



**Career Community:**

# Business and Accounting



[starkstate.edu/academics](http://starkstate.edu/academics)



## Career Community:

# Business and Accounting

### Critical skills and abilities

- interpersonal communication
- leadership
- attention to detail
- problem-solving

### Specialized skills and knowledge

- Microsoft 365
- Power BI (business intelligence software)
- Quickbooks and accounting software
- Tableau (business intelligence software)

### Short-term certificates in this Career Community

- banking associate
- bookkeeping
- computer-integrated accounting
- enrolled agent/tax preparer
- entrepreneurship
- QuickBooks/payroll

### Top hiring industries

- commercial banking
- offices of certified public accountants
- colleges, universities and professional schools
- offices of physicians
- insurance agencies and brokerages
- administrative management and general management consulting services
- offices of bank holding companies
- wholesale trade agents and brokers
- company's internal business offices



Schedule an appointment with a career specialist to explore opportunities in these industries.

Do you characterize yourself as a leader, problem-solver and persuader who is focused on the importance of numbers, data and accuracy?

Find your fit in programs leading to careers in accounting, banking, customer service, entrepreneurship, marketing and management. Or transfer to baccalaureate business programs.

## Majors in this Career Community

### EXPLORATORY MAJOR

If you know this career community is the right fit for you but you're unsure of your major, choose the **business and accounting exploratory major** to get started in the right direction. Your first 15 credit hours are applicable to all majors within this career community, and you'll get the experience to know which major is right for you.

### ACCOUNTING

You'll get a solid foundation in accounting theory so you can specialize in public or corporate accounting. You'll be qualified for jobs in tax accounting, governmental accounting, industrial/cost accounting, not-for-profit accounting and accounting for small business. After completing specific coursework – available via the traditional classroom or fully online – you may be eligible to take the certified public accountant exam and certified management accountant exam. You also can use the associate degree as a foundation to pursue bachelor's and master's degrees.

#### *Accounting services for health administration major*

When you work primarily in the area of hospital finance and accounting, you'll be well-prepared with additional coursework in medical terminology, the basics of health care delivery systems, the complex world of reimbursements and insurance, and the legal aspects of the medical profession.

#### *Certified public accountant major*

A certified public accountant (CPA) is a leader with the ability to provide a wide variety of client services, including auditing, tax preparation and planning, financial statement preparation and consulting. CPAs also work for companies, governmental entities and not-for-profit entities. With this major, you're starting your journey to becoming a licensed CPA.

#### *Computer information major (accounting analytics)*

You'll get a foundation in accounting theory and related business along with a highly developed information technology competency. You'll learn a number of the most widely used software applications and understand the basics of data analytics and information technology as used in accounting.

#### *Corporate major*

You'll get a solid foundation in accounting theory to prepare you for corporate accounting jobs in financial information preparation, reporting, and analysis or cost accounting; governmental accounting; not-for-profit accounting; and accounting for partnerships or sole proprietorships. With this major, you're starting your journey to becoming a Certified Management Accountant (CMA).

#### *Forensic major*

Along with a foundation in accounting theory, you'll get detailed knowledge of types of fraud, fraud prevention and fraud detection. The curriculum emphasizes design of effective internal control systems, monitoring compliance with those systems, and gathering and documenting forensic evidence when fraud has occurred or is suspected. You'll learn many of the requirements and monitoring and reporting provisions of the Sarbanes-Oxley Act.

#### *Tax major*

Constant tax code changes have created a need for corporate business and accounting firm employees knowledgeable in accounting, business transactions and tax law and able to convert that know-how into tax compliance and planning. With this major you can sit for Enrolled Agent exam.

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## Consider these and other careers

job title/description	Canton/Akron entry-level annual earnings	Canton/Akron average annual earnings
<b>accountants and auditors</b> examine, analyze and interpret accounting records to prepare financial statements, give advice or audit and evaluate statements prepared by others; install or advise on systems of recording costs or other financial and budgetary data	43,250	75,769
<b>bookkeeping, accounting and auditing clerks</b> compute, classify and record numerical data to keep financial records complete. Perform any combination of routine calculating, posting and verifying duties to obtain primary financial data for use in maintaining accounting records. May also check the accuracy of figures, calculations and postings pertaining to business transactions recorded by other workers	29,904	45,356
<b>financial and investment analysts</b> conduct quantitative analyses of information involving investment programs or financial data of public or private institutions, including valuation of businesses	47,355	83,268
<b>financial examiners</b> enforce or ensure compliance with laws and regulations governing financial and securities institutions and financial and real estate transactions. May examine, verify or authenticate records	45,890	77,187
<b>insurance sales agents</b> sell life, property, casualty, health, automotive or other types of insurance; may refer clients to independent brokers, work as an independent broker or be employed by an insurance company	30,789	89,028
<b>loan officers</b> evaluate, authorize or recommend approval of commercial, real estate or credit loans; advise borrowers on financial status and payment methods; includes mortgage loan officers and agents, collection analysts, loan servicing officers, loan underwriters and payday loan officers	32,556	72,450
<b>management analysts</b> conduct organizational studies and evaluations, design systems and procedures, conduct work simplification and measurement studies and prepare operations and procedures manuals to assist management in operating more efficiently and effectively; includes program analysts and management consultants	38,678	97,174
<b>market research analysts and marketing specialists</b> research conditions in local, regional, national or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign; may gather information on competitors, prices, sales and methods of marketing and distribution; may employ search marketing tactics, analyze web metrics and develop recommendations to increase search engine ranking and visibility to target markets	35,483	70,608
<b>personal financial advisors</b> advise clients on financial plans using knowledge of tax and investment strategies, securities, insurance, pension plans and real estate; duties include assessing clients' assets, liabilities, cash flow, insurance coverage, tax status and financial objectives; may also buy and sell financial assets for clients.	43,615	129,375
<b>project management specialists</b> analyze and coordinate the schedule, timeline, procurement, staffing, and budget of a product or service on a per project basis; lead and guide the work of technical staff; may serve as a point of contact for the client or customer	44,354	84,726

*careers represented may require further education; an advisor will help you determine your pathway*

source: Team NEO (Lightcast Data 2024)





## FINANCE

You'll be well-versed in the finance areas that today's business environment demands. You'll gain the knowledge and skills needed to add wealth and value to your employer as you take on increasing responsibility within the corporate treasury function or personal finance and planning. This degree is a stepping stone to a career as a Certified Financial Planner (CFP) or Chartered Financial Analyst (CFA).

## BUSINESS MANAGEMENT

In today's business world, companies are looking for managers who understand technology, can adapt quickly to change, work well in teams, skillfully motivate employees and realize the importance of satisfying customers. As a business management graduate, you'll be able to deliver all of this and more.

### *Finance major*

Along with gaining business management skills, you'll understand a financial plan and have a working knowledge of the various investments.

### *Health services major*

Health care is one of the fastest-changing fields in the U.S. today. This major blends our management program with a basic knowledge of the health care industry, anatomy, physiology, insurance and medical terminology.

### *Human resources major*

You'll be able to deliver the skills from our management program and the more specialized knowledge involved in talent management, succession planning, diversity awareness and corporate culture development.

## *Entrepreneurship major*

The entrepreneurship major equips students with the knowledge, skills and mindset to start, manage and grow ventures. Courses cover business planning, finance, marketing, innovation, leadership and strategic management, preparing students for challenges in starting businesses, working in startups or pursuing roles in established organizations.

## *KSU Stark BBA degree*

Because Stark State recognizes the value of education beyond the associate degree, Stark State students can complete this special option in business management technology to receive an associate degree, then take an additional 49 credit hours of degree requirements through Kent State at Stark to earn a bachelor of business administration degree.

## MARKETING AND SALES MANAGEMENT

Marketing managers implement the traditional marketing mix to develop tactics for product, price, promotion and distribution. Marketing professionals determine the demand for goods offered by a business and its competitors while identifying potential customers. You'll also work with advertising and sales managers to promote products and services to attract potential customers.

## CULINARY

Strong emphasis on culinary technique, creativity and Michelin-star, restaurant-quality, real-world kitchen skills. This is supplemented by management and administrative skills, including food safety, cost control and staff management. In addition, our nationally recognized American Culinary Federation accreditation provides valuable personal certifications and opens the path for a wide range of professional networking. (See *Culinary Career Community viewbook for more information.*)



6200 Frank Ave NW  
North Canton, OH 44720

### Admissions

330-494-6170 ext. 4228 | 1-800-797-8275 | [info@starkstate.edu](mailto:info@starkstate.edu)

### Career Services

330-966-5459 | [careerservices@starkstate.edu](mailto:careerservices@starkstate.edu)

*Some careers represented in this viewbook may require further education. The information provided is based on regional data and subject to change. Please see an SSC advisor to make sure you're on the path to success. / Accredited by the Higher Learning Commission / Stark State College is committed to non-discrimination. For the full policy: [starkstate.edu/non-discrimination](http://starkstate.edu/non-discrimination)*

