Entrepreneur: Overall, my goal in life is to create my own business and even after my extensive research it still holds to be of highest priority. This choice is fit for me because I love being creative and my biggest interest is enterprise control. Another thing I love about this major specific to Kelley, is that it allows me to focus on myself. The courses focus on me and how I can improve skills required to run a business. For me this major is important because it binds together all my life goals and gives me some of the best classes I need to pursue this. My personality type according to Keirsey is an artisan which I think would be perfect with this job because I am someone reliable in times of crisis.

Advertisement Manager: When it comes to creative thinking, I will always say it is my favorite thing to do. With this career I will be able to use this skill and interest in my everyday job description. I also like managing people and being in charge so with the manager role I know I will enjoy this job. Further than that I won't just enjoy it, I will also excel in it. I love how here at Kelley the major of marketing has great opportunities for internship and keeps in contact with companies who often hire graduates with this Kelley major after graduation. As I said earlier, I am an artisan and therefore have good skills in a crisis situation and I also am an enjoyable person in the workplace. With this being said, at an advertising firm I think both of these elements of my personality are important.
Interest Overview

- **Creative Production**: Creative Production is definitely my biggest interest. I enjoy brainstorming and ideas in their earliest stage which is what creative production is. Personally, I love creating new ideas and have a deep desire to have inventions of my own one day.

- **Enterprise Control**: Enterprise Control is similar to creative production and to me, they go hand and hand. I really would want to create my own business with my creative production ideas and I can not do that without the desire to manage people. This interest rally shows my want to be in charge.

- **Application of Technology**: Running my own business is something that means a lot to me and all my interest relate to it. I cannot do so without being able to and enjoy learning about new technology. Learning about how technology works and why it is useful is interesting to me and will definitely help with my career interests. It is something I have to do be good at.
Accounting: Accounting is basically keeping records of financial transactions. Through the accounting major students study economics and do a great deal of rigorous courses with numerical data. There are many job options for this major such as corporate accounting and management consulting.

Economic Consulting: Economic consulting deals with applying courses like Macroeconomics and Microeconomics to business decisions. The consulting requires people in this field to help make decisions for companies based on their research. Often times this is involving court cases which is interesting to this major.

Entrepreneurship and Cooperate Innovation: This major focusses sole on individuals who desire to run a business and create new ideas with this business. Through this major students focus on themselves and polishing their management skills and furthering their knowledge and capability on important skills one must have to run a business. Unlike other majors, they have the access to Johnson Center for Entrepreneurship and Innovation which is neat for this major.

Finance: Finance focusses on four main studies which are cooperate finance, investment, banking, and international finance. These all seem to be apart of the process of understanding how to raise money for a business then deciding how much of that to put into stocks and investments, how much to save and loan, and working with money in other countries. This major definitely requires a strong knowledge of money and has a lot of aspects that go into receiving this major.
Information Systems: Information system majors are required to take intense courses about information systems and Information Technology. With this major one must be able to develop and read IT. This degree appears to almost combine skills from other majors into one. They must be able to deal with finance, accounting, and have substantial business knowledge. This deals with a great amount of difficult technology.

Management: Management is exactly what it seems; managing an organization in the most effective way possible. Through these courses Kelley will develop important skills such as the ability to organize, design, change, and develop an organization. Careers with this major differ from human resources to organization planning and design which is good because it broadens job opportunities.

Marketing: Marketing deals with combining creative and analytical skills in figuring out the best ways to communicate with the audience at hand. The courses give students a broad spectrum of all the skills needed for this career with good exposure to marketing concepts.

Professional Sales: Professional sales majors primary job is to sell products and offer services to cooperations. Much like marketing, this major requires knowledge about how to connect with a certain audience or business. People in this major deal with helping with customer issues and building a positive relationship with clients.

Supply Chain Management: This major is newer and handles organization, planning, and managing companies purchases. What proves interesting to me about this major is that someone with this major can serve in a variety of fields.
KSB Majors Overview

Business Analytics: Business analytics provides Kelley students with the ability to advance their decision making by using their knowledge on data. This co-major works with data analysis and some strategic work. With this, one can help their business with more advanced ways of reading and understanding data which in turn helps make better decisions.

International Business: International business is understanding new patterns and ways to do business internationally. It is obvious that businesses are becoming bigger and many are international and this co-major focusses on economical, social, and political trends of other nations. Having this co-major is definitely something businesses will look for in the future due to the expansion of technology and business opportunities in other countries.

Law, Ethics, and Design Making: This co-major educates students on the ethics of business and increases ones overall knowledge of business. Through the course work becoming a better decision maker, improving critical thinking and advocacy skills will come naturally.

Sustainable Business: Co-majoring in this will give someone a better understanding on what it is that makes a business last. It focusses on strategy to figure out what can be sustainable in a real world business and how to pursue it.

Technology Management: This co-major deals with better understanding systems such as Access or Excel which makes the student more valuable to employers. Knowing and understanding technology is critical and while kelley requires courses in this area, this co-major goes into detail and furthers that knowledge.
Entrepreneurship is a major based on creating and managing new businesses and ideas. There are many career opportunities with this major such as running a family business, self-employed owner or operator of a business, business consultant, and management analyst. All careers with this degree involve managing either a business or part of a business. While doing my research I found it difficult to find multiple career choices. However, one that I am interested in is self-employed owner or operator of a business. I am very interested in owning my own business and making my ideas and inventions a reality. My vision for a business is blurry but I plan to be an inventor for creative ideas the world has yet to see. Creating a business is not easy and with it comes a lot of financial risk which is not a good option right out of college. Obviously coming right out of college that is not exactly my first career choice. I am also interested in being a business consultant for my career plan after graduation. This career is a place I can practice my management skills and receive good experience in giving suggestions and advice about things within a business. This is an ideal job, in my opinion, and can really help develop me. This major fits me because my skills are in creative thinking and managing people and this allows me to use both. I also am very interested in creative production and enterprise control. It is very interesting that this major has special access to Johnson Center for Entrepreneurship and Innovation. What I find most interesting is that through the courses you obviously learn business stuff and important facts about how to run a business, but you also focus on you. This is neat because you get to work on yourself and the betterment of your qualities in order to run a business of your own one day.
This major definitely requires people skills and using creative ways to sell a product. With a degree in professional sales there are many fields in which one could work. Some include insurance sales person, pharmaceutical sales person, real estate agent, or manufacturing trade representative. A sales representative can work with private, public, or non profit organizations which broadens job choices. For me, selling insurance is something I could be interested in because my dad owns his own insurance company which is a business I could potentially work for out of college. If I find a better option, I could work selling insurance at a different agency. This seems fitting for me because I’m a people person and what better what to care for them than to supply them with insurance. For a job further on in life, I would be interested in still selling insurance but at a higher level. Taking over my dad’s business is something I am interested in but I would also need an entrepreneurship degree and more experience. Although my biggest desire is having a business of my own, I do really like sales and the thought of being an insurance agent. So when I think of two careers with a Professional Sales degree, I think of insurance. Starting off young and moving up within the business to advance my career is surely something I can see myself doing with my future. My skills consist of creativity, management, and influence on other people. I think with this major I can really explore ways in which I can persuade others to buy into a certain product and I can allow my natural interest and qualities into my everyday work. This Major is neat because it actually shows you businesses that are hiring directly from the Kelley school after graduation which helps me feel more secure in my future. Like marketing, this major also gives opportunities for internships throughout being a college student.

Marketing consist of putting ideas into action. There are many career options with this degree but mainly they are all very similar. You advertise for the product your company asks you too. There are many different marketing styles and ways to advertise. There are positions one could receive like working for a newspaper, magazine, public or private company, internet marketing, sales manager, marketing manager, advertising manager, and product manager. Coming out of college there are not going to be options for me to immediately become a manager. I would be interested in print advertising and social media advertising. So I would immediately look for the best job I could get in those fields once I graduate. I think of myself as creative and with all advertising you must be creative but I think my skills are best in these two categories. My second career I would hope to pursue with this degree would becoming an advertisement manager. This is something important to me because my strengths are in creativity, managing, and leadership. Holding a management position would allow me to use my qualities to the best of my ability. At Kelley there are many options for real world experience with this degree. It is awesome how you can intern at a fortune 500 company. Another special thing about this major is the fact you can create a marketing campaign for an actual client as part of a curriculum for a class. This fits my personal interest because it allows me to use my creative side and management side in my job. My skills are in creative thinking and through advertisement I can use this everyday.