Career Possibilities
Research
Career #1

**Investment Management**: Investment management fits my interest of enterprise control really well. I am able to set my own strategies and have the power to enforce them. Along with fitting my interest in enterprise control it also fits my interest in creative production it allows me to come up with different ways of investing the money and obtaining the most desired outcome. I work well under pressure and like to take risks if it means a chance at great financial return.

Investment management is a career that fits me well because I am a self motivated person and my success in this field depends on how well I perform which would drive me to become very good at my craft which ties into my value of craftsmanship. My personality and motivation for financial gain also makes this career a good fit, by being personable and being good at communicating with people I would be able to convince them to trust me with a greater amount of investing money giving me a chance at a greater return.

**Possible Majors**: Management, Economic Consultant, Entrepreneurship

Career #2

**Real Estate Developer**: Real estate development fits my interest of creative production and Enterprise control. I am able to oversee teams that are carrying out the strategy that I came up with and implemented to develop the real estate project. It fits with my leadership skills and my motivation for financial gain and gives me time to pursue other aspects of my life.

Real estate developer fits my personality as well because I enjoy taking risks for a great financial return. Overseeing all the aspects of the design, functionality, cost and location of the property fits in with my strong research and leadership skills. My value of negotiating makes real estate developer a good career because I would have to buy the land or property for the project. Lastly, it fits with my skill of teamwork and being able to work well with others to produce the best outcome.

**Possible Majors**: Finance Real Estate, Entrepreneurship, Management, Marketing
Creative Production

I’ve always had a creative outlook on everything I do. For example when I was young I would have really cool ideas for drawings or designs but couldn’t really draw, so I would have my brother who is a talented artist draw my idea and make it come into fruition. After that for all of his art projects he would come to me for ideas or inspiration because he knew “I could come up with the most out of the ordinary idea and make it work”. Or throughout my years in highschool I would have a notebook dedicated to daydreaming and the ideas that would come to me during those moments. By the end of the year I would have a multitude of business ideas or school ideas or design ideas. I realized that I can take something ordinary and come up with many ways to improve upon it while also being able to see a picture of the finished product in my head.

Enterprise Control

My interest in enterprise control or leading others to ensure my idea got carried out developed when I was in elementary school. For school projects I would always take charge and made sure that my ideas were incorporated into the projects we completed. This behavior of wanting to set the outline of what we are going to do and carry it out has stayed with me and has only developed further. During High School I played varsity soccer for four years and being a freshman on varsity you really don’t get to set the outline or have any power to enforce it for that matter. Being able to learn from the other captains allowed me to see how others lead and tried to achieve their fulfill strategies, come my senior year I was able to do set the best plan and carry it out leading my team to win our section and beat some of the top teams in NJ as the captain of the team.
VIPS Key Findings

Values:
- **Adaptation** - I value being able to work well in any condition and with anyone.
- **Negotiation** - I value being able to pick apart someone’s argument and provide common ground.
- **Craftsmanship** - I value being the best I can be at things I am passionate about and putting in the time necessary to achieve it.
- **Action** - I value being able to do things and not sit at a desk all day.
- **Playfulness** - I value having healthy competition making me strive to be better than my peers.

**Personality:**
- I am an Artisan-Crafter, ISTP.
- I like to be the best at what I do and succeed and think that everyone else around me should too and would need a company where everyone’s drive to succeed is greater than mine so it will drive me. I tend to look at things objectively and don’t really care for emotion so I would like a company that’s main concern are results. Lastly, I like to complete complex tasks by myself and would like a company where I would get an office.

**Themes:** Communication, Working with others, Dive to be the best at what I do, Leading.

Skills:
- **Coaching/Leading:** I’ve been coaching my little brother in soccer for over 10 years. I’ve been leading a volunteer activity through my soccer club for over 3 years.
- **Communication:** I’ve worked in a restaurant for over 3 years and have learned how to converse with different types of people.
- **Teamwork:** I’ve played sports my whole life and understand the importance of teamwork for success.
KSB Majors Overview

- **Accounting** - Business, Classifying, Recording, Providing feedback, Good with numbers and efficient.
- **Economic Consulting or Public policy** - Analytical, application of micro- and macroeconomics to problems of business decision making, Critical thinking, and problem solving.
- **Entrepreneurship** - Leading, Strategic management, Human resource management, Organizational behavior.
- **Legal Studies** - Nature of law, General interest, Ethics in business, Law in business.
- **International Business** - Production units, Political and Social trends, Multinational, Global business, Foreign economics.
- **Finance or Finance Real Estate** - feasibility analysis, valuation, and asset management, investment trusts, private equity, Estate markets.
- **Information and Process Management** - Strategic management of business, implementation, and Innovation.
- **Marketing** - Analytical, Researching, Leadership composition, Networks, Innovation.
- **Supply Chain Management** - Logistics, Accounting, Distribution, Manufacturing, Strategic market management.
- **Technology Management** - Database design, Management, Systems analysis, information systems.
International Business

1. **Fit:** International business fits my interest very well. I enjoy traveling and learning different languages. I like to compare how other economies work and see why which one works better. Ultimately I would like to work overseas doing something in the business field. It would be a good fit because I am adaptable and I would be able to use creative production and pressure a creative role for a company.

2. **Unique to Kelly:** International Business is a co-major in the Kelley School of Business which means that its paired with another major. By majoring in two different fields you bring a broader field of knowledge to a company. Kelly offers many international study opportunities because most of today’s executives have global business education. Along with the study abroad opportunities Kelly offers the second-year Global Foundations Core which teaches you how to analyze and interpret the influences that drive the global economy.

3. **Career Options:**
   a. **Financial Trader**- This career involves two types of traders. The career entails making processes in their relevant products, carrying out detailed data analysis and valuation, and developing client relationships and presenting ideas to clients. This is a good fit because I am very comfortable talking to people and building relationships along with being a good presenter.
      i. Strengths-{Personable, Playfulness, Good presenter/public speaker, Competitive, Leader}
      ii. Weakness -{Bored easily, procrastinate, Blunt, Impulsive}
   b. **Marketing Executive**- This career entails developing and integrating marketing campaigns to promote a product, service or idea. It also involves advertising, public relations, event organization, and product development. This is a good fit for me because I am very good at making connections and leading teams.
      i. Strengths-{Leadership skills, working well in teams, personable, communication skills}
      ii. Weakness-{Sees things objectively, Blunt, Impulsive, critical of others}
Marketing

1. **Fit**: Marketing fits my interest of being creative and thinking of different ways to present something to the consumer to increase sales. My strong research skills make marketing a good fit for me. Marketing requires you to have good communication skills and being able to present information to groups of people.

2. **Unique to Kell**: Kelly students learn internationally, gain valuable intern experience and compete in case competitions. Kelly teaches you all facets of marketing making you well rounded in your field. Kelley also offered Kelly academies which is advanced course work and hands-on experiences. Kelly focuses on skills that help shape your career such as marketing knowledge, a comprehensive understanding of business, and real-world experiences such as internships and consulting projects.

3. **Career Opportunities**:

   a. **Brand Product Manager**: This career involves overseeing all aspects of marketing a product or service. Responsible for managing and implementing marketing activities through research, strategic planning and implementation. This is a good fit because I have very good presentation and persuasive skills along with strong leadership skills. It also goes with my interest of enterprise control.
      i. **Strengths**: (Communication, Leadership, Creating strategy, Strong research skills)
      ii. **Weakness**: (Blunt, Bored easily, unorganized, Impatient)

   b. **Market Research Analyst**: Design and carry out projects analyzing consumer reactions to new products, modify the product, and advertise it. Present your findings to your bosses. This is a good fit because I would be able to use my interest in creative production and enterprise control.
      i. **Strengths**: (Strong presentation skills, craftsmanship, strong teamwork skills, leadership skills)
      ii. **Weakness**: (Unorganized, Procrastinate, straightforward, Impulsive)
Finance

1. **Fit**: A career in finance is a good fit because I am a critical thinker, good at analyzing data, and solving problems. My interest in enterprise control would make it a good fit. It allows me to manage investments and use math and statistics to analyze the market. Finance lets me stay up to business trends in the economy.

2. **Unique to Kelly**: Kelly’s Department of Finance is one of the best departments in the world. It provides specialized training through workshops in investment banking, investment management, commercial real estate and offers real world experience. Helps build a strong foundation of business skills, and gives you access to their industry connections. To further my interest in finance Kelley school of business offers multiple clubs I can join.

3. **Career Opportunities**:
   a. **Financial Manager** - This career involves overseeing a company’s overall financial strength, which would let me use my management and leadership skills. Along with overseeing the company’s financial strength a financial manager has to stay up to date with market trends and resolve claims to meet monthly targets. Working with a schedule would help with my procrastination.
      i. **Strengths**-{Leadership skills, Strong research skills, adaptable, communication skills}
      ii. **Weakness**-{Bored easily, Insensitive, Impatience, Impulsive}
   b. **Management Analyst** - This career is a good fit because it uses my interest of enterprise control. It entails analyzing revenue, expenditures and financial data to solve or improve a procedure and developing solutions and recommending changes to increase an organization’s efficiency.
      i. **Strengths**-{Problem solving skills, Strategizing, Leadership skills, market analysis}
      ii. **Weakness**-{Critical on others, straight forward, Expect too much, Impatient}
But in order to be one of the best, you have to put in effort. So don't follow your passions, follow your effort

-Marc Cuban