting and reporting in October. However, you could not take Audit and Attestation in April and May.
AVAILABILITY OF CPA EXAM WINDOWS

<table>
<thead>
<tr>
<th>Testing Window</th>
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1. Complete an academic credentials evaluation application
2. Complete an initial examination application
3. Receive approval letter from the Illinois Board of Examiners
4. Receive payment coupon from the National Association of State Boards of Accountancy (NASBA)
5. Receive notice to Schedule (NTS) from NASBA
6. Schedule Test Site, Date, and time with prometric ([Prometric 1-800-580-9648 prometric.com](http://www.prometric.com))
7. Take CPA exam at Prometric Testing Center ([Prometric 1-800-580-9648 prometric.com](http://www.prometric.com))
8. Receive Exam Scores from Illinois Boards of Examiners

FINANCE

Appendix A lists all suggested jobs including job description, experience needed, degree required, job level, salary potential, job growth, number of jobs currently available, and website link for students with a bachelor’s degree in Finance (Exhibit B). Based on the various entry level positions, there are a few career paths that may be appropriate for a professional to take depending on the industry which are reflected in Appendix B, Figure 2:

- Commercial Banking Career Path (“Careers-in-Finance”): One entry level position within the commercial banking industry is a trainee/credit analyst responsible for undertaking risk assessments for various lending proposals and earns an average of
$48,000 (“Bureau of Labor”). With about 5 years experience, this professional could be on track to become a Loan Officer who helps individuals or businesses obtain loans and earns an average of $100,000 (“Bureau of Labor”), and eventually a Senior Loan Officer.

- **Corporate Finance Career Path** (“Indeed Salary Search”): In Corporate Finance, a student can seek various analyst positions, but one option is a Budget Analyst who prepares budgets and monitor’s institutional spending. This position has an attractive average salary of $68,000 (“Bureau of Labor”). A Budget Analyst can choose to take a path to a Senior Financial Analyst, which requires an average of 5 years experience and earns an average of $88,000 (“Bureau of Labor”). If the professional wishes to continue their education and get a master’s degree, they could even become a Financial Manager some time after that.

- **Investment Banking Career Path** (“Bureau of Labor”): An Investment Analyst is a sample entry-level position in the Investment Banking Industry. Analysts perform quantitative analysis, valuations and financial modeling, and earn average of $69,000 (bls.gov). After 5 years, an Investment Analyst can be on track to become a VP Account Manager who earns an average of $112,000 per year.

Although a student can find many of the same job opportunities within both majors, there are a few key differences between choosing a career in Finance vs. Accounting. Besides planning future goals and objectives, a Finance professional focuses on the future transactions. While an accounting professional mainly deals with monitoring and reporting past and current transactions, along with managing the ledger and business cash flows (“Salary.com”).

**HUMAN RESOURCE MANAGEMENT**

Appendix A lists all suggested jobs including job description, experience needed, degree required, job level, salary potential, job growth, number of jobs currently available, and website link for students with a bachelor’s degree in Human Resource Management (Exhibit C). Based on the various entry level positions, there is one main general career path that professionals take after seeking a degree in Human Resource Management, which are reflected in Appendix B, Figure 3:
• **General Career Pathway for Human Resource Management:** The general career pathway for a degree in Human Resource Management starts out at an entry level position as either a Human Resource Assistant or a Human Resource Analyst helping out with all aspects of the HR department including maintaining reports, answering phones, scheduling interviews and checking references for potential job candidates. As an entry-level position, HR Assistants earn an average of $38,000 per year (“Bureau of Labor”). Depending on the nature of the company and with 1-3 years experience, an HR Assistant can be promoted to a Human Resource Specialist or Human Resource Generalist. An HR Specialist can usually serve as a specialist in one of five areas within the HR department. The five main areas of the HR department include, recruiting and selection, training and development, compensation and benefits, employee and labor relations, and risk management (“Society of Human Resource Management”). HR Specialist earn approximately $53,000 and have potential to move into the role as an HR Manager of one of the five main areas with 2 or more years of experience as an HR Specialist or HR Generalist. HR Manager’s earn approximately $100,000 per year (“Bureau of Labor”). After the status of an HR Manager has been achieved and with additional experience, an HR Manager can be promoted to HR Director/HR Vice President earning $100,000 plus per year and have the potential of becoming Chief HR Officer who earn approximately $100,000 plus depending on the company (“Society of Human Resource Management”).

• **Compensation and Benefits Career Pathway:** One of the major roles within the human resource department is handling the compensation and benefits of all employees’. The compensation and benefits department is responsible for planning, directing, and coordinating payroll, employee health insurance and benefit plans in addition to determining how much each position earns and how they will be paid. The career path for Compensation and Benefits follows that of the general career pathway for Human Resource Management (Appendix B, Figure 3). Entry-level positions, such as a Benefits Administrator start out making on average $38,000 per year and with experience can obtain the position of a compensation and benefits analyst, these positions only require a high school diploma or equivalent, but a Bachelor’s degree is preferred (“SimpleHRGuide”). With 1-3 years experience and a Bachelor’s degree, one can move into the role of a Compensation and Benefits Specialist earning a salary of approximately
$59,000 per year and with 1-5 years plus experience will have the potential of becoming a Compensation and Benefits Manager earning an average salary of $95,000 per year (“Bureau of Labor”).

Experience and education are essential in order to move along the career path in Human Resource Management. As a human resource professional, it is also preferred for one to acquire specific certification(s) that are specific to their role in the human resource department. Examples of certifications that can be obtained are a Professional in Human Resources (PHR), Senior Professional in Human Resources (SPHR), Global Professional in Human Resources (GPHR), Human Resource Business Professional (HRBP), and Human Resource Management Professional (HRMP). The preparation material for the certifications is offered online as a self-study guide, through seminars held at colleges/universities or as a virtual seminar, and through specific training and development programs held in various locations. Preparation classes and/or material for an HR Certification generally costs around $800. In addition to the preparation material and depending on the level of certification that an HR professional wishes to pursue, the costs of the actual HR certification exam range from $275-$575. It is also a requirement, to earn recertification requirements every 3 years to maintain the HR Certification. Information on the different human resource certifications and suggested preparation material for each exam, can be found through the Society for Human Resource Management (SHRM) website http://www.shrm.org/Certification/Pages/default.aspx. Information bout the exams including test dates, deadlines for registration, exam cost, and location can be accessed through the Human Resource Institute website at http://www.hrci.org/deadlines_fees/.

MANAGEMENT

Appendix A lists all suggested jobs including job description, experience needed, degree required, job level, salary potential, job growth, number of jobs currently available, and website link for students with a bachelor’s degree in Finance (Exhibit B). Based on the various entry level positions, there are a few career paths that may be appropriate for a professional to take depending on the industry which are reflected in Appendix B, Figure 4:

There are several different career levels for the management majors. A number of job titles exist for this major and they represent responsibilities associated. Generally, at entry level a
management major work as an assistant where they are assigned with a number of duties and may not necessarily supervise other employees. After a few years of experience they are promoted to assistant managers. Here they assist one or more managers and will oversee a few other people. From there they work their way up to become managers. The highest level of management is executive management, which takes several years of experience and probably more education (about.com).

Following are some of the sample career paths a management major might take.

- **Purchasing Agent:** At entry level, one starts as a purchasing agent and work their way up to become managers. Purchasing managers, and purchasing agents buy products for organizations to use or resell. They evaluate suppliers, negotiate contracts, and review product quality. The average salary for a purchasing agent is around $40,000. With about five years experience, a professional can be promoted to a managerial position with a salary potential of $80,000 (bls.gov).

- **Logistics Coordinator:** The entry level position for a logistics manager is a logistics coordinator. Logistics managers make sure that guests on vacation or business travel have a pleasant experience, while also ensuring that an establishment is run efficiently and profitably. A logistics coordinator can earn over $40,000 and can be promoted to a managerial position within five years. Advancing from here may take additional and more specialized education such as hospitality management. Salary potential varies organization to organization, but generally they can earn around $100,000 (onetonline.org).

- **Management Consultants:** The entry level position for this career can be a consultant analyst. Consultant analysts work their way through junior and senior analysts and become manager consultants (Wallstreetoasis.com). This requires at least 5 years of experience and higher education in business management. Five years of experience raises the salary potential to around $80,000 (bls.gov).

**MARKETING**

Appendix A lists all suggested jobs including job description, experience needed, degree required, job level, salary potential, job growth, number of jobs currently available, and website
link for students with a bachelor’s degree in Marketing (Exhibit E). Based on the various entry level positions, there are a few career paths that may be appropriate for a professional to take depending on the industry, which are reflected in Appendix B, Figure 5:

- **Marketing Assistant Career Paths**: This entry-level position is one of the top 5 entry level jobs in marketing [Lake]. A person with this position is responsible for processing marketing strategies from beginning to end. They earn an average of $50,000. From here, the person can go down various paths leading to jobs such as the Marketing Manager or Brand Manager.
  - Marketing Manager (“Bureau of Labor”): responsible for estimating the demand for products and services that an organization and its competitors offer. They identify potential markets for the organization’s products. Develop pricing strategies to help organizations maximize profits and market share while ensuring that the organizations’ customers are satisfied. They are required to have a bachelor’s degree as well as 4-7 years worth of experience. Also, an internship while in school is highly recommended for people wishing to go down this career path. A person with this position makes an average of $70,000.
  - Brand Manager (“Creativpool”): responsible for monitoring market trend and overseeing advertising and marketing activities to ensure that the right message is delivered for the product or service. This position requires 3-5 years of experience and candidates with MBA’s are preferred (“CareerBuilder”). A person with this position makes an average of $65,000.

- **Project Director** (“Market Research Careers”): in this entry level position, the person is responsible for the overall execution of the fieldwork surrounding a research initiative, works directly with clients to develop: project schedules, define research instruments, develop analysis plan, and coordinate all communications, as well as manages company and vendor resources ensuring the quality, timeliness, and accuracy of delivery. People starting in this position make an average of $40,000. From here, the person can become the Senior Project Director after 3-5 years of experience. The Senior Project Director is responsible for deepening client relationships, addresses sophisticated and strategic business and research challenges, as well as manages and mentors at least one of the Project Directors. These people make an average of $50,000. After an additional 1-3
years in the specific sector and industry a person can be promoted to a Marketing Research Analyst. This person studies the market conditions in local, regional, or national areas in order to examine the potential sales of a product or service. They are responsible for addressing the questions: what products do people want to buy, who will buy them, and at what price will they be bought? A person in this position makes an average of $65,000.

SOCIAL ENTREPRENEURSHIP

What is a Social Entrepreneur?

A social entrepreneur is someone who identifies and solves social problems on a wide scale. Just as business entrepreneurs create and transform whole industries, social entrepreneurs act as the change agents for society. They tend to improve society, and invent new approaches and solutions that create social value. Unlike traditional business entrepreneurs, social entrepreneurs basically generate "social value" and try to run no-profit organization just the way a profit-organization is run (pbs.org).

The notion of using a management degree to do good has grown in popularity among business schools and students. An increasing number of students are using business techniques to use within the nonprofit sector (Blackman).

Examples of Organizations that support Social Entrepreneurship:

Ashoka is the prime example of such organizations. They provide the entrepreneurs a living stipend for about three years, allowing them to focus full-time on building their institutions. Some other examples are:

- Acumen Fund
- Echoing Green

Appendix A lists some more organizations that are supporting Social Entrepreneurship major (Exhibit F).
Professionals with this major can also pursue careers in following sectors (Hodgson):

- **Educational Institutions**: New Leaders for New Schools
- **Social Services Agencies**: Peer Health Exchange
- **Government Entities**: Local, State, and Federal Agencies

*(Appendix B, Figure 6, lists some more organizations where social entrepreneur majors may pursue careers.)*

**STUDY the FACTS**

The Roosevelt Consulting Team made Study the Facts sheets that are available to each student online or hard copy. A Study the Fact is available for each major available for the undergraduate degree in business administration including finance, accounting, management, human resource management, marketing, and social entrepreneurship. Each fact sheet allows a combination of information for students to find information in one place. The study the fact sheet was also made available to students online or hard copy for more information about academic internships.

**RESOURCES AVAILABLE TO STUDENTS**

There are many other resources that students can utilize in order to be successful during the student's undergraduate career and beyond.

**The Career Development Center:**

- **E-recruiting**: Roosevelt’s job and internship resource
  
  *(https://roosevelt.experience.com/experience/login)*

- The services that are currently offered by the Career Development Center include resume/cover letter review and help, interview help, internship placement, general job searches. The job searches that are available to current Roosevelt students and alumnae including E-recruiting, alumnae and students can post resumes, and employers can post job opportunities.

- **The Career Development Center** is currently undergoing changes due to the position filled by a new role. The current changes include wanting to move the career
development center office to the library. Also, the plan is to reach out to graduates asking their career path or current occupations after graduation as well as update the career development website. Collaborating with faculty from each college to implement an internship program and a new program called classroom to career.

- **Classroom to Career** allows students to make a successful transition from the classroom to a career through the development of employability skills and provides guidance and opportunities to students. The purpose of Classroom to Career is to develop effective career resources, assist students in exploring and clarifying career goals, provide networking opportunities. Furthermore, the purpose of Classroom to Career is to offer employer recruitment programs, integrate classroom theory with actual on-the-job work experiences, provide students with opportunities for experiential internships, and provide employment trend information. Any current undergraduate student, graduate student or alumni can enroll in classroom to career. Anyone student can register at anytime with no start or end dates. There are program requirements including resume critique, practice interview, and attend 4 or more events over the course of two semesters. There are many event opportunities for Classroom to career that will be made to students including resume and cover letter writing, interviewing for success, job search strategies, What can I do with my major?, Alumni career panel, networking socials, business etiquette dinner, social media for job seekers, Google yourself, What are employers looking for?, Do’s and Don’ts when applying to graduate and professional schools, job shadowing, and dress for success resources.

**Academic Internships**

**What is an Academic Internship?**

- Academic Internships are internships taken as electives that count towards college credits and require an academic component to be incorporated as part of the internship.

**Did you know?**

- Approximately 60% of internships become full time positions.

**What are the benefits of an Academic Internship?**

- There are many benefits to completing academic internships including students are able to apply what they learned in the classroom into a “real” career setting. Another benefit
includes allowing students to gain experience build frame of reference and help students evaluate if they need to reinforce coursework. Finally, offer insight to various career path opportunities.

Who can get an Academic Internship?

- An undergraduate student in the college of business can get an academic internship if the student is at the junior level or higher.

How does a student in the college of business obtain an Academic Internship?

- It is the responsibility of the student to obtain his or her own academic internship elective course elective elective course for elective credit which gives students training on how to find a job and allows student to focus on a particular background of their choice. The primary resource is relationships and networking, followed by web searches. Consulting services are offered if a student is unsure of what internship would most suit them.

What are the requirements of an Academic Internship?

- The requirements of an academic requirements include performing the required minimum hours for credit, set goals and expectations of the internship, submit journals, research paper, SWOT analysis, and reflection in order to fulfill the academic requirements.

Other Information

- Currently, the College of Business is the only college at Roosevelt University that offers internships as an elective course for college credits.

- The most popular areas of academic internship include Accounting and Finance. However, that does not mean that other academic internships are not available in other areas.
  - The other areas where there is much other academic internship include marketing, human resources, management, entrepreneurship, and economics.

- Internships play a vital role in giving the student practical work experience, as well as provide the students with valuable tools needed to land a job after graduation. The Roosevelt Consulting Team recommended that awareness be raised about academic internships, as well as internships in general. Located below are a few examples of ways in which student awareness about internships may be spread.
In order to enhance academic internship program includes increase student awareness in order for students to incorporate an academic internship earlier on in their education. In order to better prepare students for the hands-on-experience includes focus on reflections and SWOT analysis, offer workshops on professionalism and communication skills, QuickBooks course, and offer an exit survey for students as to what they wish they were taught through their coursework that would have helped them on their internship.

1. Student-student conversation
   a. Students that have done past internships come in during a class or evening program offering current students the ability to ask questions and get answers from a student prospective
   b. Students that have done internships give a short discussion about internships during the new student orientation

2. School professional-Student
   a. Academic advisors discuss internships with the student
   b. Host informational meetings inviting the Internship Coordinator to discuss the importance of internships, or various other aspects of gaining an internship (i.e. requirements)

3. Working professional-Student
   a. Invite business professionals to campus to discuss the importance of internships in relation to future job prospects
   b. Have recently graduated students working in the professional field, discuss how internships played a role in landing the job

4. Multimedia-Student
   a. Provide internship fact sheets to students
   b. Promote internships of school website and through student email
   c. Host an internship blog via Facebook or other social media device

**College of Business Comparisons/Analysis**

Although Roosevelt University’s Heller College of Business will be able to offer web tools and other resources that assist students in deciding career paths within their chosen major,
Roosevelt has the ability to give students more opportunities by broadening their academic major selection.

To determine if the College of Business is offering an appropriate major selection, the Roosevelt Consulting Team researched the various majors offered by Roosevelt’s competitors. These various private and public universities all have College of Businesses with 4 year programs and campuses in Chicago and the surrounding suburbs. The majors by University are summarized in Appendix D, Exhibit 7. Based on this comparison, the Roosevelt Consulting Team is recommending:

- **Social Entrepreneurship**: Take advantage of the Market Niche Opportunity by continuing to offer Social Entrepreneurship, but find a new Angle to market to prospective students. Several MBA programs in the Western US have added courses, conferences, clubs and other forums to allow for formal training, dialogue and debate on issues related to Social Entrepreneurship, but this program has just not caught on as fast in the Midwest. Heller College of Business should consider offering just Entrepreneurship with a concentration in Social Entrepreneurship.

- **Management Information Systems (MIS)**: Those students more interested in the business aspect of computer science including determining what systems should be used to solve business problems, majoring in Management Information Systems would be appropriate. The College of Business should offer MIS as an Undergraduate Major to be more competitive. Depending on the program requirements, Roosevelt students may find that some of the 200 level basic computer science courses may overlap with MIS, but MIS students should be required to take business oriented classes such as accounting and economics instead of the Arts and Sciences class requirements such as the natural sciences. Exhibit 8 in Appendix D highlights the various job opportunities offered to students with a degree in MIS. The growth potential for the entry level positions such as a Systems Analyst and Systems Architect are faster than the average, and the average salaries are comparable or higher than the other business major entry level positions (“Bureau of Labor”). With an additional 1-5 years experience, students can advance their careers as Database Administrators or Web Developers.
• **Economics**: In 2013, about 61.5% of undergraduates with a degree in Economics nationwide received job offers after graduation, and 50.4% of the same population of Economics undergraduates had accepted job offers prior to graduation. Appendix D, Exhibit 9 summarizes the other 4 majors with the highest percentage of job offers and acceptances in 2013, which puts Economics in the top 5 in both categories (naceweb.org). Economics is offered at Roosevelt, but the program currently resides in the College of Arts and Sciences. Advisor should suggest students explore a minor in Economics to increase the potential job opportunities and job offers available to students.

• **Hospitality**: The College of Business may consider offering Hospitality Management as an undergraduate minor because neglecting this program means neglecting a multi-billion dollar industry. The job market for this program includes roadside motels to nationwide hotel chains to world-class luxury resorts and spa retreats, casual dining to fine dining to specialty coffee bars and bagel shops. Casinos are the fastest-growing area of the hospitality realm. Cruise ships and convention centers are some other major areas (collegeboard.com). Including this program will not make the college of business more competitive but also opens a wide range of career opportunities for students.
Summary and Recommendations

The Management 474 Consulting Team recommends the Heller College of Business implement the following improvements to the undergraduate business academic advising program:

- Create a separate career webpage aimed solely for business students that is user friendly and provides more applicable information.
- For students interested in finding out more information regarding a specific major, publish the STUDY the FACTS sheets available for students.
- Advisors should encourage students to utilize Career Services and take advantage of some of the new programs that will be offered such as Classroom to Career.
- Advisors along with faculty within the college of business should increase awareness amongst students of the academic internship program prior to their junior year.
- Continue to offer Social Entrepreneurship as a major within the College of Business, but to develop a better marketing plan in order to attract current and potential students.
- Roosevelt should offer MIS as an undergraduate major to be more competitive and provide more job opportunities for students.
- Heller College of Business advisors should guide students increase their classroom exposure to Economics either as additional elective or as a minor to increase potential job offer statistics.
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**PowerPoint**


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## Appendix A Occupations Tables

### Exhibit A Sample Occupations Accounting

<table>
<thead>
<tr>
<th>ACCOUNTING</th>
<th>Description</th>
<th>Experience/Certifications</th>
<th>Degree</th>
<th>Salary Potential</th>
<th>Job Availability Outlook (growth)</th>
<th>Total Number of Jobs Available 2010</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Manager</td>
<td>Financial managers are responsible for the financial health of an organization. They produce financial reports, direct investment activities, and develop strategies and plans for their organization's long-term financial goals.</td>
<td>More than 5 years</td>
<td>Bachelors Degree or higher</td>
<td>$103,910 per year</td>
<td>9%</td>
<td>527100</td>
<td><a href="http://www.bls.gov/oco/ocos040.htm">http://www.bls.gov/oco/ocos040.htm</a></td>
</tr>
<tr>
<td>Controller</td>
<td>Controllers direct the preparation of financial reports that summarize and forecast the organization's financial position, such as income statements, balance sheets, and analyses of future earnings or expenses. Controllers are also in charge of preparing special reports required by governmental agencies that regulate businesses. Often, controllers oversee the accounting, audit, and budget departments.</td>
<td>More than 5 years</td>
<td>Bachelors Degree or higher</td>
<td>$100,000 per year</td>
<td>9%</td>
<td>527100</td>
<td><a href="http://www.bls.gov/oco/ocos040.htm">http://www.bls.gov/oco/ocos040.htm</a></td>
</tr>
<tr>
<td>Treasurer/Finance Officers</td>
<td>Treasurers and finance officers direct the organization's budgets to meet its financial goals. They oversee the investment of funds. They carry out strategies to raise capital (such as issuing stocks or bonds) to support the firm's expansion. They also develop financial plans for mergers (two companies joining together) and acquisitions (one company buying another).</td>
<td>More than 5 years</td>
<td>Bachelors Degree or higher</td>
<td>$100,000 per year</td>
<td>9%</td>
<td>527100</td>
<td><a href="http://www.bls.gov/oco/ocos040.htm">http://www.bls.gov/oco/ocos040.htm</a></td>
</tr>
<tr>
<td>Credit Managers</td>
<td>Credit managers oversee the firm's credit business. They set credit criteria, determine credit limits, and monitor the collections of past-due accounts.</td>
<td>More than 5 years</td>
<td>Bachelors Degree or higher</td>
<td>$100,000 per year</td>
<td>9%</td>
<td>527100</td>
<td><a href="http://www.bls.gov/oco/ocos040.htm">http://www.bls.gov/oco/ocos040.htm</a></td>
</tr>
<tr>
<td>Cash Managers</td>
<td>Cash managers monitor and control the flow of cash that comes in and goes out of the company to meet the company's business and investment needs. For example, they must project cash flow (amounts coming in and going out) to determine whether the company will have enough cash and will need a loan or will have more cash than needed and so can invest some of its money.</td>
<td>More than 5 years</td>
<td>Bachelors Degree or higher</td>
<td>$100,000 per year</td>
<td>9%</td>
<td>527100</td>
<td><a href="http://www.bls.gov/oco/ocos040.htm">http://www.bls.gov/oco/ocos040.htm</a></td>
</tr>
<tr>
<td>Risk Managers</td>
<td>Risk managers control financial risk by using hedging and other strategies to limit or offset the probability of a financial loss or a company's exposure to financial uncertainty. Among the risks they try to limit are those due to currency or commodity price changes.</td>
<td>More than 5 years</td>
<td>Bachelors Degree or higher</td>
<td>$100,000 per year</td>
<td>9%</td>
<td>527100</td>
<td><a href="http://www.bls.gov/oco/ocos040.htm">http://www.bls.gov/oco/ocos040.htm</a></td>
</tr>
<tr>
<td>Insurance Managers</td>
<td>Insurance managers decide how best to limit a company's losses by obtaining insurance against risks such as the need to make disability payments for an employee who gets hurt on the job and costs imposed by a lawsuit against the company.</td>
<td>More than 5 years</td>
<td>Bachelors Degree or higher</td>
<td>$100,000 per year</td>
<td>9%</td>
<td>527100</td>
<td><a href="http://www.bls.gov/oco/ocos040.htm">http://www.bls.gov/oco/ocos040.htm</a></td>
</tr>
</tbody>
</table>
| Accountants & Auditors | CPA | Bachelors Degree or higher | $61,690 per year | 16% | 1216900 | http://www.bls.gov/ooh/Business-and-Financial/Accountants-and-auditors.htm
|------------------------|-----|---------------------------|----------------|-----|---------|--------------------------------------------------|
| Public Accountants     | CPA | Bachelors Degree or higher | $61,690 per year | 16% | 1216900 | http://www.bls.gov/ooh/Business-and-Financial/Accountants-and-auditors.htm#tab-2
| Management Accountants | CPA | Bachelors Degree or higher | $61,690 per year | 16% | 1216900 | http://www.bls.gov/ooh/Business-and-Financial/Accountants-and-auditors.htm#tab-2
| Government Accountant  | CPA | Bachelors Degree or higher | $61,690 per year | 16% | 1216900 | http://www.bls.gov/ooh/Business-and-Financial/Accountants-and-auditors.htm#tab-2
| Internal Auditors      | CPA | Bachelors Degree or higher | $61,690 per year | 16% | 1216900 | http://www.bls.gov/ooh/Business-and-Financial/Accountants-and-auditors.htm#tab-2
| Bill & Account Collector | None | High School diploma or equivalent | $31,310 per year | 14% | 401700 | http://www.bls.gov/ooh/Office-and-Administrative-Support/Bill-and-account-collectors.htm
| Budget Analyst         | None | Bachelors Degree | $68,200 per year | 10% | 62100 | http://www.bls.gov/ooh/Business-and-Financial/Budget-analysts.htm
| Claims, Adjuster, Appraiser, Examiner, Investigator | None | High school diploma or equivalent; Bachelors Degree Preferred | $58,460 per year | 3% | 290700 | http://www.bls.gov/ooh/Business-and-Financial/Claims-adjusters-appraisal-examiners-and-investigators.htm#tab-1
<table>
<thead>
<tr>
<th>Occupation</th>
<th>Description</th>
<th>Training Time</th>
<th>Degree or Certification Required</th>
<th>Annual Salary</th>
<th>Job Growth Rate</th>
<th>Location</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjuster</td>
<td>Inspectors inspect property damage to determine how much the insurance company should pay for the loss. The property they inspect could be a home, a business, or an automobile.</td>
<td>long term on the job training</td>
<td>High school diploma or equivalent; Bachelor's Degree Preferred</td>
<td>$46,190 per year</td>
<td>15.1%</td>
<td>290700</td>
<td><a href="http://www.bls.gov/oco/ocos173.htm">Link</a></td>
</tr>
<tr>
<td>Appraiser</td>
<td>Appraisers estimate the cost or value of an insured item. Most appraisers who work for insurance companies and independent adjusting firms are auto damage appraisers. They inspect damaged vehicles after an accident and estimate the cost of repairs. This information then goes to the adjuster, who puts the estimated cost of repairs into the settlement.</td>
<td>long term on the job training</td>
<td>Bachelor's Degree Preferred</td>
<td>$48,090 per year</td>
<td>16.6%</td>
<td>290700</td>
<td><a href="http://www.bls.gov/ocos/ocos18.htm">Link</a></td>
</tr>
<tr>
<td>Claims Examiner</td>
<td>Claims examiners review claims after they are submitted to ensure that proper guidelines have been followed by claimants and adjusters. They may assist adjusters with complicated claims or when, for example, a natural disaster occurs and the volume of claims increases.</td>
<td>long term on the job training</td>
<td>High school diploma or equivalent; Bachelor's Degree Preferred</td>
<td>$46,190 per year</td>
<td>15.1%</td>
<td>290700</td>
<td><a href="http://www.bls.gov/ocos/ocos18.htm">Link</a></td>
</tr>
<tr>
<td>Insurance Investigator</td>
<td>Insurance investigators handle claims in which the company suspects fraudulent or criminal activity such as arson, staged accidents, or unnecessary medical treatments. The severity of insurance fraud cases varies, from claimants overstating vehicle damage to complicated fraud rings. Investigators often use surveillance work. For example, in the case of a fraudulent workers' compensation claim, an investigator may covertly watch the claimant to see if he or she does activities that would be ruled out by injuries stated in the claim.</td>
<td>long term on the job training</td>
<td>Bachelor's Degree Preferred</td>
<td>$46,190 per year</td>
<td>15.1%</td>
<td>290700</td>
<td><a href="http://www.bls.gov/ocos/ocos18.htm">Link</a></td>
</tr>
<tr>
<td>Financial Analyst</td>
<td>Financial analysts provide guidance to businesses and individuals making investment decisions. They assess the performance of stocks, bonds, and other types of investments.</td>
<td>None</td>
<td>Bachelor's Degree or higher</td>
<td>$74,350 per year</td>
<td>23%</td>
<td>236000</td>
<td><a href="http://www.bls.gov/ocos/ocos18.htm">Link</a></td>
</tr>
<tr>
<td>Personal Financial Advisor</td>
<td>Personal financial advisors give financial advice to people. They help with investments, taxes, and insurance decisions.</td>
<td>None</td>
<td>Bachelor's Degree or higher</td>
<td>$64,750 per year</td>
<td>32%</td>
<td>206800</td>
<td><a href="http://www.bls.gov/ocos/ocos18.htm">Link</a></td>
</tr>
<tr>
<td>Management Analyst</td>
<td>Management analysts, often called management consultants, propose ways to improve an organization's efficiency. They advise managers on how to make organizations more profitable through reduced costs and increased revenues.</td>
<td>1-5 years</td>
<td>Bachelor's Degree or higher</td>
<td>$78,160 per year</td>
<td>22%</td>
<td>718800</td>
<td><a href="http://www.bls.gov/ocos/ocos18.htm">Link</a></td>
</tr>
<tr>
<td>Role</td>
<td>Description</td>
<td>Education</td>
<td>Salary per year</td>
<td>Growth Rate</td>
<td>Code</td>
<td>Website</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------</td>
<td>-----------------</td>
<td>----------------</td>
<td>-------------</td>
<td>--------</td>
<td>----------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Property, Real Estate and Community Association Manager</td>
<td>Property, real estate, and community association managers take care of the many aspects of</td>
<td>High school</td>
<td>$51,480 per year</td>
<td>6%</td>
<td>303900</td>
<td><a href="http://www.bls.gov/ooh/Management/Property-real-estate-and-community-association-managers.htm">http://www.bls.gov/ooh/Management/Property-real-estate-and-community-association-managers.htm</a></td>
<td></td>
</tr>
<tr>
<td>Purchasing Managers, Buyers &amp; Agents</td>
<td>Purchasing managers, buyers, and purchasing agents buy products for organizations to use or</td>
<td>work experience in a related occupation</td>
<td>$58,360 per year</td>
<td>7%</td>
<td>487200</td>
<td><a href="http://www.bls.gov/ooh/Business-and-Financial/Purchasing-managers-buyers-and-agents.htm">http://www.bls.gov/ooh/Business-and-Financial/Purchasing-managers-buyers-and-agents.htm</a></td>
<td></td>
</tr>
<tr>
<td>Securities, Commodities, Financial Service Sales</td>
<td>Securities, commodities, and financial services sales agents connect buyers and sellers in</td>
<td>Bachelors Degree or higher</td>
<td>$70,190 per year</td>
<td>15%</td>
<td>312200</td>
<td><a href="http://www.bls.gov/ooh/Sales/Securities-commodities-and-financial-service-sales-agents.htm">http://www.bls.gov/ooh/Sales/Securities-commodities-and-financial-service-sales-agents.htm</a></td>
<td></td>
</tr>
<tr>
<td>Tax Examiner, Collector and Revenue Agent</td>
<td>Collect taxes from individuals or businesses according to prescribed laws and regulations,</td>
<td>Bachelors Degree or higher</td>
<td>$44,210 per year</td>
<td>5%</td>
<td>10000</td>
<td><a href="http://www.onetonline.org/link/summary/13-2082.00">http://www.onetonline.org/link/summary/13-2082.00</a></td>
<td></td>
</tr>
<tr>
<td>Occupation</td>
<td>Description</td>
<td>Experience</td>
<td>Degree</td>
<td>Salary Potential</td>
<td>Job Growth</td>
<td># of jobs as of 2010</td>
<td>Link</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>------------------------------------------------------------------------------------------------------------------</td>
<td>------------</td>
<td>-------------------</td>
<td>------------------</td>
<td>------------</td>
<td>---------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Account Manager</td>
<td>Administrative services managers plan, direct, and coordinate supportive services of an organization. Their specific responsibilities vary by the type of organization and may include keeping records, distributing mail, and planning and maintaining facilities.</td>
<td>None, Entry Level</td>
<td>High School Diploma</td>
<td>$77,890.00</td>
<td>15.00%</td>
<td>254,000</td>
<td><a href="http://www.bls.gov/ooh/Management/Administrative-Services-Managers.htm">http://www.bls.gov/ooh/Management/Administrative-Services-Managers.htm</a></td>
</tr>
<tr>
<td>Bank Teller</td>
<td>Financial clerks do administrative work for banking, insurance, and other companies. They keep records, help customers, and carry out financial transactions.</td>
<td>None, Entry Level</td>
<td>High School Diploma</td>
<td>$24,100.00</td>
<td>1.00%</td>
<td>560,000</td>
<td><a href="http://www.bls.gov/ooh/Office-and-Support/Tellers.htm">http://www.bls.gov/ooh/Office-and-Support/Tellers.htm</a></td>
</tr>
<tr>
<td>Bill &amp; Account Collector</td>
<td>Financial clerks do administrative work for banking, insurance, and other companies. They keep records, help customers, and carry out financial transactions.</td>
<td>None, Entry Level</td>
<td>High School Diploma</td>
<td>$31,310.00</td>
<td>14.00%</td>
<td>401,700</td>
<td><a href="http://www.bls.gov/ooh/Office-and-Support/Bill-and-account-collectors.htm">http://www.bls.gov/ooh/Office-and-Support/Bill-and-account-collectors.htm</a></td>
</tr>
<tr>
<td>Brokerage Clerk</td>
<td>Budget analysts help public and private institutions organize their finances. They prepare budget reports and monitor institutional spending.</td>
<td>None, Entry Level</td>
<td>High School Diploma</td>
<td>$33,710.00</td>
<td>11.00%</td>
<td>1,395,500</td>
<td><a href="http://www.bls.gov/ooh/Office-and-Support/Brokerage-Clarks.htm">http://www.bls.gov/ooh/Office-and-Support/Brokerage-Clarks.htm</a></td>
</tr>
<tr>
<td>Budget Analyst</td>
<td>Claims adjusters, appraisers, examiners, and investigators evaluate insurance claims. They decide whether an insurance company must pay a claim, and if so, how much.</td>
<td>None, Entry Level</td>
<td>High School Diploma</td>
<td>$58,460.00</td>
<td>3.00%</td>
<td>290,700</td>
<td><a href="http://www.bls.gov/ooh/Office-and-Support/Claims-Adjusters-Appraisers-Examiners-Investigators.htm">http://www.bls.gov/ooh/Office-and-Support/Claims-Adjusters-Appraisers-Examiners-Investigators.htm</a></td>
</tr>
<tr>
<td>Cost Estimator</td>
<td>Cost estimators collect and analyze data to estimate the time, money, resources, and labor required for product manufacturing, construction projects, or services. Some specialize in a particular industry or product type.</td>
<td>None, Entry Level</td>
<td>Bachelor's Degree</td>
<td>$57,860.00</td>
<td>36.00%</td>
<td>185,400</td>
<td><a href="http://www.bls.gov/ooh/Office-and-Support/Cost-Estimators.htm">http://www.bls.gov/ooh/Office-and-Support/Cost-Estimators.htm</a></td>
</tr>
<tr>
<td>Financial Analysts &amp; Personal Financial Advisor</td>
<td>Financial managers are responsible for the financial health of an organization. They produce financial reports, direct investment activities, and develop strategies and plans for the long-term financial goals of their organization.</td>
<td>None, Entry Level</td>
<td>Bachelor's Degree</td>
<td>$74,350.00</td>
<td>0.23%</td>
<td>236,000</td>
<td><a href="http://www.bls.gov/ooh/Office-and-Support/Financial-Analysis-and-Personal-Financial-Advisors.htm">http://www.bls.gov/ooh/Office-and-Support/Financial-Analysis-and-Personal-Financial-Advisors.htm</a></td>
</tr>
<tr>
<td>Financial Manager</td>
<td>The fundraising consultant meets with the executive director of an organization to outline fundraising goals, timeline, and so forth. Based on these criteria, the consultant researches potential sources of funding, including grants, past contributors, new donors, corporate contributors and foundations.</td>
<td>None, Entry Level</td>
<td>High School Diploma</td>
<td>$41,000.00</td>
<td>13.00%</td>
<td></td>
<td><a href="http://www.ehow.com/about_5480043_fundraising-consultant-job-description.html">http://www.ehow.com/about_5480043_fundraising-consultant-job-description.html</a></td>
</tr>
</tbody>
</table>

**Exhibit B Sample Occupations Finance**
<table>
<thead>
<tr>
<th>Position</th>
<th>Description</th>
<th>Level</th>
<th>Degree</th>
<th>Salary</th>
<th>Average Yearly Earnings</th>
<th>BLS Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insurance Sales Agent</td>
<td>Insurance underwriters decide whether to provide insurance and under what terms. They evaluate insurance applications and determine coverage amounts and premiums.</td>
<td>None, Entry Level</td>
<td>High School Diploma</td>
<td>$46,770.00</td>
<td>22.00%</td>
<td><a href="http://www.bls.gov/ooh/Sales/Insurance-sales-agents.htm">http://www.bls.gov/ooh/Sales/Insurance-sales-agents.htm</a></td>
</tr>
<tr>
<td>Insurance Underwriter</td>
<td>First-year financial analysts at investment banks in the U.S. are hired to perform analytical tasks such as quantitative analysis, valuations and financial modeling; create client presentations; and carry out general administrative duties.</td>
<td>None, Entry Level</td>
<td>Bachelor’s Degree</td>
<td>$59,290.00</td>
<td>6.00%</td>
<td><a href="http://www.bls.gov/ooh/Business-and-Financial/Insurance-underwriters.htm">http://www.bls.gov/ooh/Business-and-Financial/Insurance-underwriters.htm</a></td>
</tr>
<tr>
<td>Investment Analyst</td>
<td>Involved in creating &quot;pitch books&quot; for meetings with prospective clients. Analytical work including entering historic company data from public documents, financial statement modeling, valuation, credit analysis, etc. Also involved in administrative work and management of the virtual data.</td>
<td>None, Entry Level</td>
<td>Bachelor’s Degree</td>
<td>$125,000.00</td>
<td>14.00%</td>
<td><a href="http://www.bls.gov/ooh/Business-and-Financial/Investment-portfolio-Analysts.htm">http://www.bls.gov/ooh/Business-and-Financial/Investment-portfolio-Analysts.htm</a></td>
</tr>
<tr>
<td>Investment Banking</td>
<td>Apart from executing the orders given by the clients, stockbrokers also guide them about the various investment strategies, which can fetch them great returns in the market. They are completely aware of the major as well as the minor financial news, trends and highs and lows in the market due to proper stock research and they revise their strategies as per the prevailing conditions.</td>
<td>None, Entry Level</td>
<td>Bachelor’s Degree</td>
<td>$69,000.00</td>
<td></td>
<td><a href="http://www.buzzle.com/articles/investment-banking.html">http://www.buzzle.com/articles/investment-banking.html</a></td>
</tr>
<tr>
<td>Investment Broker</td>
<td>Money market analysts must possess the analytical skills required to conduct thorough, objective research and make recommendations for investment decisions. They write reports and sometimes publicly present their research and findings to management officials in companies.</td>
<td>+ 3 years, Mid Level</td>
<td>Bachelor’s Degree</td>
<td>$70,000.00</td>
<td></td>
<td><a href="http://www.bls.gov/ooh/Business-and-Financial/Loan-officers.htm">http://www.bls.gov/ooh/Business-and-Financial/Loan-officers.htm</a></td>
</tr>
<tr>
<td>Loan Officer</td>
<td>Acquisitions analysts typically work for corporations or other organizations looking to expand. They explore the potential benefits and costs of combining another business’ or organization’s liabilities and assets with their own. Acquisitions analysts need to demonstrate excellent research skills, business knowledge and valuation strategies.</td>
<td>None, Entry Level</td>
<td>High School Diploma</td>
<td>$72,358.00</td>
<td></td>
<td><a href="http://education-portal.com/articles/Acquisitions-Analyst-Job_Description_and_Education_Requirements.html">http://education-portal.com/articles/Acquisitions-Analyst-Job_Description_and_Education_Requirements.html</a></td>
</tr>
<tr>
<td>Mergers &amp; Acquisitions Analyst</td>
<td>Money market analysts must possess the analytical skills required to conduct thorough, objective research and make recommendations for investment decisions. They write reports and sometimes publicly present their research and findings to management officials in companies.</td>
<td>None, Entry Level</td>
<td>High School Diploma</td>
<td>$56,490.00</td>
<td>14.00%</td>
<td><a href="http://www.bll.com/ooh/Business-and-Financial/Loan-officers.htm">http://www.bll.com/ooh/Business-and-Financial/Loan-officers.htm</a></td>
</tr>
<tr>
<td>Money Market Analyst</td>
<td>Licensed/Registered with the Nationwide Mortgage Licensing System, Mid Level</td>
<td>None, Entry Level</td>
<td>High School Diploma</td>
<td>$75,000.00</td>
<td></td>
<td><a href="http://www.fins.com/Finance/Articles/358503931/So-You-Want-to-Be-a-Mortgage-Loan-Officer">http://www.fins.com/Finance/Articles/358503931/So-You-Want-to-Be-a-Mortgage-Loan-Officer</a></td>
</tr>
<tr>
<td>Mortgage Loan Officer</td>
<td>None, Entry Level</td>
<td>None, Entry Level</td>
<td>High School Diploma</td>
<td>$56,490.00</td>
<td>14.00%</td>
<td><a href="http://www.bll.com/ooh/Business-and-Financial/Loan-officers.htm">http://www.bll.com/ooh/Business-and-Financial/Loan-officers.htm</a></td>
</tr>
</tbody>
</table>
### Portfolio Analyst

A portfolio is a collection of investments, including stocks, bonds and commodities, used by individuals and businesses to increase their net worth. These financial instruments represent a bewildering array of costs, profits, time limits and interest rates. A portfolio analyst is a professional who can help investors sort out the details and make the best decisions.

None, Entry Level | Bachelor's degree | $87,740.00 | 23.00% | [http://work.chron.com/portfolio-analyst-7539.html](http://work.chron.com/portfolio-analyst-7539.html)

### Private Equity

You would typically be involved in a combination of four activities: (1) spreadsheet analysis of the economics of a potential leveraged buyout, (2) sourcing of new deals through industry research and screening of potential buyout candidates, (3) preparation of materials for a senior partner on a potential investment target or company already subject to investment or (4) coordination of the many diligence and research items required to carry out a transaction.


### Purchasing Manager/Buyer & Purchasing Agent

Purchasing managers, buyers, and purchasing agents buy products for organizations to use or resell. They evaluate suppliers, negotiate contracts, and review product quality.

None, Entry Level | High School Diploma | $58,160.00 | 7.00% | 487,200

### Real Estate Brokers and Sales Agents

Real estate brokers and sales agents help clients buy, sell, and rent properties. Brokers and agents do the same type of work, but brokers are licensed to manage their own real estate businesses. Sales agents must work with a broker.

Licensed | High School Diploma | $52,500.00 | 11.00% | 466,100

### Residential Real Estate Appraiser

After visiting the site, real estate appraisers conduct research using government databases and other public records. They look at comparable home sales, previous appraisal records for the property, future developments in the area, and other factors that can impact the present and future value of the real estate.

License/2500 Hrs work experience | Associates | $56,000.00 | 2.80% | 77,800

### Retail Salesperson

Retail sales workers include both those who sell retail merchandise, such as clothing, furniture, and automobiles, (called retail salespersons) and those who sell spare and replacement parts and equipment, especially car parts, (called parts salespersons). Both groups help customers find the products they want and process customers' payments.

None, Entry Level | High School Diploma | $20,990.00 | 17

### Securities, Commodities and Financial Service Sales Agents

Securities, commodities, and financial services sales agents connect buyers and sellers in financial markets. They sell securities to individuals, advise companies in search of investors, and conduct trades.

None, Entry Level | Bachelor's Degree | $70,190.00 | 15.00% | 312,200

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<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
<th>Education</th>
<th>Entry Level</th>
<th>Experience</th>
<th>Salary (Annual)</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Examiners, Abstractors, and Searchers</td>
<td>Reviews titles and researches public records to determine legal status of title.</td>
<td>Bachelor's Degree</td>
<td>+ 2 years, Entry Level</td>
<td>Bachelor's Degree $37,055.00</td>
<td><a href="http://www1.salary.com/Title-Examiner-Salary.html">http://www1.salary.com/Title-Examiner-Salary.html</a></td>
<td></td>
</tr>
<tr>
<td>Trainee/Credit Analyst</td>
<td>Travel agents sell transportation, lodging, and admission to entertainment activities to individuals and groups who are planning trips. They offer advice on destinations, plan trip itineraries, and make travel arrangements for clients.</td>
<td>High School Diploma</td>
<td>None, Entry Level</td>
<td>High School Diploma $31,870.00</td>
<td><a href="http://www.bls.gov/ooh/Sales/Travel-agents.htm">http://www.bls.gov/ooh/Sales/Travel-agents.htm</a></td>
<td></td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>Description</td>
<td>Experience</td>
<td>Degree</td>
<td>Salary Potential</td>
<td>Job Growth</td>
<td># of Available Jobs</td>
</tr>
<tr>
<td>---------------------------</td>
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<td>-----------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Human Resource Assistant</td>
<td>HR Analysts are good with details and have strong interpersonal skills. They are good communicators, keeping employees and managers informed on the status of queries, issues, and concerns. They continually look for ways to improve HR policies and standards.</td>
<td>None, Entry Level</td>
<td>Diploma</td>
<td>$40,000.00</td>
<td>10-19%</td>
<td>160,000</td>
</tr>
<tr>
<td>Human Resource Analyst</td>
<td>None, Entry Level</td>
<td>High School Diploma, Bachelor's Degree</td>
<td>$65,000.00</td>
<td>21%</td>
<td>218,000</td>
<td><a href="http://www.onetonline.org/link/summary/13-1141.00">http://www.onetonline.org/link/summary/13-1141.00</a></td>
</tr>
<tr>
<td>Customer Service...</td>
<td>None, Entry Level</td>
<td>Diploma</td>
<td>$30,000.00</td>
<td>15%</td>
<td>2,200,000</td>
<td><a href="http://www.bls.gov/oe">http://www.bls.gov/oe</a> Current/oes434161.htm</td>
</tr>
<tr>
<td>Human Resource Specialist</td>
<td>None, Entry Level</td>
<td>Bachelor's Degree</td>
<td>$53,000+</td>
<td>21%</td>
<td>450,000</td>
<td>Business-and-</td>
</tr>
<tr>
<td>Human Resource Training and Development Specialist</td>
<td>Mid-Level 1-3+ years</td>
<td>Bachelor's Degree</td>
<td>$56,000.00</td>
<td>21%</td>
<td>218,000</td>
<td><a href="http://www.onetonline.org/link/summary/13-1141.00">http://www.onetonline.org/link/summary/13-1141.00</a></td>
</tr>
<tr>
<td>Salary and Benefits Administrator</td>
<td>Mid-Level 1-3+ years</td>
<td>Bachelor's Degree</td>
<td>$54,000.00</td>
<td>21%</td>
<td>450,000</td>
<td>Business-and-</td>
</tr>
<tr>
<td>Compensation, Benefits, and Job Analysis Specialist</td>
<td>Mid-Level 1-3+ years</td>
<td>Bachelor's Degree</td>
<td>$59,000.00</td>
<td>9%</td>
<td>110,000</td>
<td>Business-and-</td>
</tr>
<tr>
<td>Labor Relations Specialist</td>
<td>Mid-Level 1-3+ years</td>
<td>Bachelor's Degree</td>
<td>$58,000.00</td>
<td>21%</td>
<td>320,000</td>
<td>Business-and-</td>
</tr>
<tr>
<td>Performance Management Specialist</td>
<td>Mid-Level 1-3+ years</td>
<td>Bachelor's Degree</td>
<td>$53,000+</td>
<td>21%</td>
<td>450,000</td>
<td>Business-and-</td>
</tr>
<tr>
<td>Staffing Specialist</td>
<td>Mid-Level 1-3+ years</td>
<td>Bachelor's Degree</td>
<td>$53,000+</td>
<td>21%</td>
<td>450,000</td>
<td>Business-and-</td>
</tr>
<tr>
<td>Recruitment and Retention Specialist</td>
<td>Mid-Level 1-3+ years</td>
<td>Bachelor's Degree</td>
<td>$53,000+</td>
<td>21%</td>
<td>450,000</td>
<td>Business-and-</td>
</tr>
<tr>
<td>Health, Safety, and Security Specialist</td>
<td>Mid-Level 1-3+ years</td>
<td>Bachelor's Degree</td>
<td>$53,000+</td>
<td>21%</td>
<td>450,000</td>
<td>Business-and-</td>
</tr>
<tr>
<td>Security Management Specialist</td>
<td>Mid-Level 1-3+ years</td>
<td>Bachelor's Degree</td>
<td>$53,000+</td>
<td>21%</td>
<td>450,000</td>
<td>Business-and-</td>
</tr>
<tr>
<td>EEO/Affirmative Action Specialist</td>
<td>Mid-Level 1-3+ years</td>
<td>Bachelor's Degree</td>
<td>$53,000+</td>
<td>21%</td>
<td>450,000</td>
<td>Business-and-</td>
</tr>
<tr>
<td>Government Personnel Specialist</td>
<td>Mid-Level 1-3+ years</td>
<td>Bachelor's Degree</td>
<td>$53,000+</td>
<td>21%</td>
<td>450,000</td>
<td>Business-and-</td>
</tr>
<tr>
<td>Human Resource Information System Specialist</td>
<td>Mid-Level 1-3+ years</td>
<td>Bachelor's Degree</td>
<td>$53,000+</td>
<td>21%</td>
<td>450,000</td>
<td>Business-and-</td>
</tr>
<tr>
<td>Human Resource Consultancy Specialist</td>
<td>Mid-Level 1-3+ years</td>
<td>Bachelor's Degree</td>
<td>$53,000+</td>
<td>21%</td>
<td>450,000</td>
<td>Business-and-</td>
</tr>
<tr>
<td>Position</td>
<td>Description</td>
<td>Education/Experience</td>
<td>Salary</td>
<td>Percentage</td>
<td>Total</td>
<td>Additional Information</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>--------</td>
<td>------------</td>
<td>---------</td>
<td>----------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Human Resource Manager</td>
<td>Human resources managers plan, direct, and coordinate the administrative functions of an organization. They oversee the recruiting, interviewing, and hiring of new staff; consult with top executives on strategic planning; and serve as a link between an organization’s management and its employees.</td>
<td>Bachelor’s Degree, Master’s Degree</td>
<td>$99,000+</td>
<td>13%</td>
<td>72,000</td>
<td><a href="http://www.bls.gov/occupational-help-matching/human-resources-managers.htm">http://www.bls.gov/occupational-help-matching/human-resources-managers.htm</a></td>
</tr>
<tr>
<td>Labor and Relations Manager</td>
<td>Public relations managers and specialists create and maintain a favorable public image for their employer or client. They write material for media releases, plan and direct public relations programs, and raise funds for their organizations.</td>
<td>Master’s Degree</td>
<td>$58,000.00</td>
<td>21%</td>
<td>320,000</td>
<td><a href="http://www.bls.gov/occupational-help-matching/public-relations-managers-and-specialists.htm">http://www.bls.gov/occupational-help-matching/public-relations-managers-and-specialists.htm</a></td>
</tr>
<tr>
<td>Compensation and Benefits Manager</td>
<td>Compensation managers plan, direct, and coordinate how and how much an organization pays its employees. Benefits managers do the same for retirement plans, health insurance, and other benefits an organization offers its employees.</td>
<td>Bachelor’s Degree</td>
<td>$89,000.00</td>
<td>3%</td>
<td>32,000</td>
<td><a href="http://www.bls.gov/occupational-help-matching/compensation-and-benefits-managers.htm">http://www.bls.gov/occupational-help-matching/compensation-and-benefits-managers.htm</a></td>
</tr>
<tr>
<td>Training and Development Manager</td>
<td>Training and development managers plan, direct, and coordinate programs to enhance the knowledge and skills of an organization’s employees. They also oversee a staff of training and development specialists.</td>
<td>Bachelor’s Degree</td>
<td>$89,000.00</td>
<td>15%</td>
<td>30,000</td>
<td><a href="http://www.bls.gov/occupational-help-matching/training-and-development-managers.htm">http://www.bls.gov/occupational-help-matching/training-and-development-managers.htm</a></td>
</tr>
<tr>
<td>Administrative Services Manager</td>
<td>Administrative services managers plan, direct, and coordinate supportive services of an organization. Their specific responsibilities vary by the type of organization and may include keeping records, distributing mail, and planning and maintaining facilities.</td>
<td>Bachelor’s Degree, HighSchool Diploma</td>
<td>$78,000.00</td>
<td>15%</td>
<td>255,000</td>
<td><a href="http://www.bls.gov/occupational-help-matching/administrative-services-managers.htm">http://www.bls.gov/occupational-help-matching/administrative-services-managers.htm</a></td>
</tr>
<tr>
<td>Management</td>
<td>Job Description</td>
<td>Experience</td>
<td>Degree</td>
<td>Job Availability Growth</td>
<td># of jobs as of 2010</td>
<td>Salary Potential</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>------------</td>
<td>----------------------</td>
<td>------------------------</td>
<td>-----------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Administrative Services Managers</td>
<td>Administrative services managers plan, direct, and coordinate supportive services of an organization. Their specific responsibilities vary by the type of organization and may include keeping records, distributing mail, and planning and maintaining facilities.</td>
<td>1-5 years</td>
<td>Bachelor's Degree</td>
<td>15%</td>
<td>254300</td>
<td>77,890</td>
</tr>
<tr>
<td>Careers in Operations Research/Management Science</td>
<td>O.R. is the application of advanced analytical methods to help make better decisions. Closely connected to O.R., analytics is the scientific process of transforming data into insight for making better decisions. Both offer exciting ways to apply math methods to real-world situations and everyday decision making.</td>
<td>1-5 years</td>
<td>Bachelor's Degree</td>
<td>15%</td>
<td>64600</td>
<td>70,960</td>
</tr>
<tr>
<td>Contracts Manager/Administrator</td>
<td>Water agencies must hire a number of outside contractors who specialize in a technical area. Contractors are hired for construction, electrical work, maintenance, or handling large earth-moving equipment.</td>
<td>1-5 years</td>
<td>Bachelor's Degree</td>
<td>Vary</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food Service Manager</td>
<td>Food service managers are responsible for the daily operations of restaurants and other establishments that prepare and serve food and beverages to customers. Managers ensure that customers are satisfied with their dining experience.</td>
<td>1-5 Years</td>
<td>High School Diploma</td>
<td>expected to decline 3 percent from 2010 to 2020.</td>
<td></td>
<td>48,130</td>
</tr>
<tr>
<td>Human Resources, Training, Labor Relations Managers &amp; Specialist</td>
<td>Human resources specialists recruit, screen, interview, and place workers. They also may handle human resources work in a variety of other areas, such as employee relations, payroll and benefits, and training.</td>
<td>None</td>
<td>Bachelor's Degree</td>
<td>21%</td>
<td>442200</td>
<td>52,690</td>
</tr>
<tr>
<td>Marketing</td>
<td>Description</td>
<td>Experience</td>
<td>Education</td>
<td>Salary Potential</td>
<td>Job Availability</td>
<td># of Jobs in 2010</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>---------------------------------</td>
<td>-------------------</td>
<td>------------------</td>
<td>------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Advertising, Promotions, and Marketing Managers</td>
<td>Plan programs to generate interest in a product or service. Work with art directors, sales agents, and financial staff members.</td>
<td>1-5 years, Advanced Level Level</td>
<td>Bachelor's Degree</td>
<td>$104,260.00</td>
<td>14.00%</td>
<td>216,800</td>
</tr>
<tr>
<td>Advertising Copywriter</td>
<td>Write for ads, brochures, other print media, as well as on websites, newspapers, and other media.</td>
<td>Level</td>
<td>Bachelor's Degree</td>
<td>$32,927.00</td>
<td>14.00%</td>
<td>230,800</td>
</tr>
<tr>
<td>Public Relations Managers and Specialists</td>
<td>Directs the organization's public relations efforts.</td>
<td>Level</td>
<td>Bachelor's Degree</td>
<td>$37,000</td>
<td>21.00%</td>
<td>320,800</td>
</tr>
<tr>
<td>Sales Managers</td>
<td>Direct the organization's sales teams.</td>
<td>1-5 years, Mid Level Level</td>
<td>Bachelor's Degree</td>
<td>$86,500</td>
<td>12.00%</td>
<td>342,100</td>
</tr>
<tr>
<td>Meeting, Convention, and Event Planners</td>
<td>Coordinate all aspects of professional meetings and events.</td>
<td>None, Entry Level Level</td>
<td>High School Diploma</td>
<td>$44,770.00</td>
<td>22.00%</td>
<td>411,500</td>
</tr>
<tr>
<td>Insurance Sales Agents</td>
<td>Design and develop marketing strategies.</td>
<td>None, License for each state.</td>
<td>High School Diploma</td>
<td>$100,000.00</td>
<td>14.00%</td>
<td>216,800</td>
</tr>
<tr>
<td>Global Product Manager</td>
<td>Study market conditions in local, regional, or national areas to examine potential sales of a product or service.</td>
<td>1-5 years, License for each state, Mid Level Level</td>
<td>Bachelor's Degree</td>
<td>$65,570.00</td>
<td>41.00%</td>
<td>262,700</td>
</tr>
<tr>
<td>Property Manager</td>
<td>Help clients buy, sell, and rent properties.</td>
<td>None, Entry Level Level</td>
<td>High School Diploma</td>
<td>$51,480.00</td>
<td>6.00%</td>
<td>303,900</td>
</tr>
<tr>
<td>Retail Salesperson</td>
<td>Sell products to consumers.</td>
<td>None, Entry Level Level</td>
<td>Certified, Professional, Research Certificate</td>
<td>$20,980.00</td>
<td>17.00%</td>
<td>4,485,500</td>
</tr>
<tr>
<td>Sales Representative, Wholesalers &amp; Manufacturing</td>
<td>Sells products to wholesalers or manufacturers.</td>
<td>None, Entry Level Level</td>
<td>Less than High School Diploma</td>
<td>$38,020.00</td>
<td>10.00%</td>
<td>1,896,000</td>
</tr>
<tr>
<td>Sales Engineers</td>
<td>Sell products to manufacturers or other businesses.</td>
<td>None, Mid Level Level</td>
<td>Bachelor's Degree</td>
<td>$87,390.00</td>
<td>14.00%</td>
<td>66,400</td>
</tr>
<tr>
<td>Digital Sales Manager</td>
<td>Coordinates the sales team.</td>
<td>1-5 years, Advanced Level Level</td>
<td>Bachelor's Degree</td>
<td>$116,600.00</td>
<td>12.00%</td>
<td>46,100</td>
</tr>
<tr>
<td>Securities, Commodities, and Financial Services Sales Agent</td>
<td>Sell securities to individuals, institutions, and other businesses.</td>
<td>None, License for state.</td>
<td>Bachelor's Degree</td>
<td>$70,190.00</td>
<td>16.00%</td>
<td>312,200</td>
</tr>
<tr>
<td>Travel Agent</td>
<td>Provide financial services.</td>
<td>None, Entry Level Level</td>
<td>High School Diploma</td>
<td>$31,670.00</td>
<td>10.00%</td>
<td>8,300</td>
</tr>
<tr>
<td>Occupation</td>
<td>Description</td>
<td>Experience</td>
<td>Education</td>
<td>Median Pay</td>
<td>Annual Low Pay</td>
<td>Annual High Pay</td>
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</tr>
<tr>
<td>Lodging Managers</td>
<td>Lodging managers make sure that guests on vacation or business travel have a pleasant experience, while also ensuring that an establishment is run efficiently and profitably.</td>
<td>1-5 yrs</td>
<td>Bachelor's Degree</td>
<td>8%</td>
<td>51400</td>
<td>46,880</td>
</tr>
<tr>
<td>Management Analysts</td>
<td>Management analysts, often called management consultants, propose ways to improve an organization's efficiency. They advise managers on how to make organizations more profitable through reduced costs and increased revenues.</td>
<td>1-5 years</td>
<td>Bachelor's Degree and CMC certification.</td>
<td>22%</td>
<td>718800</td>
<td>78,160</td>
</tr>
<tr>
<td>Production Manager</td>
<td>Plant Production Managers are responsible for the operations of the facility, excluding personnel and activities not directly related to the production process.</td>
<td>1-5 yrs</td>
<td>Bachelor's Degree</td>
<td></td>
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</tr>
<tr>
<td>Property, Real Estate, Community Association Manager</td>
<td>Property, real estate, and community association managers take care of the many aspects of residential, commercial, or industrial properties.</td>
<td>1-5 yrs</td>
<td>Bachelor's Degree</td>
<td>6%</td>
<td>303900</td>
<td>51,480</td>
</tr>
<tr>
<td>Purchasing Agent</td>
<td>Water sector agencies constantly purchase materials, such as treatment equipment, chemicals, pipe, valves, vehicles, and office supplies. Buying such large quantities of material requires specialized skills. Purchasing agents must do that for their agencies.</td>
<td>None</td>
<td>High School Diploma</td>
<td></td>
<td></td>
<td>52,709</td>
</tr>
<tr>
<td>Purchasing Manager</td>
<td>Purchasing managers, buyers, and purchasing agents buy products for organizations to use or resell. They evaluate suppliers, negotiate contracts, and review product quality.</td>
<td>1-5 years</td>
<td>Bachelor's Degree</td>
<td>7%</td>
<td>487200</td>
<td>58,360</td>
</tr>
<tr>
<td>Cost Estimators</td>
<td>Cost estimators collect and analyze data to estimate the time, money, resources, and labor required for product manufacturing, construction projects, or services. Some specialize in a particular industry or product type.</td>
<td>None</td>
<td>Bachelor's Degree</td>
<td>36% (Much faster than average)</td>
<td>185400</td>
<td>57,860</td>
</tr>
<tr>
<td>Top Executives</td>
<td>Top executives devise strategies and policies to ensure that an organization meets its goals. They plan, direct, and coordinate operational activities of companies and public or private-sector organizations.</td>
<td>10 years +</td>
<td>Bachelor's Degree</td>
<td>6% (Slower than average)</td>
<td>213600</td>
<td>101,250</td>
</tr>
<tr>
<td>Social Entrepreneurship</td>
<td>Weblink</td>
<td>Organizations Supporting Social Entrepreneurship</td>
<td>Weblink</td>
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<td>MATCH Public Charter High School</td>
<td><a href="http://matcheducation.org">http://matcheducation.org</a></td>
<td>Ashoka</td>
<td><a href="http://www.ashoka.org">www.ashoka.org</a></td>
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<td>Network for Good</td>
<td><a href="http://www1.networkforgood.org">http://www1.networkforgood.org</a></td>
<td>Endeavor</td>
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<td>New Schools for New Orleans</td>
<td><a href="http://www.newschoolsforneworleans.org">http://www.newschoolsforneworleans.org</a></td>
<td>NESsT</td>
<td><a href="http://www.nesst.org">www.nesst.org</a></td>
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<td>Peace First (formerly Peace Games)</td>
<td><a href="http://peacefirst.org">http://peacefirst.org</a></td>
<td>StartingBloc</td>
<td><a href="http://startingbloc.org/home">http://startingbloc.org/home</a></td>
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<td>Points of Light Institute</td>
<td><a href="http://www.pointsoflight.org">http://www.pointsoflight.org</a></td>
<td>Young People For (YP4)—</td>
<td><a href="http://www.youngpeoplefor.org">www.youngpeoplefor.org</a></td>
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<td>REDF</td>
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<td>Share Our Strength</td>
<td><a href="http://www.nokidshungry.org">http://www.nokidshungry.org</a></td>
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<td>Smiles Change Lives</td>
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<td>Twin Cities RISE!</td>
<td><a href="http://twincitiesrise.org">http://twincitiesrise.org</a></td>
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<td>Year Up</td>
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<td>Zero Divide</td>
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</tbody>
</table>
Appendix B Career Pathways

Figure 1 Accounting Pathway Flow Chart
Figure 2 Financial Pathway Flow Chart

Finance: 1-5 Year Career Paths

**Commercial Banking**

- **Entry Level**: Trainee Credit Analyst
  - Salary: $48,000
- **+ 3 years**: Junior Loan Officer
  - Salary: $60,000
- **+ 2 years**: Loan Officer
  - Salary: $100,000
- **> 5 Years**: Senior Loan Officer
  - Salary: Varies

**Corporate Finance**

- **Entry Level**: Budget Analyst
  - Salary: $68,000
- **+ 2 years**: Financial Analyst II
  - Salary: $77,000
- **+ 3 years**: Senior Financial Analyst
  - Salary: $88,000
- **> 5 Years**: Financial Manager
  - Salary: Varies

**Investment Banking**

- **Entry Level**: Investment Banking Analyst
  - Salary: $69,000
- **+ 3 years**: Investment Banking Associate
  - Salary: $124,000
- **+ 2-3 years**: VP (Account Manager)
  - Salary: $112,000
- **> 5 Years**: Director
  - Salary: Varies
General Career Pathway for Human Resource Management

HR Assistant/HR Analyst  $38K

HR Specialist/HR Generalist  $56K + 1-3 years

HR Manager  $100K + 1-5 years

HR Director/HR Vice President  $100K +

Chief HR Officer  $100K +++
Compensation and Benefits Career Pathway

Benefits Administrator  $38K

Compensation & Benefits Analyst  $38K + 1-2 years

Compensation & Benefits Specialist  $59K +1-3 years

Compensation & Benefits Manager  $95K +1-5 years
Management: 1-5 Year Career Paths

**Management Consultant**
- Consultant Analyst → Junior Analyst → Senior Analyst → > 5 YEARS → Manager Consultant
- $75,000

**Purchasing Manager**
- Purchasing Agent → Assistant Manager → > 5 YEARS → Manager
- $100,000

**Logistics Manager**
- Logistics Coordinator → Manager → > 5 YEARS → Global Logistics manager
- $80,000
Figure 5 Marketing Pathway Flow Chart

**Marketing Assistant**
- Marketing Assistant
- Marketing Coordinator
- Marketing Manager
- Chief Marketing Officer
- Entry Level: $50,000
- +1-3 Years: $55,000
- +4-7 Years: $70,000
- > 10 Years: $95,000
- Varies

**Marketing Assistant**
- Marketing Assistant
- Associate Brand Manager
- Brand Manager
- Marketing Director
- Entry Level: $50,000
- +1-3 Years: $60,000
- +3-5 Years: $65,000
- MBA Preferred
- > 10 Years: $85,000
- Varies

**Project Director**
- Project Director
- Senior Project Director
- Marketing Research Analyst
- Market Research Vice President
- Entry Level: $40,000
- +3-5 Years: $50,000
- +1-3 Years: $65,000
- >10 Years: $125,000+
- +10-15 Years
- MBA
Appendix C Study the Facts

Exhibit G Study the Facts Major Accounting

Bachelor of Science in Business Administration
Heller College of Business
Major: Accounting, BSBA

About the Program
The accounting program is designed to offer students the opportunity to study traditional and contemporary areas of accounting. The program offers a wide variety of courses, which expose students to both established accounting standards and emerging accounting issues.

The accounting program provides:
- Business administration and liberal arts students with an understanding of the development and use of accounting records and statements, budgeting funds, and cash flow analysis. For this purpose a two-semester course is offered that covers the development and use of the records, accounts, and financial statements of merchandising, service, and manufacturing concerns, whether organized as proprietorships, partnerships, or corporations.
- Non-accounting business administration majors with accounting courses to strengthen their fields of specialization.

Courses in accounting have been designed to meet the following objectives:
- Teach the concepts and skills necessary to provide accounting services for businesses, governmental agencies, and not-for-profit organizations; and to control, plan, and evaluate the results of operations.
- Provide an advanced accounting education to those seeking employment in auditing, financial or managerial accounting, taxation, and other accounting services.
- Provide basic educational preparation for professional examinations such as the CPA, CMA, CFE, and CIA.

Students interested in accounting as a profession with the courses needed to prepare them for work as internal and external auditors, cost accountants, staff accountants, comptrollers, and public accountants or for positions in governmental and not-for-profit agencies and institutions.

Degree Requirements
Six courses of upper level accounting courses must be completed with grades of C- or higher for the accounting major with an average of at least 2.00.
ACCT 304 Intermediate Accounting I
ACCT 305 Intermediate Accounting II
ACCT 307 Income Tax Law and Procedure
ACCT 313 Cost and Managerial Accounting
ACCT 330 Principles of Auditing

Electives
One 300-Level Accounting Elective
Career Opportunities:

- Accountants
- Auditors
- Public accountant
- Management accountant
- Government accountant
- Internal auditors
- Budget analyst
- Financial manager
- Controller
- Treasurer
- Finance officer
- Credit manager
- Cash manager
- Risk manager
- Insurance manager
- Financial analyst
- Personal financial advisor
- Management analyst
- Portfolio analyst/manager!
- Tax examiner, collector, revenue agents!

Roosevelt University
Heller College of Business

Chicago Campus
425 S. Wabash Avenue, Room 1211
Chicago, IL 60605
Phone: (312) 281-3290
Fax: (312) 281-3290
Office Hours
Monday-Thursday 9am-6pm
Friday 9am-5pm

Schaumburg Campus
1400 North Roosevelt Boulevard, Room 300
Schaumburg, IL 60173
Phone: (847) 619-4850
Fax: (847) 619-4852
Office Hours
Monday-Thursday 9am-630pm
Friday 9am-5pm

Accounting: 1-5 Year Career Paths

**Entry Level**

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<tr>
<th>PA REQUIRED</th>
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<tbody>
<tr>
<td>Accountant</td>
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<tr>
<td>$62,000</td>
</tr>
<tr>
<td>Accountant Supervisor</td>
</tr>
<tr>
<td>$68,000</td>
</tr>
<tr>
<td>Assistant Finance Director</td>
</tr>
<tr>
<td>$75,000</td>
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<tr>
<td>Finance Director</td>
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</tbody>
</table>
> 5 YEARS |
$100,000

**Entry Level**

<table>
<thead>
<tr>
<th>PA REQUIRED</th>
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<tbody>
<tr>
<td>Financial Analyst</td>
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<tr>
<td>$74,350</td>
</tr>
<tr>
<td>Senior Analyst</td>
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<tr>
<td>$79,000</td>
</tr>
<tr>
<td>Assistant Finance Director</td>
</tr>
<tr>
<td>$85,000</td>
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<tr>
<td>Chief Financial Officer</td>
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</table>
> 5 YEARS |
$104,000

**Entry Level**

<table>
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<tr>
<th>PA REQUIRED</th>
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<tbody>
<tr>
<td>Tax Examiner</td>
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<tr>
<td>$44,000</td>
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<tr>
<td>Senior Analyst</td>
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<tr>
<td>$56,000</td>
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<tr>
<td>Assistant Finance Director</td>
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<tr>
<td>$75,000</td>
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<tr>
<td>Treasurer</td>
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</tbody>
</table>
> 5 YEARS |
$88,000
Exhibit H Study the Facts Major Finance

Bachelor of Science in Business Administration
Heller College of Business
Major: Finance, BSBA

About the Program
These programs have been designed to offer students the opportunity to major in both traditional and emerging financial fields. Course offerings give students a broad exposure to contemporary issues in the financial world.

The finance program:
- Equips business students with the primary concepts and skills necessary to understand the problems involved in providing funds for a business and controlling, planning, and evaluating the flow of funds through the enterprise.
- Provides advanced education in business finance for those seeking employment in corporate finance, banking, securities exchanges, or personal financial planning.

Courses in finance have been designed to meet the following objectives:
- Teach the concepts and skills necessary to provide funds for a business and to control, plan, and evaluate the flow of funds through the enterprise.
- Provide advanced education in business finance to those seeking employment in corporate finance, banking, securities exchanges, and personal financial planning.

Degree Requirements
Six courses in finance and related fields must be completed with grades of C- or higher for the major in finance with a minimum average of 2.00. A minimum grade of C- is required for FIN 311.

FIN 301 Money and Banking
FIN 312 Corporate Finance
FIN 321 Investments

One of the following courses:
FIN 383 Financial Markets & Institutions
FIN 385 Business Problems in Finance
FIN 387 Derivative Securities

Electives
Two FIN electives at the 300 level (excluding FIN 311) or chosen from the following:
ACCT 304 Intermediate Accounting I
ACCT 305 Intermediate Accounting II
ACCT 307 Income Tax Law and Procedure
ECON 323 Price Theory
ECON 338 Money and the Economy
ECON 377 International Finance and Balance of Payments
MATH 269 Theory of Interest

Roosevelt University
**Career Opportunities**
- Account Manager
- Budget Analyst
- Estimator
- Financial Analyst
- Personal Financial Advisor
- Insurance Underwriter
- Investment Analyst
- Investment Broker
- Mergers & Acquisitions Analyst
- Mortgage Loan Officer
- Portfolio Analyst
- Securities, Commodities and Financial Service Sales Agents
- Trainee/Credit Analyst
- Private Equity
- Financial Manager
- Junior Loan Officer

**Contact Us**
Roosevelt University
Heller College of Business

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Friday 9am-5pm

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**Finance: 1*5 Year Career Paths**

**Commercial Banking**

- **Entry Level**
  - Trainee Credit Analyst
  - **$48,000**

- **+ 3 years**
  - Junior Loan Officer
  - **$60,000**

- **+ 2 years**
  - Loan Officer
  - **$100,000**

- **> 5 Years**
  - Senior Loan Officer

- **Varies**

**Corporate Finance**

- **Entry Level**
  - Budget Analyst
  - **$68,000**

- **+ 2 years**
  - Financial Analyst II
  - **$77,000**

- **+ 3 years**
  - Senior Financial Analyst
  - **$88,000**

- **Varies**
  - Financial Manager

- **> 5 Years**

**Investment Banking**

- **Entry Level**
  - Investment Banking Analyst
  - **$69,000**

- **+ 3 years**
  - Investment Banking Associate
  - **$124,000**

- **+ 2-3 years**
  - VP (Account Manager)
  - **$112,000**

- **Varies**
  - Director

- **> 5 Years**
Exhibit I Study the Facts Major Human Resource Management

About the Program
The objective of this program is to teach the fundamentals of management, professional and technical competence in the management of human resources, and the attitudes and motivational skills necessary for developing employees. Managerial techniques developed by experience and research that reconcile economic objectives with individual and group needs are emphasized.

Other departments in the University, such as economics and psychology, offer courses that enable students in human resource management to enhance their study of the employer-employee relationship. There is no substitute for experience in dealing with people in a work situation and students are advised to acquire such experience through part-time work or internships.

The human resource management program equips the student with:
- An education in the fundamentals of management
- Professional and technical competence in the management of human resources
- The attitudes and motivational skills necessary for developing employees.

The emphasis is on managerial techniques and procedures developed by experience and research for harmonizing economic objectives with individual and group needs in business organizations. Psychological and sociological principles, statistical techniques, and practical business economics blend to produce effective knowledge and skill for the specialist in human resource management. Students are encouraged to:
- Take courses in non-business areas such as Psychology to complement their HRM skills
- Find practical experience through part-time work or internships

Degree Requirements
Six courses (18 s.h.) are required for the major. MGMT 358, MGMT 300, and MGMT 380 cannot be used to fulfill major requirements.

HRM 311 Introduction to Human Resource Management
HRM 313 Wage and Salary Administration
HRM 321 Employment Techniques
MGMT 398 Organizational Development

Electives
Two electives at the 300 level in human resource management or management.
Career Opportunities

- Employment Interviewers
- Recruitment and Retention Specialist
- Staffing Specialist
- Placement Specialist
- Recruitment Specialist/Personnel Recruiters
- Chief Talent Manager/Officer

Roosevelt University
Heller College of Business

Chicago Campus
425 S. Wabash Avenue, Room 1211
Chicago, IL 60605
Phone: (312) 281-3290
Fax: (312) 281-3290
Office Hours
Monday-Thursday 9am-6pm
Friday 9am-5pm

Schaumburg Campus
1400 North Roosevelt Boulevard, Room 300
Schaumburg, IL 60173
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Fax: (847) 619-4852
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General Career Pathway for Human Resource Management

- **HR Assistant/HR Analyst** $38K
- **HR Specialist/HR Generalist** $56K + 1-3 years
- **HR Manager** $100K + 1-5 years
- **HR Director/HR Vice President** $100K+
- **Chief HR Officer** $100K+++
Bachelor of Science in Business Administration
Heller College of Business
Major: Management, BSBA

About the Program
The management curriculum emphasizes human values and a sense of responsibility to employers, employees, consumers, and the community. The curriculum provides professional education and training for students preparing to manage their own business or to seek managerial positions in the private or public sectors.

Managers are responsible for planning, organizing, directing, controlling, and representing a business or organization to its many constituencies. It is essential that a manager possess an understanding of human relations, skills in directing group efforts, and knowledge of the functional aspects of business, such as production, marketing, finance, personnel, and accounting. Management majors study the many fields with which managers must interact as well as topics directly related to managerial roles.

The management curriculum is designed to emphasize human values and to develop a sense of responsibility to employers, employees, consumers, and the community. The curriculum provides professional education and training for students preparing themselves to manage their own businesses or to seek managerial positions in private industry or the public sector.

Managers are responsible for planning, organizing, directing, controlling, and representing a business or organization to many constituencies. To be effective, managers coordinate the work of specialists. It is essential that a manager possess an understanding of human relations, skill in directing group efforts, and knowledge of the functional aspects of business, such as production, marketing, finance, personnel, and accounting. Students majoring in management study the many areas in which managers must operate as well as topics directly related to managerial roles.

Degree Requirements
MGMT 300, MGMT 358, and MGMT 380 are required core courses and cannot be used to fulfill management major requirements.

HRM 311 Intro to Human Resource Management
MGMT 398 Organizational Development

Electives
Four electives (at the 300 level) in management and/or human resource management.
Career Opportunities

- Administrative Services Managers!
- Careers in Operations Research/Management Science
- Contracts Manager/Administrator - Water Industry
- Executive Assistant
- Food Service Manager
- Human Resources Manager
- Human Resources Specialist – Water
- Sales Engineers
- Management Analysts
- Production Manager, Corrugated Industry
- Property, Real Estate, Community Association Manager
- Purchasing Agent - Water Industry
- Purchasing Manager, Buyer, Agent
- Insurance Underwriter
- Lodging Managers
- Industry
- Human Resources, Training,
- Labor Relations Managers & Specialist

Management: 1+5 Year Career Paths

**Management Consultant**

- Consultant Analyst → Junior Analyst → Senior Analyst → **> 5 YEARS**
- Manager Consultant

**Purchasing Manager**

- Purchasing Agent → Assistant Manager → **> 5 YEARS**
- Manager

**Logistics Manager**

- Logistics Coordinator → Manager → **> 5 YEARS**
- Global Logistics Manager

**Salary**

- $75,000
- $100,000
- $80,000

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Friday 9am-5pm
Exhibit K Study the Facts Major Marketing

Bachelor of Science in Business Administration
Heller College of Business
Major: Marketing, BSBA

About the Program
The marketing curriculum demonstrates the role that marketing plays in the management process provides comprehensive understanding of marketing concepts and practices. By program end, you will be able to develop the essentials of a marketing program.

The Marketing Department’s program rests on the concept that the wants and needs of the customer are the reasons for a firm’s existence, and courses in the department stress the relationship of the behavioral and social sciences to the marketing concepts employed by the organization.

Students completing a major in marketing can expect to move into management training programs in a variety of business organizations or into similar positions with advertising agencies, research organizations, not-for-profit institutions, health organizations or the government. This program also prepares students for graduate education.

Marketing is the process of creating, distributing, promoting and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers, and to manage these relationships in ways that benefit the organization and its stakeholders. In essence, the theme of marketing today is to provide products and services that satisfy customers’ needs through a coordinated set of activities that also allow the organization to reach its goals. Managing profitable customer relationships is the main goal of marketing today. At Roosevelt, we strive to deliver the best educational experience in the classroom as we strive toward excellence in research.

Marketing courses stress the relationship between the behavioral and social sciences and the marketing concepts employed by an organization. Students completing the marketing major may expect to gain positions in industry, not-for-profits, retail institutions, advertising agencies or marketing consulting firms.

Degree Requirements
MKTG 324 Selling and Sales Management
MKTG 331 Principles of Advertising
MKTG 340 Marketing Research
MKTG 344 Marketing Strategy and Planning

Electives
Two electives in Marketing at the 300 level
Career Opportunities

- Advertising, Promotions, & Marketing Managers
- Advertising Copywriter
- Public Relations Managers & Specialists
- Sales Managers
- Sales Engineers
- Meeting, Convention, & Event Planners
- Global Product Manager
- Market Research Analyst
- Digital Sales Manager
- Securities, Commodities, & Financial Service Sales Agent

Marketing Assistant

- Entry Level: $50,000 +1-3 Years: $55,000 +4-7 Years: $70,000 +10 Years: $95,000

Marketing Director

- Entry Level: $50,000 +1-3 Years: $60,000 +3-5 Years: $65,000 MBA Preferred: $85,000

Project Director

- Entry Level: $40,000 +3-5 Years: $50,000 +1-3 Years: $65,000 +10-15 Years: $125,000+

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Friday 9am-5pm
Exhibit K Study the Facts Major Management

Bachelor of Science in Business Administration
Heller College of Business
Major: Management, BSBA

About the Program
The management curriculum emphasizes human values and a sense of responsibility to employers, employees, consumers, and the community. The curriculum provides professional education and training for students preparing to manage their own business or to seek managerial positions in the private or public sectors.

Managers are responsible for planning, organizing, directing, controlling, and representing a business or organization to its many constituencies. It is essential that a manager possess an understanding of human relations, skills in directing group efforts, and knowledge of the functional aspects of business, such as production, marketing, finance, personnel, and accounting. Management majors study the many fields with which managers must interact as well as topics directly related to managerial roles.

The management curriculum is designed to emphasize human values and to develop a sense of responsibility to employers, employees, consumers, and the community. The curriculum provides professional education and training for students preparing themselves to manage their own businesses or to seek managerial positions in private industry or the public sector.

Managers are responsible for planning, organizing, directing, controlling, and representing a business or organization to many constituencies. To be effective, managers coordinate the work of specialists. It is essential that a manager possess an understanding of human relations, skill in directing group efforts, and knowledge of the functional aspects of business, such as production, marketing, finance, personnel, and accounting. Students majoring in management study the many areas in which managers must operate as well as topics directly related to managerial roles.

Degree Requirements
MGMT 300, MGMT 358, and MGMT 380 are required core courses and cannot be used to fulfill management major requirements.

HRM 311 Intro to Human Resource Management
MGMT 398 Organizational Development

Electives
Four electives (at the 300 level) in management and/or human resource management.
Career Opportunities
- Administrative Services Managers!
- Careers in Operations Research/Management Science
- Contracts Manager/Administrator - Water Industry
- Executive Assistant
- Food Service Manager
- Human Resources Manager
- Human Resources Specialist - Water
- Sales Engineers
- Management Analysts
- Production Manager, Corrugated Industry
- Property, Real Estate, Community Association Manager
- Purchasing Agent - Water Industry
- Purchasing Manager, Buyer, Agent
- Insurance Underwriter
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- Human Resources, Training,
- Labor Relations Managers & Specialist

Management: 1-5 Year Career Paths

Management Consultant

Consultant Analyst → Junior Analyst → Senior Analyst → > 5 YEARS
Manager Consultant

$75,000

Purchasing Manager

Purchasing Agent → Assistant Manager → > 5 YEARS
Manager

$100,000

Logistics Manager

Logistics Coordinator → Manager → > 5 YEARS
Global Logistics Manager

$80,000

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Exhibit L Study the Facts Major Social Entrepreneurship

Bachelor of Science in Business Administration
Heller College of Business
Major: Social Entrepreneurship, BSBA

About the Program
The field of social entrepreneurship is at a formative stage. It is rich with opportunities for learning, innovation, service, and impact.

Social entrepreneurship- What is behind this phenomenon? In part the growth of social entrepreneurship reflects an increasing recognition of the limits of capitalism. There’s only so much that business – small and large – can do to create jobs, wealth and the prosperity needed to meet the needs of the population and the global challenges we face. It reflects too a growing realization that there is a limit to what governments can do in terms of providing services such as health, education and housing. Just as entrepreneurship is rooted in a sense of opportunity so too social entrepreneurship is rooted in a sense that the limits of capitalism, combined with the limits of government, is creating both a new set of needs as well as new, innovative opportunities for meeting those needs. Needs that are best met by social entrepreneurs committed to starting and building organizations that have a demonstrable commitment to creating social as distinct from purely economic value; organizations that make a difference to the communities and societies from which they spring. Over the next decade this is a revolution that will transform many of the institutions of our society and re-define our understanding of entrepreneurship.

Degree Requirements
All six courses are required:
MGMT 390 Social Entrepreneurship
MGMT 390 Special Topics: Social Entrepreneurship: Case Competition
MKTG 380 Special Topics: Business Planning and Strategic New Ventures
SOC 346 Community Organizing
SOC 367 Social Movements
SUST 340 Policy, Law, Ethics

Recommended additional Electives
MKTG 340 Marketing Research
MKTG 350 Small Business Marketing Strategy and Planning
OLED 365 Social Justice, Commerce and Enterprise
SUST 210 Sustainable Future
SUST 220 Water
SUST 240 Waste
SUST 320 Sprawl, Transport, Planning and other with permission

Social Entrepreneurship majors are required to take SOC 101 Introduction to Sociology. It can count toward the Social Science requirement or as a free elective.
**Career Opportunities**

**Educational Institutions**
- MATCH Public Charter High School
- New Leaders for New Schools
- NewSchools Venture Funds

**Social Services Agencies**
- Peer Health Exchange
- Playworks (formerly Sports4Kids)
- SeaChange Capital

**Government Entities**
- Local, State, and Federal Agencies

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**Schaumburg Campus**
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Exhibit M Study the Facts Academic Internship in College of Business

'B'hat are they?
Internships taken as electives that count towards college credits. Require an academic component to be incorporated as a part of the internship.

'B'hat are the benefits of an academic internship?
Approximately 60% of internships become full time positions
Students are able to apply what they learned in the classroom into a “real” career setting
Allow students to gain experience/help build frame of reference
Help students evaluate if they need to reinforce coursework
Offer insight to various career path opportunities

ow can I get an Academic Internship?
Students must be at the junior level or higher
It is the responsibility of the student to obtain their own academic internship
Gives student training on how to find a job
Allows student to focus on a particular background of their choice
Primary resource is relationships and networking, followed by web searches
Consulting services are offered if a student is unsure of what internship would most suite them

'B'hat Are the Requirements?
Perform the required minimum hours for credit
Set goals/expectations of the internship
Submit journals, research paper/SWAT analysis, and reflection in order to full fill the academic requirements

Contact Us
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### Appendix D Business College Majors

#### Exhibit 7 Competitor College Major Comparison Table

<table>
<thead>
<tr>
<th>College/Major</th>
<th>Acct</th>
<th>Fin</th>
<th>Econ</th>
<th>Mktg</th>
<th>HRM</th>
<th>Entrep</th>
<th>Info Sys</th>
<th>Mgmt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loyola</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Depaul</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>U of I Chicago</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Northeastern</td>
<td>X</td>
<td>X</td>
<td>X*</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Northern Illinois</td>
<td>X</td>
<td>X</td>
<td>X*</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Governor’s State</td>
<td>X</td>
<td>X</td>
<td></td>
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<td>X</td>
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<td>X</td>
</tr>
<tr>
<td>Roosevelt</td>
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<td>X</td>
<td>X*</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

* Not in College of Business
### Exhibit 8 MIS Job Opportunity Table

**Figure 1: Top Class of 2013 majors by offer rate**

<table>
<thead>
<tr>
<th>Major</th>
<th>Offer Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Science</td>
<td>68.7%</td>
</tr>
<tr>
<td>Economics</td>
<td>61.5%</td>
</tr>
<tr>
<td>Accounting</td>
<td>61.2%</td>
</tr>
<tr>
<td>Engineering</td>
<td>59.0%</td>
</tr>
<tr>
<td>Business Administration</td>
<td>54.3%</td>
</tr>
</tbody>
</table>

Source: Class of 2013 Student Survey, National Association of Colleges and Employers

**Figure 3: Top Class of 2013 majors by percentage of graduating seniors with jobs prior to graduation**

<table>
<thead>
<tr>
<th>Major</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>54.7%</td>
</tr>
<tr>
<td>Computer Science</td>
<td>53.7%</td>
</tr>
<tr>
<td>Engineering</td>
<td>50.4%</td>
</tr>
<tr>
<td>Economics</td>
<td>41.9%</td>
</tr>
<tr>
<td>Business Administration</td>
<td>32.2%</td>
</tr>
</tbody>
</table>

Source: Class of 2013 Student Survey, National Association of Colleges and Employers
### Exhibit 9 Economics Job Offer Table

<table>
<thead>
<tr>
<th></th>
<th>Salary Potential</th>
<th>Job Outlook 2010-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systems / business analyst</td>
<td>$77,740</td>
<td>22% (Faster than average)</td>
</tr>
<tr>
<td>Database administrator / manager</td>
<td>$69,160</td>
<td>28% (Faster than average)</td>
</tr>
<tr>
<td>Information systems / project manager</td>
<td>$115,780</td>
<td>18% (About as fast as average)</td>
</tr>
<tr>
<td>Consultant</td>
<td>$78,160</td>
<td>22% (Faster than average)</td>
</tr>
<tr>
<td>Application developer / web designer</td>
<td>$90,530</td>
<td>30% (Much faster than average)</td>
</tr>
<tr>
<td>Systems architect</td>
<td>$69,160</td>
<td>28% (Faster than average)</td>
</tr>
</tbody>
</table>
Appendix E Examples of companies hiring business majors with links

1. Business
   a. Small
      i. Red Frog Events (Chicago, IL)
         1. Category: Hotels, restaurants, & leisure
         2. Offers year-round internships lasting between 3-5 months depending on the internship. Students can apply by submitting their resume online.
      ii. Coyote Logistics (Chicago, IL)
          1. Category: Transportation
          2. Offers internships in the fall. Students can apply online
          3. For current job listings visit: http://www.coyote.com/careers
      iii. Shop Smart (Chicago, IL)
           1. Category: Media
           2. For current job listings visit: http://www.shopsmartinc.com/jobs/
   b. Large
      i. Experian (Schaumburg, IL)
         1. Category: Global information services
         2. For current job listings visit: https://experian.taleo.net/careersection/2/moresearch.ftl?lang=en
      ii. Allstate Insurance Company (Northbrook, IL)
          1. Category: Insurance
          2. Offers paid summer internships, with the possibility to land a full-time position after graduation
      iii. KPMG (Amstelveen, Netherlands)
           1. Category: Audit, tax, and advisory firm
           2. Offers internships, to inquire about opportunities available in the Chicago-land area contact: us-chicampusrecruit@kpmg.com
           3. For current job listings in Chicago-land area visit: http://jobs.kpmgcareers.com/content/map/
      iv. Ernst & Young (London, United Kingdom)
          1. Category: Professional service firm
          2. For current job listings visit: https://ey.taleo.net/careersection/gexp01/jobsearch.ftl?lang=en&location=200000001
      v. PricewaterhouseCoopers (London, United Kingdom)
          1. Category: Professional services firm
          2. For current job listings visit: http://jobs.pwc.com/
      vi. ACE Group (Zurich, Switzerland)
          1. Category: Insurance
2. For current job listings visit:
   https://acetalent.taleo.net/careersection/ace_external/moresearch.ftl
   ?lang=en

vii. Sears Holdings (Hoffman Estates, IL)
   1. Category: Retailer
   2. For current job listings visit:
      http://jobs.sears.com/candidate/job_search/advanced/results;jsessionid=6F2D7802C0DE1326CEABDEF83DD9A3B0.node01

viii. Morgan Stanley (New York City, NY)
   1. Category: Financial services
   2. For current job listings visit:
      http://www.morganstanley.com/about/careers/careersearch.html

2. Consulting Firms
   a. Accenture (Dublin, Republic of Ireland)
      i. Category: management consulting, technology, and outsourcing
      ii. Offers paid summer internships, mostly within the consulting business
   b. AT Kearney (Chicago, IL)
      i. Category: Global consulting
      ii. For current job listings visit: http://www.atkearney.com/careers/apply/united-states/apply
   c. Buck Consultants (New York City, NY)
      i. Category: Global employee benefits and human resource consulting
      ii. For current job listings visit: http://buckconsultants.jobs/

3. Schools, Colleges, Universities
   a. Roosevelt University (Chicago, IL)
      i. Category: University
      ii. For current job listings visit:
          https://jobs.roosevelt.edu/applicants/jsp/shared/frameset/Frameset.jsp?time=1372025387140
   b. Harper College (Palatine, IL)
      i. Category: College
      ii. For current job listings visit:
          https://jobs.harperscollege.edu/applicants/jsp/shared/frameset/Frameset.jsp
          ?time=1372025619409
   c. High School District 211 (Northwest suburbs, IL)
      i. Category: School
      ii. For current job listings visit: http://www.d211.org/employment.shtml

4. Employment Agencies/Search Firms
   a. Spectraforce (Raleigh, NC)
      i. Category: Staffing and outsourcing
      ii. For current job listings visit:
          http://careers.spectraforce.com/candidates/myjobs/searchjobsdone.jsp?a=jmjdncuverd2cmxns6qmjxarhl5t49013efoe0je23mbvaclcquph17zpzj0vmdg
5. Government Agencies
   a. Federal Reserve Bank (Washington, D.C.)
      i. Category: Banking
      ii. Summer internships are available, applications are accepted on the website after January 1st.
      iii. For current job listings visit: https://frb.taleo.net/careersection/07g_regularjobs/moresearch.ftl?lang=en&radiusType=K&jobtype=5&jobtype=7&searchExpanded=false&organization=4360471980&radius=1
   b. Internal Revenue Service (Washington, D.C.)
      i. Category: Government, civil service
      ii. For current job listings visit: https://irs.usajobs.gov/
   c. Federal Bureau of Investigation (Washington, D.C.)
      i. Category: Government, civil service
      ii. For current job listings visit: https://fbi.usajobs.gov/

6. Not-for-profit Agencies
   a. American Cancer Society (Atlanta, GA)
      i. Category: Health organization
      ii. For current job listings visit: https://careers.peopleclick.com/careerscp/client_acs/external/search.do
   b. Girl Scouts (New York City, NY)
      i. Category: Female empowerment
      ii. For current job listings visit: http://www.girlscouts.org/who_we_are/careers/headquarters/headquarters_results.asp
   c. Big Brothers Big Sisters (Dallas, TX)
      i. Category: Mentoring
      ii. For current job listings visit: http://hostedagencies.bbbs.org/publiccareers/about_allops.asp
Appendix F Pathway to Success

Exhibit 10 Pathway to Success

- Maintain high academic standards
- Join professional student organizations
- Become involved with Career Services
- Join networking groups
- Gain experience within chosen major
### Exhibit 11 Examples of Professional Organizations

<table>
<thead>
<tr>
<th>General</th>
<th>Professional Organization</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Business Professionals of America</td>
<td><a href="http://www.bpa.org">http://www.bpa.org</a></td>
</tr>
<tr>
<td></td>
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Exhibit 12 Examples of Networking Groups

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