

The field of business encompasses a wide variety of employment opportunities as well as work settings. Virtually all areas of the work force employ people with backgrounds in business. Therefore, employment is found in such areas as **retailing, banking, finance, insurance, advertising, construction, education, manufacturing, health, transportation, utilities, hotels, restaurants, and non-profit agencies**. As these employment fields become more and more competitive, it is important to focus your career on an area of interest within the broad field of business.

Sales positions offer a range of opportunities from selling a product or service to selling an idea. **Marketing professionals** determine what the buyer needs, what the buyer is likely to buy, and gathers information that will influence the buyer's purchasing behavior. **Human Resources** provide the link between management and the employees. Dealing with people is the essential ingredient of this field. The major areas of specialization are labor relations, training and development, wage and salary administration, compensation and benefits, recruitment and selection, and Equal Employment Opportunities. **Management positions** involve planning, coordinating, directing, and controlling the functions of an organization. There are many different levels of management and types of managers.

Financial positions are found in all types of businesses including banks, insurance firms, brokerage or investment firms, savings and loan associations and credit institutions. Positions vary within each type of institution and may involve providing services to individuals, corporations or the government. Accountants are business advisors who analyze information, plan financial strategies, and solve problems. The major areas of the field of accounting are public, management, or government accounting, and internal auditing. **Auditors** review, evaluate, and certify company financial statements and set regulations for procedures, in accordance with laws and government regulations.

Salary Information:

- **Finance Managers for the Rochester, New York area:**
\$94,800 Median Salary (Career One Stop, 2008)
- Human Resource Managers:
\$103,920 Median Salary (U.S. Bureau of Labor Statistics, 2008)
[*Salary varies based on education/advanced degree, work-experience & setting/location]

Transfer Information:

- A Bachelor's degree is entry-level into many of these professions and a Master's degree may be required for some.

Additional Information:

- Careers in Business: www.careers-in-business.com

