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Areas**
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**Inside:**

**Financial  
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Accountants**

Send any specific  
career questions  
or requests for  
topics to:

[hays@morningside.edu](mailto:hays@morningside.edu)

# Career Chronicles

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## Business Minded?

Morningside College offers several degrees in Business. Students undertaking a major in the Department of Business will gain understanding of the core areas needed to participate in the business world today including accounting, law, quantitative methods, management, marketing, economics, management information systems and finance.

Business courses are also offered to address the personal needs of students in areas such as communication skills, leadership skills, personal finance, understanding taxes and personal investing strategies.

An Accounting Major prepares the student for the professional needs of private, public and governmental accounting pursuits. Upon completing this

major, the student will have the necessary background to sit for the Certified Public Accountant (CPA) and/or the Certified Management Accountant (CMA) Examination. A Business Administration Major includes the core requirements plus four emphasis areas in marketing, finance, management and international business. Each enables the student to specialize in a single area of business, thus providing better understanding of the area along with more focus within the major. The emphasis areas cover:

**Finance:** The student will study insurance, tax law, risk evaluation, investment strategy and the operation of the banking system.

**Management:** The student will

study individual behavior patterns, production techniques and the function of a personnel area of an organization.

**International Business:** The student will study the culture and business practices unique to international business. The student combines this with courses in Political Science.

**Marketing:** The student will study consumer behavior, marketing research, retailing, advertising and sales techniques.

Students may pursue Bachelor of Science Degrees in Accounting, Business Administration and Advertising. Bachelor of Arts Degrees are awarded for Accounting and Business.

## Financial Manager

Is it better to spend the last of the money for senior prom on decorations or food? Is it better to spend more money on the class trip and go to an amusement park or save money and visit a museum?

These are challenging decisions,

but if they're challenges you'd enjoy meeting, then consider becoming a financial manager. In this career, you'll have to make risky financial decisions -- and convince others that you're right.

Financial managers

oversee the monetary concerns of businesses and other organizations. One out of four financial managers works for an

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# Human Resources

Human resources managers are the backbone of every company. They work with employers *and* employees. They have a wide range of responsibilities which include answering questions about the company health plan, helping coworkers work out disagreements, and making sure that supervisors treat employees fairly.

You might work for a small company where you cover all areas of human resources or for a large company where you specialize. Either way, you'll be responsible for making sure that everyone is happy. Human resources managers help maintain working relationships between employers and employees. They oversee hiring, benefits, salaries, training, and more.

Human Resource professionals set up

employee evaluation programs, shop for the best health insurance, explain retirement plans to employees, advertise job openings, screen job applicants, understand labor laws and counsel employees for disciplinary infractions.

Human Resource professionals must be clear communicators who enjoy meeting new people and working on many projects at once.

To enhance your employability, master the computer. Become familiar with word processing and spreadsheets. Sign up with an organization like [The E Group](#) and learn about business from the professionals. Take advantage of English, history, speech, and drama classes to polish your spoken and written communication skills. Membership in human resource organizations, such as SHRM

(Society of Human Resource Managers) and getting your PHR, SPHR and/or GPHR certification can improve your chances for a career in Human Resources.

Average annual wages for human resource professionals is \$49,600 nationally and \$42,100 for the state of Iowa. Government economists predict faster-than-average job growth for human resources managers between 2002 and 2012. One reason is the rising cost of health care. Experts in employee benefits who can put together good health plans at minimal cost should be in demand.

Excerpted from [www.collegeboard.com](http://www.collegeboard.com)

# International Business

Do you want to travel and explore other countries? Are you fascinated by foreign cultures? Maybe you've got an idea for a T-shirt that would sell great in China.

Thinking globally -- and understanding how to bring different cultures together -- is the first step in understanding international business. International business majors learn how to think globally about the business world. They also learn how to manage multinational businesses and turn local and national companies into international success stories.

Duties that International Business employees undertake include: understanding international economics, researching competitors, learning a second language, studying other cultures, learning how to sell products around the world, being sensitive to cultural differences and writing business plans that describe your business ideas in detail. Typical qualities found in international business employees

include creativity, flexibility, interested in traveling and learning about other cultures. It also helps to be good with numbers, confident, and a clear communicator.

Things you can do to enhance your



Employees in International Business should enjoy travel and learning about new cultures and traditions

employability include: finding out if you

will be required to learn a second language, identifying internship opportunities with an international focus, possibly in other countries, determining career paths have recent grads taken and the opportunity to study abroad. Your first job out of college probably won't be in Paris or Australia. Those jobs come with experience and success.

Whether you hope to head up the Tokyo office of a multinational company or sell restaurant supplies to Italians, you'll need to know the local tongue. Language study comes in all shapes and sizes, including semester-long courses, intensive courses (the express route to language skills), and study abroad. Living in another country is a great way to learn not only the language, but the culture. And understanding cultural differences is all important in international business.

Excerpted from [www.collegeboard.com](http://www.collegeboard.com)

# Public Accountants

Every business is required by law to file paperwork with the government. That includes the tax statements they turn in to the Internal Revenue Service. As a public accountant, you may create and file such reports.

On the other hand, you can specialize in external audits. In that case, you'll examine a company's financial statements and reporting procedures to ensure truth and accuracy. Public accountants provide a broad range of accounting, auditing, tax, and consulting services to their clients, who may be corporations, governments, nonprofits, or individuals. If you want to start your own accounting business, you'll need to pass a series of tough tests to become a Certified Public Accountant (CPA).

Public Accountants typically prepare, examine, and analyze accounting records, financial statements, and other financial reports, examine business operations, trends, costs, and profits, study financial data for signs of fraud and other illegal activity, help businesses design accounting systems, use accounting software, prepare tax returns and create and present

reports. Qualities present in public accountants usually include an aptitude for math and problem solving, conscientiousness, attention to detail, and an analytical mind. It also helps to be knowledgeable about business systems and computers and have excellent communication skills.

To enhance your employability, take four years of math, including calculus in high school to prepare for accounting and economics classes at the collegiate level. Take full advantage of English and speech classes to sharpen your communication and presentation skills. Build strong computer skills. Practice accounting skills by saving money, creating a budget, and sticking to it. Run for the office of treasurer of a campus or community organization. Learn about the business world by joining The E Group, an entrepreneurial group on campus.

National annual average salaries for accountants and auditors is \$49,800 and \$44,800 for the state of Iowa. Government economists expect jobs for accountants to grow as fast as the average for all careers through 2012. Many factors should fuel job growth for accountants. The number of businesses should grow, creating more fi

nancial records. And because more firms are doing business across borders, they'll need accountants who understand world trade and the laws that govern it.

Thanks to recent scandals, congress has passed new laws that require public accountants to inspect financial records more closely. Public accountants who specialize in forensic accounting will probably be in hot demand. That's because people are becoming more aware of financial crimes, such as embezzlement and fraud.

Excerpted from [www.collegeboard.com](http://www.collegeboard.com)

*I have made the tough decisions, always with an eye toward the bottom line. Perhaps it's time America was run like a business.*

Donald Trump

# Financial Managers Cont.

Insurance or financial company, such as a bank. One out of ten works in government.

Duties for a financial manager include: choosing the best way to raise funds for growth, setting short and long-term money-making goals, research and writing proposals, supervising others, working long hours and deciding how to invest money.

Qualities that typically present in a financial manager include: an aptitude for problem solving and a clear communicator who loves working with numbers.

Things you can do to help enhance your

employability include: Mastering the computer and becoming familiar with word processing and spreadsheet software. Look into The E Group, an entrepreneurial group on campus, to learn about business from the pros. Polish your speaking and writing skills in English, speech, and drama classes. As a financial manager, you'll be talking with team members and advising company leaders daily. Pay close attention in math and consider trying your hand at statistics and accounting. Because of ever-changing federal and state laws, continuing education -- at conferences and in graduate courses, for example -- is a must.

The average annual wage nationally for Financial Managers is \$79,100 and in the state of Iowa, the annual average is \$68,600. Government economists expect jobs for financial managers to grow as fast as the average for all careers through 2012. Expect competition, however, because many qualified people want these jobs. A master's degree in finance or accounting will improve your chances of finding work.

Excerpted from [www.collegeboard.com](http://www.collegeboard.com)

# Best Business Books for 2005....

Financial Times Nominees for Best Business Books of the Year in 2005:

[The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture](#), by John Battelle

[The World is Flat: A Brief History of the Twenty-First Century](#), by Thomas L. Friedman

[Freakonomics: A Rogue Economist Explores the Hidden Side of Everything](#), by Steven D. Levitt and Stephen J. Dubner

[Fast Second: How Smart Companies Bypass Radical Innovation to Enter and Dominate New Markets](#), by Constantinos C. Markides and Paul A. Geroski

[Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets, Power, and Politics of World Trade](#), by Pietra Rivoli

[Disneywar: The Battle for the Magic Kingdom](#) by James B. Stewart



## **Morningside College Career Services**

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**Career Services, located in 219 Lewis Hall,  
offers assistance in the following areas:**

- \*Job Search**
- \*Resume Development/Critique**
- \*Interview Skills/Mock Interviews**
- \*Graduate School Applications**
- \*Job Listings**
- \*Career Exploration**
- \*Career Assessments**
- \*Labor Market Information**

**Call Stacie at x5254, or e-mail at  
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