Career Possibilities
Research Project

By: Ryan Kutsor
Compass
Section 7070
Key Findings

- **Career 1: Wealth Manager**

This career option is a choice that is very appealing to me. I enjoy having control and power over others and this is a field that gives me control over others money. I do very well in high stakes situations and controlling someone else’s money certainly qualifies under that. Along with this Quantitative Analysis is one of my big interests and with this job a lot of data research is done before doing anything with your clients money.

Along with this the stock market is always something I’ve closely followed and different forms of investments have always intrigued me and the idea of handling someone’s money and investing it as a full time job sounds very exciting.

Possible Majors: Finance, Accounting, Business Analytics

- **Career 2: Marketing**

This career option fits surprisingly well with my interests after looking deeper into what marketers do. Specifically within marketing, using Information Systems to collect data on market segments and discover which demographics and segments react and respond to certain drivers sounds extremely rewarding and intriguing especially to my application of technology interest. Using data to base every marketing decision I make is also something that appeals to my data driven side as a guardian.

The ability to validate my findings and marketing solutions by targeting certain market segments by watching numbers spike in sales/viewership etc after deploying a marketing campaign based off of my data is something that sounds extremely rewarding.

Possbile majors: Information systems, Marketing
Interests Overview

Quantitative Analysis

- Numbers and data are always something that have fascinated me and are one of my biggest drivers/motivators. For instance, I put some of my savings into the stock market and wanted to put my money into well known companies to make safer investments. However, before I put it anywhere, I did a lot of research on the numbers the company was doing, taking into account each companies Return on Equity, Earnings per share, Revenue, and a few more statistics along with its historical trends and growth to determine where I’d put my money as I didn’t trust a company just based on its name and reputation.

Application of Technology

- I’ve always been someone who is intrigued with knowing how things work from both a mechanical and technological standpoint. I’ve always been fascinated by computers and how coding works as I never really understood the concept behind it. I’m a technology sound person, but not in that field. As a result, this year I took an informatics class here at IU this year because I’ve been so curious to know how coding and programming works, especially since in my major (finance) I’ll be constantly working with technology and computers. I’m currently halfway through the course and considering adding an informatics minor to my undergraduate studies.
VIPS Key Findings

Values
- Respect: I value working where everyone values others ideas, even if you don’t agree with them
- Balance: I value the idea that work isn’t the only thing in, as family, friends, and health are important too
- Consistency: I value a workplace where expectations, results, and effort remain consistent and you know what to expect most of the time
- Hierarchy: I value a workplace where hierarchy exists and is respected.
- Grit: I value the ability to lock down and put in the extra effort when necessary

Personality
- I am a Guardian Inspector, ISTJ
- I am someone who values rules and guidelines, I like having structure within my work. I do best with clear guidelines and directions and I can be counted on to follow instructions well. I’m very dependable and consistent in my work. This fits finance well as I often have clear tasks or projects, such as cutting costs in certain areas or maximizing return within others.

Interests
- Quantitative Analysis
- Application of Technology

Skills
- Openness to criticism: I’ve played competitive basketball all my life with very tough coaches who have criticized me very hard through my time playing
- Self-Control: Through my time being criticized by my coaches, I never talked back and was always able to stay calm and collected
- Ability to teach: I worked as a trainer and coach for young kids in basketball and enjoy watching others grow through my teaching

Themes
- Respect
- Working with/for others
- Listening/learning skills
- Emotional control
- Dependability
Kelley Majors

- Accounting: Learning to create a business’s financial records and prepare statements of where transactions occurred.
- Economic Consulting: Developing the skills to apply micro & macro economic strategies to make business decisions and forecasts.
- Entrepreneurship: Training students to start their own business and skills necessary to run it.
- Information systems: Learning the aspects behind computer based information systems to run a business.
- Management: Studying development of organizational design, negotiation, HR, planning, and employee development in business/organizations.
- Marketing: Developing the skills to create, promote, and get out goods to consumers.
- Professional Sales: Picking up the ability to build relationships with future customers, tend to clients, and solve problems.
- Supply Chain Management: Understanding and managing how resources/inventory are bought, stored, developed and sold within a business.
- Business Analytics: A complement to business majors, advancing skills in analytics, data integration and business decision making.
- Digital & Social Media Business Applications: Learning search engine optimization, social media advertising/marketing, web analytics and legal and privacy data issues.
- International Business: Paired with other majors, learning world economic, political and social trends/culture.
- Sustainable Business: Exploring more eco-friendly, globally conscious ways of practicing business. Using ideas from business, geography, and public and environmental affairs to achieve these solutions.
- Law, Ethics, and Decision Making: Learning the legal side behind business, the ethics and rules, and developing writing, critical thinking, and dispute resolution skills.
- Technology Management: Learning Database design, system analysis and design, as well as management informations systems.
All hyperlinks

- Accounting: https://kelley.iu.edu/programs/undergrad/academics/curriculum/accounting-curriculum.cshtml
- Information systems: https://kelley.iu.edu/programs/undergrad/academics/curriculum/information-systems-curriculum.cshtml
- Management: https://kelley.iu.edu/programs/undergrad/academics/curriculum/management-curriculum.cshtml
- Marketing: https://kelley.iu.edu/programs/undergrad/academics/curriculum/marketing-curriculum.cshtml
- Professional sales: https://kelley.iu.edu/programs/undergrad/academics/curriculum/professional-sales.cshtml
- Business analytics: https://kelley.iu.edu/programs/undergrad/academics/curriculum/business-analytics.cshtml
- Digital and social media business applications: https://kelley.iu.edu/programs/undergrad/academics/curriculum/digital-marketing-curriculum.cshtml
- Technology Management: https://kelley.iu.edu/programs/undergrad/academics/curriculum/technology-management-curriculum.cshtml
Finance

- Fit: Finance fits very well with my interest in Quantitative analysis. Finance primarily deals with numbers, statistics, and data driven decision making in order to maximize profit which fits almost perfectly with Quantitative analysis. Along with this Finance often has pretty clear cut objectives within the job rather than unmeasurable goals which fits my personality as a Guardian.

- Unique to Kelley: According to Investopedia, Kelley School finance majors begin with a median starting salary of $61,000, and up to $81,000. Clubs available to Finance majors are the Investment Banking, Investment Management, and Finance Clubs, all of which are useful clubs to pursue help with current classes and network and make relationships for future internships and jobs.

- Career Choices:
  1. **Corporate Financial Analyst**: Involves a multitude of activities, including creating profit and loss statements, make projections on revenue, forecast future expenses, and create reports on key data metrics.
     - Strength of fit: Falls right under my quantitative analysis interest, and has set hierarchy and rules
     - Challenges: May work with bigger groups which goes against guardian traits
  2. **Wealth Manager**: Working with wealthy individuals to manage their money between investments, taxes, retirement planning and accounting
     - Strength of fit: Working individually, no groupwork, also fits my quantitative analysis interest well. I’m also a dependable person and someone is trusting me with their money
     - Challenges: Less hierarchy and direction for me to follow. More of an open ended task where I have to figure out what’s best for the clients money
Information Systems

- **Fit:** Information Systems fits me well as it relates well to my drivers. Information systems is a very data driven job, which is one of my biggest drivers. Along with this it’s a very efficient, directions based job as it creates, stores, and processes data and helps makes decisions based off of that which appeals to my guardian side of valuing clear rules and hierarchy. It also touches on my application of technology interest.

- **Unique to Kelley:** Students in Information Systems can join the Technology Management Club, which exposes students to career fairs geared towards them and provides case competitions as well. You can also receive a master of science in Information Systems by staying another year as an in-residence.

- **Career Choices:**
  1. **Information Systems Consulting:** Consulting with an Informatics Design major often entails revamping, and making the Information systems currently in place within an organization more efficient, effective and streamlined. Often communication systems will be improved as well.
     - **Strength of fit:** Wouldn’t be working with a team, I do the work on my own. I have a clear objective to complete
     - **Challenges:** Redesigning old systems and maximizing efficiency will take a lot of critical thinking which as a guardian isn’t my strong suit. There’s no clear set of directions to follow to achieve success
  2. **Marketing:** Information systems within the marketing field would find themselves designing systems to identify the needs/wants of a certain demographic and figure out how to specifically target them
     - **Strength of fit:** My quantitative analysis interest would drive me to analyze the data to market to specific target groups and see how these numbers react. Also my application of tech interest is utilized with this
     - **Challenges:** As a guardian I follow the rules and try not to cross any boundaries, and with this kind of specific targeting, crossing privacy boundaries could be problematic at times with data mining
Economic Consulting

- Fit: As a guardian, supervision and counseling are two things I enjoy, and something like consulting gives me the opportunity to do both of these. Along with this, economic consulting is very numbers and data driven which peaks my quantitative analysis interest as well as my data backed driver. I also prefer working alone which I get to do as I make recommendations and findings on my own with this.

- Unique to Kelley: Kelley has a Consulting Workshop, based around Kelley Consulting classes, which help prepare students for a consulting career as well as make connections in the consulting world. Since all Kelley students have to take I-Core, economic consultants from Kelley are more well rounded and knowledgeable than many other economic consultant majors.

- Career Choices:
  1. **Economic consulting**: This consists of evaluating and forecasting trends of a business and applying economic techniques in order to maximize profit. Also one must take into account how government regulations and business policy will effect the business in the future
     - Strengths to fit: This provides an independent work schedule for me where I can trust myself and my own work without worrying about others. It also is very data driven which is my biggest driver
     - Challenges: Economic consulting isn’t a job where the same solution is going to apply every single time, you must use critical thinking at times which isn’t my strong suit
  2. **Insurance**: An insurance economic consultant would analyze data and trends to determine risk rates and accident likelihood to help an insurance company determine what to charge its customers
     - Strengths to fit: Working alone and using data driven formulas and solutions are my strong suit as a guardian
     - Challenges: While the decisions are data driven, there’s no way to validate that solutions are correct and many variables can come into play in a field such as this which could become overwhelming