



The Not-What-You-Would-Expect Guide to **Business**





The Business Field

A career in business is more than just a job; it's an opportunity to be at the forefront of innovation, management, and strategic growth in an ever-evolving global market. Whether you're drawn to the analytical side of finance, the creativity of marketing, the logistics of operations, or the leadership required in management, the field of business offers diverse pathways that can align with nearly any interest or skill set.

Business professionals are typically responsible for a wide range of activities depending on their specific role and industry. Common responsibilities include analyzing financial data to guide decision-making, developing and executing marketing strategies to drive sales, managing teams to achieve organizational goals, and optimizing operations to increase efficiency. Additionally, business roles often involve strategic planning, problem-solving, and a strong understanding of market trends to ensure the long-term success of a company.

In essence, a business career is dynamic and multifaceted, offering the chance to make a tangible impact on both a company's success and the broader economy. It's a field that requires adaptability, strategic thinking, and a commitment to continuous learning, making it an exciting choice for those looking to build a rewarding and influential career.

- **Finance & Accounting** - Finance is the management of money, investments, and other financial instruments. It involves analyzing financial data, managing assets, and making decisions that impact the financial health of an organization. Accounting is the systematic process of recording, analyzing, summarizing, and reporting financial transactions and information about a business or organization. It plays a crucial role in the financial health and decision-making process of any entity, whether it's a small business, a large corporation, or a non-profit organization.
- **Marketing & Sales** - Marketing is the business function responsible for promoting products or services to potential customers. Sales is the process of persuading and facilitating transactions where goods or services are exchanged for money or value between a seller and a buyer. Both involve understanding consumer behavior, identifying target markets, and creating strategies to attract and retain customers.
- **Management** - Management is the coordination and administration of business activities to achieve organizational goals. It involves planning, organizing, leading, and controlling resources, including human capital, to achieve business objectives.
- **Human Resources** - Human Resources (HR) is the business function focused on managing people within an organization. HR professionals are responsible for recruiting, hiring, training, and managing employees, as well as developing HR policies and ensuring compliance with labor laws.
- **Operations & Supply Chain Management** - Operations and Supply Chain Management involve overseeing the production and delivery of goods and services. This field focuses on optimizing processes, managing resources, and ensuring that products are delivered efficiently and cost-effectively.



Finance & Accounting

Career Opportunities	Projected Job Growth*
Corporate Finance Manager	16%
Investment & Asset Banker	7%
Financial Planner	13%
Financial Analyst	8%
Accountant	4%
Auditor	4%

Day-to-Day Responsibilities:

For those in finance or accounting, daily tasks might include analyzing financial statements, managing budgets, or forecasting future financial performance. This could also involve tracking expenses, preparing reports for stakeholders, or ensuring compliance with financial regulations. Financial professionals play a crucial role in guiding the financial health of an organization through meticulous analysis and planning.

Industry Certifications

- The **Certified Public Accountant (CPA)** license is a must for those pursuing a career in accounting. It signifies expertise in accounting practices, auditing, and tax preparation.
- The **Chartered Financial Analyst (CFA)** designation is highly respected in the finance industry, particularly for professionals in investment analysis and portfolio management.
- The **Certified Management Accountant (CMA)** certification focuses on financial management and strategic business management, covering topics like financial analysis, budgeting, and internal control. It's ideal for professionals in corporate finance and management accounting roles.
- The **Certified Internal Auditor (CIA)** certification is the global standard for internal auditing. It focuses on risk management, governance, and internal control processes, and is essential for auditors who assess and improve organizational operations.
- The **Financial Risk Manager (FRM)** certification is geared toward risk management professionals. It covers risk assessment, financial risk management, market risk, credit risk, and operational risk, making it ideal for those working in risk management, banking, and financial services.
- The **Certified Financial Planner (CFP)** certification is for professionals who specialize in personal financial planning. It covers financial planning, investment planning, retirement, tax, and estate planning, and is essential for financial advisors.
- The **Certified Global Management Accountant (CGMA)** designation is focused on management accounting and global business strategy. It combines financial management skills with strategic thinking, making it ideal for professionals in multinational corporations.

*Job growth data from BLS.gov acquired on August 27, 2024.

Marketing & Sales

Career Opportunities	Projected Job Growth*
Digital Marketing Specialist	6%
Brand Management	6%
Market Research Analyst	13%
Marketing & Advertising Manager	6%
Product Management	6%
Sales Manager	4%

Day-to-Day Responsibilities:

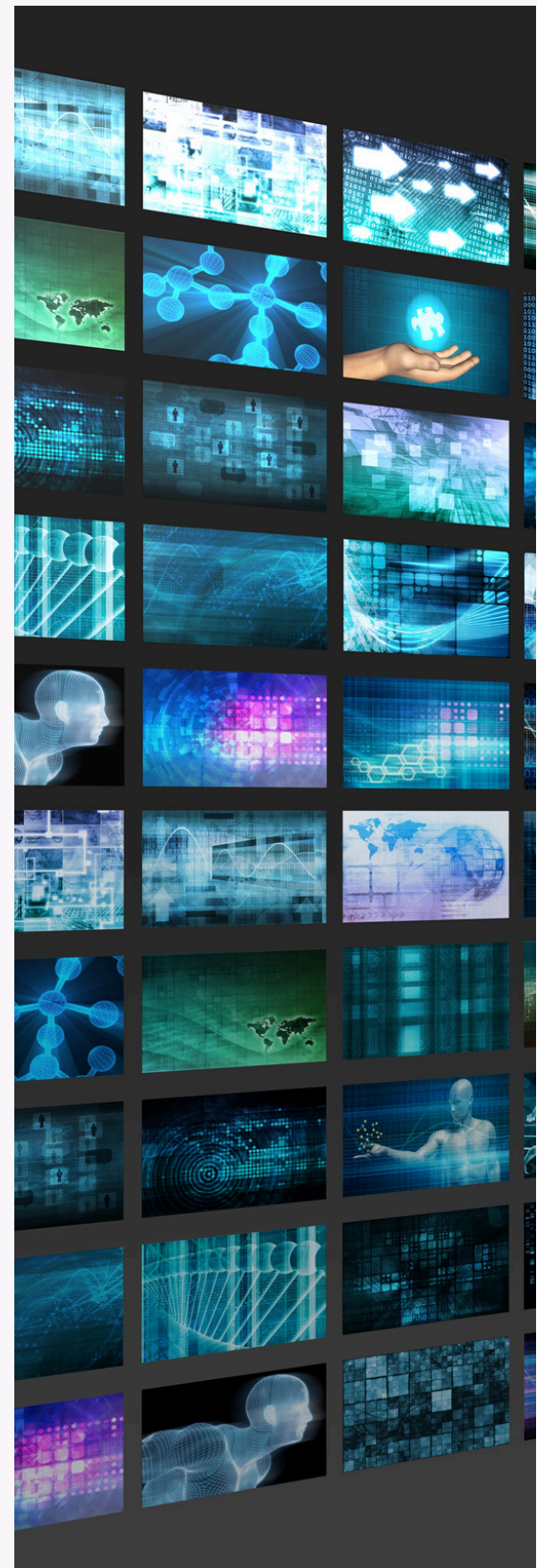
In marketing roles, professionals might spend their day developing campaigns, analyzing consumer behavior data, creating content, or managing social media channels. Sales professionals, on the other hand, might focus on lead generation, client meetings, or negotiating contracts. Both roles are integral in driving revenue and building a strong brand presence in the market.

Industry Certifications

- The **Certified Digital Marketing Professional (CDMP)** certification covers key digital marketing skills, including SEO, social media marketing, content marketing, and data analytics.
- The **Google Analytics Certification** demonstrates proficiency in using Google Analytics to track and analyze website traffic, a crucial skill in digital marketing.
- The **Certified Marketing Management Professional (CMMP)** certification is a globally recognized credential that validates a professional's knowledge in marketing management. It covers a wide range of marketing disciplines, including strategic marketing, market research, consumer behavior, and digital marketing. There are different levels of certification, from Associate to Executive, depending on experience and career stage.
- The **American Marketing Association Professional Certified Marketer (PCM)** certification offers several tracks, including PCM in Digital Marketing, PCM in Content Marketing, and PCM in Marketing Management. These certifications validate a marketer's expertise in specific areas and are recognized as a standard of excellence in the field.

Various vendors will also train in these areas:

- Inbound Marketing
- Social Media
- Content Marketing
- Brand Strategist
- Email Marketing





Management

Career Opportunities	Projected Job Growth*
Business Analyst	10%
General Manager	not available
Project Manager	6%
Property Manager	5%

Day-to-Day Responsibilities:

Strategic Planning and Decision-Making: Business professionals often start their day by reviewing their to-do lists, setting priorities, and aligning their activities with the overall strategic goals of the organization. This might involve participating in meetings to discuss long-term plans, setting performance targets, or making critical decisions that impact the direction of projects and initiatives.

Project Management: Project management focuses on planning, executing, and closing specific projects within a company. Project managers define project scope, create detailed plans, allocate resources, and lead teams to ensure that projects are completed on time and within budget. They are also tasked with managing risks, communicating with stakeholders, and resolving any issues that arise during the project lifecycle.

Industry Certifications

- The **Project Management Professional (PMP)** certification is essential for professionals who manage projects and teams. It demonstrates a strong understanding of project management principles and practices.
- The **Certified Manager (CM)** certification is designed for mid-level managers and supervisors. It covers essential management skills, including planning, organizing, leading, and controlling. The certification is broad and applicable to managers in various industries, making it a versatile credential for professionals looking to enhance their management capabilities.
- The **Certified Business Manager (CBM)** certification focuses on a wide range of business management skills, including strategic planning, financial management, marketing, and operations. It is aimed at professionals who want to gain a comprehensive understanding of business management and leadership. This certification is particularly valuable for those seeking executive or senior management roles.
- The **Certified Supervisor (CS)** certification demonstrates in-depth knowledge on real-life situations and job responsibilities of manager and supervisors.

*Job growth data from BLS.gov acquired on August 27, 2024.

Human Resource Management

Career Opportunities	Projected Job Growth*
HR Manager	5%
Recruitment & Talent Acquisition	6%
Employee Relations	6%
Compensation & Benefits	2%
Training & Development	6%
HR Compliance	5%

Day-to-Day Responsibilities:

HR professionals typically handle tasks such as recruiting, onboarding, employee relations, and ensuring compliance with labor laws. They might also be involved in developing training programs, managing employee benefits, or facilitating performance reviews. For managers, daily responsibilities often include supervising team members, providing guidance and feedback, and fostering a collaborative work environment.

Industry Certifications

- The **Professional in Human Resources (PHR)** certification is designed for HR professionals who are involved in the operational aspects of HR management, such as employee relations, recruitment, and performance management. It validates your expertise in implementing HR programs and ensuring compliance with labor laws and regulations.
- The **Senior Professional in Human Resources (SPHR)** certification is aimed at HR professionals who operate at a strategic level. It emphasizes leadership and strategic planning, particularly in aligning HR practices with business goals and managing HR departments.
- The **Society for Human Resource Management Certified Professional (SHRM-CP)** certification is designed for HR professionals who are engaged in implementing policies and strategies, serving as the point of contact for staff and stakeholders, and performing operational HR functions.
- The **Society for Human Resource Management Senior Certified Professional (SHRM-SCP)** certification is intended for senior HR professionals who develop strategies, lead the HR function, and influence the organization's overall goals. It focuses on strategic decision-making and the ability to manage complex HR issues.
- The **Global Professional in Human Resources (GPHR)** certification is tailored for HR professionals working in global or multinational organizations. It covers global HR practices, including international staffing, cross-border HR regulations, and managing a global workforce.





Operations & Supply Chain Management

Career Opportunities	Projected Job Growth*
Operations Manager	not available
Supply Chain Manager	-6%
Logistics Manager	18%
Production Manager	2%
Quality Manager	-4%
Operations Analyst	23%

Day-to-Day Responsibilities:

Operations and supply chain manager oversee the daily functions that keep a business running smoothly including optimizing processes, managing resources such as inventory and personnel, and ensuring product quality and timely delivery. Operations managers are also responsible for maintaining efficiency, reducing costs, and continuously improving operations to meet organizational goals.

Industry Certifications

- The **Certified in Production and Inventory Management (CPIM)** certification is focused on the fundamentals of production and inventory management. It covers topics such as demand planning, material requirements planning (MRP), inventory management, and supply chain optimization.
- The **Certified Supply Chain Professional (CSCP)** certification provides a comprehensive understanding of supply chain management, including supplier relationships, production planning, and logistics.
- **Lean Six Sigma Green Belt** certification focuses on process improvement and operational efficiency using Lean and Six Sigma methodologies. Green Belts are trained to identify waste, reduce variability in processes, and implement solutions that improve quality and efficiency.
- **Lean Six Sigma Black Belt** certification is more advanced and focuses on leading complex projects and driving large-scale process improvements. Black Belts are experts in Lean Six Sigma methodologies and are responsible for mentoring Green Belts and leading cross-functional teams to achieve operational excellence.
- The **Certified Manager of Quality/Organizational Excellence (CMQ/OE)** certification is designed for professionals who lead and champion process-improvement initiatives within their organizations. It covers management skills, quality systems development, and operational leadership.

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Education & Training

Undergraduate Degree

The foundation of a business career typically begins with earning an undergraduate degree, such as a Bachelor of Business Administration (BBA), Bachelor of Science in Business (BSB), or a Bachelor of Arts in Business (BAB). These programs provide a broad understanding of business fundamentals, including courses in management, marketing, finance, accounting, economics, and business law.

Graduate Degree

Many business professionals choose to further their education by pursuing a graduate degree, such as a Master of Business Administration (MBA). An MBA program delves deeper into business theory and practice, often offering specialized tracks like entrepreneurship, supply chain management, or executive leadership. For those aspiring to senior management roles, an MBA can provide a significant advantage.

Doctorate Degree

A doctorate degree in business, such as a Doctor of Business Administration (DBA) or PhD in Business, is an advanced academic degree focused on developing expertise in business theory, research, and leadership. It prepares professionals for high-level careers in academia, consulting, or executive management by providing deep insights into complex business challenges and strategic decision-making.

ANUs Business Degree Programs

Diplomas

- Business Administration Accounting
- Business Administration Management

Bachelor's Degrees

- Business Administration Accounting
- Business Administration Management

Associate's Degrees

- Business Administration Accounting
- Business Administration Management

Master's Degree

- Master of Business Administration with specializations in
 - Accounting Management
 - General MBA
 - Global Leadership
 - Healthcare Management
 - Hospitality Management
 - Information Technology
 - International Business
 - Organizational Management



Kary Alicea, MBA, Current Student

"All of my instructors are so supportive, very positive, and helpful. They're very much just like 'just text or call me!... I can look back and go 'I learned so much!' from my instructors and my peers...The connections that you make here are real."

Coursework

Unlike in a specialized business degree program, in a business administration program you will take core business courses in all functions of business.



Management:

Courses in management cover leadership principles, organizational behavior, strategic management, and human resources. These classes teach students how to effectively lead teams, make strategic decisions, and manage organizational change.



Marketing:

Marketing courses focus on consumer behavior, market research, branding, digital marketing, and sales strategy. Students learn how to develop and implement marketing campaigns, analyze market trends, and understand customer needs.



Finance and Accounting:

These courses provide an understanding of financial management, corporate finance, financial analysis, and accounting principles. Students learn how to manage budgets, analyze financial statements, and make informed financial decisions.



Economics:

Economics courses offer insights into microeconomic and macroeconomic principles, market structures, and economic policy. Understanding economics is crucial for analyzing market conditions and making informed business decisions.



Business Law and Ethics:

These courses cover the legal environment of business, including contracts, employment law, intellectual property, and ethical considerations. Knowledge of business law is essential for navigating legal challenges and maintaining ethical standards in business practices.

Practical experience is invaluable in the business world. Internships provide students with the opportunity to apply classroom knowledge in real-world settings, build professional networks, and gain insights into specific industries. Many undergraduate and graduate programs offer or require internships as part of the curriculum.

Many companies offer professional development programs for new graduates or early-career professionals. These programs often include rotational assignments across different departments, providing a well-rounded understanding of the business and preparing participants for leadership roles.

Skills & Competencies

Successful business professionals possess a diverse set of skills and competencies that enable them to navigate the complexities of the modern business environment. These skills and competencies form the backbone of what makes a business professional effective in their role. Whether leading teams, managing projects, or driving strategic initiatives, these capabilities enable professionals to excel and contribute meaningfully to their organizations.



Leadership & Management Skills

- Decision-Making
- Team Leadership
- Strategic Thinking



Communication Skills

- Verbal & Written Communication
- Active Listening
- Presentation Skills



Analytical & Critical Thinking Skills

- Data Analysis
- Problem-Solving
- Attention to Detail



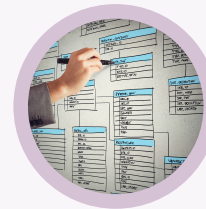
Financial Literacy

- Budgeting & Financial Planning
- Financial Reporting
- Cost-Benefit Analysis



Marketing & Sales Competencies

- Customer Relationship Management
- Digital Marketing
- Sales Strategy



Project Management

- Time Management
- Resource Management
- Risk Management



Adaptability & Flexibility

- Change Management
- Learning Agility



Ethics & Legal Competence

- Business Ethics
- Legal Awareness



Interpersonal Skills

- Collaboration & Teamwork
- Emotional Intelligence



Technology Proficiency

- IT & Software Skills
- Understanding of Emerging Technologies



Innovation & Creativity

- Creative Thinking
- Strategic Vision
- Entrepreneurial Mindset

Career Opportunities

Graduating with a business degree opens the door to a wide range of career opportunities across various industries. The versatility of a business education means that graduates can find roles in nearly every sector, from finance and marketing to healthcare and technology. Here are some of the most common and promising career paths for business degree graduates:

Business Owner/Entrepreneur

Many business graduates choose to start their own businesses. Entrepreneurs identify market opportunities, develop business plans, secure funding, and manage all aspects of their ventures. This path offers the potential for significant rewards, though it also comes with risks and challenges.

Consultant

Consultants provide expert advice to businesses on various issues, such as management, strategy, operations, or technology. Many consultants work independently or for consulting firms, helping companies improve their performance and solve specific problems.

Business Intelligence Analyst

Business intelligence analysts use data analysis tools to gather insights that help companies make informed decisions. They work with large datasets to identify trends, create reports, and support strategic planning.

IT Consultant

IT consultants advise organizations on how to use technology to achieve their business objectives. They assess technology needs, recommend solutions, and help implement new systems.

Public Administrator

Public administrators work in government agencies or public organizations, managing public resources and implementing policies. They focus on improving public services and ensuring the efficient use of taxpayer funds.

Real Estate Agent/Broker

Real estate agents and brokers assist clients in buying, selling, and renting properties. They provide market insights, negotiate deals, and manage transactions from start to finish.

The wide range of career opportunities available to business degree graduates reflects the versatility and value of a business education. Whether you're interested in finance, marketing, management, or entrepreneurship, a business degree provides the foundational skills and knowledge needed to succeed in a variety of roles across industries.



Career Advancement

As business professionals gain experience and develop their skills, they have the opportunity to advance into higher-level roles and specialize in areas that align with their interests and expertise. Here's a closer look at how advancement and specialization work in a business career:

1. Entry-Level Positions: Most business professionals begin their careers in entry-level roles, such as marketing coordinators, financial analysts, HR assistants, or sales representatives. These positions provide foundational experience and allow professionals to develop essential skills in their chosen field. At this stage, the focus is on gaining practical experience, learning the company's operations, and building a professional network. Entry-level roles are an opportunity to understand the industry, work under the guidance of experienced mentors, and take on increasingly complex tasks.

2. Mid-Level Positions: With several years of experience, professionals often move into mid-level roles, such as project managers, marketing managers, or senior financial analysts. These positions involve greater responsibility, including overseeing teams, managing budgets, and making strategic decisions. Mid-level roles require strong leadership, communication, and decision-making skills. Professionals in these positions often serve as the link between senior management and entry-level employees, translating strategic goals into actionable plans. To advance to mid-level roles, many professionals pursue additional training or certifications which can enhance their leadership capabilities and broaden their business knowledge.

3. Senior-Level Positions: Senior-level roles, such as Director, Vice President, or Chief Officer (e.g., CEO, CFO, CMO), involve leading entire departments or the organization as a whole. These positions require a deep understanding of the business, strong leadership abilities, and the ability to make high-stakes decisions. Senior executives are responsible for setting the overall direction of the company, developing long-term strategies, and ensuring that the organization achieves its goals. They work closely with other executives, stakeholders, and board members to guide the company's growth and sustainability. In senior roles, professionals have a significant impact on the company's culture, financial performance, and market position. They often represent the company in external engagements, such as investor meetings, industry conferences, and media appearances.

4. Continuous Learning and Adaptation: Advancement in a business career often requires continuous learning and professional development. This might involve pursuing advanced degrees, such as an Executive MBA, or staying current with industry trends through workshops, conferences, and online courses. The business environment is constantly evolving, with new technologies, market trends, and regulatory changes. Successful professionals must be adaptable, willing to embrace change, and proactive in updating their skills and knowledge to stay competitive.





The Future of Business

As the business landscape continues to evolve, driven by technological advancements, globalization, and shifting consumer behaviors, the future of business careers is expected to undergo significant changes. Understanding these trends and adapting to them will be crucial for professionals looking to thrive in the business world. Here's a look at some of the key factors shaping the future of business careers:

Impact of Technology on Business Careers

- Artificial Intelligence (AI) and Automation
- Data Analytics and Big Data
- Digital Transformation

Globalization and Business Careers

- Increasing Global Interconnectedness
- Cultural Competency and Diversity

The Rise of Remote Work and the Gig Economy

- Remote Work Trends
- Growth of the Gig Economy

Sustainability and Corporate Social Responsibility (CSR)

- Increasing Focus on Sustainability
- Corporate Social Responsibility (CSR)

Changing Consumer Behavior and Business Models

- Shift Towards E-Commerce
- Subscription and On-Demand Models
- Consumer Expectations for Personalization

Lifelong Learning and Continuous Skill Development

- Importance of Lifelong Learning
- Soft Skills and Emotional Intelligence

The future of business careers will be shaped by a range of factors, from technological advancements and globalization to changing consumer behaviors and the rise of artificial intelligence.



Gabby Anes, MBA, '22
"I found a new path to follow in my professional career... and the only way I could have found that was through ANU and CPT."

Global Business

As businesses increasingly operate on a global scale, the importance of understanding and navigating different cultural contexts has never been more critical. Global business and cultural competency are essential skills for professionals who wish to succeed in today's interconnected world.

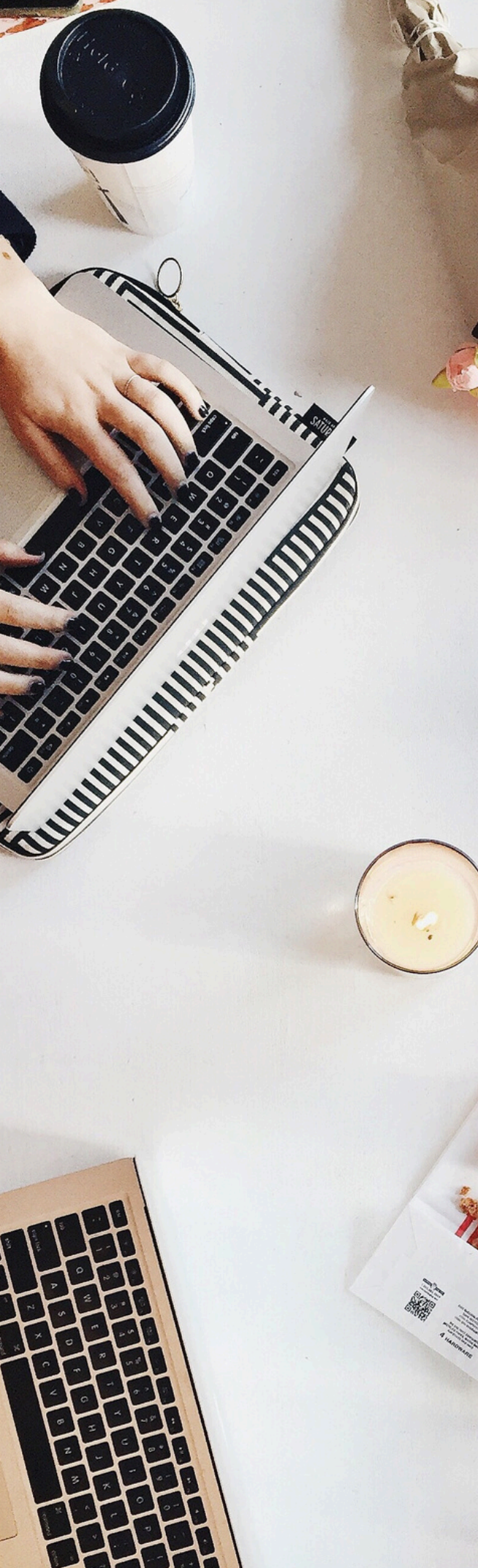
Global business refers to commercial activities that involve the exchange of goods, services, technology, capital, and/or knowledge across national borders. It encompasses a wide range of activities, including exporting and importing, foreign direct investment (FDI), licensing, franchising, and international trade. Many global businesses are operated by multinational corporations, which are companies that manage production or deliver services in multiple countries. These corporations often tailor their strategies to meet the specific needs and regulations of each market they enter.

Innovations in communication, transportation, and information technology have made it easier and more cost-effective for businesses to operate internationally. The internet and digital platforms have enabled even small businesses to reach global markets. The reduction of trade barriers, such as tariffs and quotas, has facilitated the growth of international trade. Agreements like the World Trade Organization (WTO) and regional trade blocs (e.g., NAFTA, EU) have encouraged the flow of goods and services across borders. Companies are increasingly using global supply chains to source raw materials, components, and finished goods from around the world. This approach allows businesses to take advantage of lower production costs and access new markets.

Each country has its own set of regulations, including labor laws, environmental standards, and taxation policies. Navigating these regulatory environments requires a deep understanding of local laws and compliance requirements. Global businesses face risks related to political instability, economic fluctuations, and changes in government policies. These risks can impact market access, currency exchange rates, and overall business operations. Cultural differences can affect everything from consumer behavior to business etiquette. Misunderstanding these cultural nuances can lead to communication breakdowns, damaged relationships, and lost business opportunities.

In global business, communication goes beyond language proficiency. It involves understanding cultural norms and non-verbal cues that influence how messages are perceived. Miscommunication can lead to misunderstandings, conflicts, and loss of business. Relationship-building is a critical component of doing business globally. Cultural competency helps professionals build trust and rapport with international partners, clients, and colleagues by showing respect for their cultural values and practices. Businesses must adapt their strategies to align with local cultural preferences. This includes everything from marketing messages and product design to negotiation tactics and leadership styles. Cultural competency enables businesses to tailor their approach to each market.





Resources

Professional Associations and Organizations

- American Management Association (AMA): Offers networking events, seminars, and resources for business professionals across various industries.
- Society for Human Resource Management (SHRM): Provides HR professionals with networking opportunities, conferences, and educational resources.
- Project Management Institute (PMI): A global association that offers networking opportunities, certifications, and professional development for project managers.
- American Marketing Association (AMA): Offers networking events, marketing certifications, and resources for marketing professionals.
- National Association of Women Business Owners (NAWBO): Provides networking opportunities and resources for female entrepreneurs and business owners.

Industry Conferences and Events

- TED Conferences: Global conferences that offer networking opportunities with thought leaders across various fields, including business.
- Inc. 5000 Conference: A conference for the fastest-growing private companies in the U.S., offering networking opportunities with successful entrepreneurs.
- Web Summit: A leading technology conference that brings together professionals from the tech industry, providing ample networking opportunities.

Online Networking Platforms

- LinkedIn: The premier professional networking site where business professionals can connect with peers, join industry groups, and stay updated on industry news.
- Xing: A European-focused professional networking platform, similar to LinkedIn, for connecting with professionals and industry groups.
- Meetup: A platform for finding and creating networking events locally, allowing professionals to connect with others who share similar interests.

Local Chambers of Commerce

- Local Chamber of Commerce: Joining your local chamber can provide opportunities to connect with other business professionals, attend networking events, and participate in community activities.