



## CAREER PATHS IN FINANCE:

Six primary areas of employment for finance majors are:

- Corporate Finance
- Investment Banking
- Commercial Banking
- Asset Management
- Real Estate
- Personal Financial Planning

While this list is not exhaustive, it gives a good sense of career directions for finance graduates.

## CORPORATE FINANCE:

Corporate finance refers to the financial activities of a private business. Specifically, “corpfin” refers to the more day-to-day accounting activities of a business, like accounts payable and accounts receivable, as well as higher-level strategic financial analysis. Finance professionals analyze revenue and expenses to contribute to the effective use of capital. They also advise managers about project costs, make capital investments, and structure acquisitions to help companies grow.

### Common positions/areas in Corporate Finance include:

- Financial Analyst
- Accountant
- Cash Management
- Credit Analysis & Management
- Controller/Finance Director
- Payroll
- Financial Reporting
- Investor Relations
- Treasurer
- Chief Financial Officer

### Tips for launching a career in Corporate Finance:

- Complete a relevant internship.
- Develop strong computer skills, including Excel, Access, and PowerPoint.
- Advanced study of Financial Accounting is helpful.
- Strong analytical skills are crucial.

## INVESTMENT BANKING:

Investment banking refers to a range of activities: underwriting, trading securities (stocks and bonds), providing financial advisory services (such as mergers and acquisition advice), financing of deals, and managing assets. Investment banks offer these services to companies, governments, non-profit institutions, and individuals.

### Common positions/areas in Investment Banking:

- Sales & Trading
- Research
- Mergers & Acquisitions
- Equity & Debt
- Advisory Services
- Underwriting



## **Tips for launching a career in Investment Banking:**

- Focus on strong academics. A high GPA is essential.
- Research financial markets and money centers. An entry-level job may require geographic flexibility.
- Apply for KU's Finance Scholars Program.
- Develop relevant summer experiences and leadership.
- Network with alumni contacts in the industry.
- Be prepared to work significant overtime, start at the bottom, and pay your dues.
- Develop strong analytical and communication skills.

## **COMMERCIAL BANKING:**

The jobs available at commercial banks vary significantly according to the scope of their operations. Mega-banks, such as Citibank and Bank of America, offer a variety of positions, from sales to investment banking and trading. Small and regional banks tend to have a smaller range of more traditional positions such as loan officer, credit analyst, etc.

### **Common positions/areas in Commercial Banking:**

- Bank Examiner
- Loan Officer
- Branch Manager
- Sales
- Programmer
- Trust Officer
- Commercial Lending
- Mortgage Loans
- Trust Management
- Capital Services and Mergers & Acquisitions
- Operations
- Credit Scoring

## **Tips for launching a career in Commercial Banking:**

- Develop a solid foundation all areas of business including marketing and accounting.
- Get experience through internships, part-time, or summer employment in a financial services firm.
- Develop strong interpersonal communication and client interaction skills.

## **ASSET MANAGEMENT:**

Asset management companies manage the money of their clients to achieve specific financial objectives within guidelines under which the investment pool is organized. These might take the form of mutual funds, hedge funds, retirement or pension funds, or other institutional funds, and, depending on how the fund is organized, could invest in any range of investment vehicles including stocks, bonds, options, and futures or commodities.

### **Common positions/areas in Asset Management:**

- Fund Accountant
- Economist
- Buy-side or Sell-side Research Analyst
- Quantitative Analyst
- Portfolio/Fund Manager



## **Tips for launching a career in Asset Management:**

- Work toward CFA designation.
- Focus on strong academics. A high GPA is essential.
- Research financial markets and money centers. An entry-level job may require geographic flexibility.
- Apply for KU's Finance Scholars Program.
- Develop relevant summer experiences and leadership.
- Network with alumni contacts in the industry.
- Be prepared to work significant overtime, start at the bottom, and pay your dues.
- Develop strong analytical and communication skills.

## **REAL ESTATE:\***

Real estate finance is both an industry in itself and a career within larger financial services organizations such as commercial and investment banks. There are a number of careers within the overall real estate industry, including development and construction and leasing. Real estate finance in contrast has more of an emphasis on the “finance” side than it does on the “real estate” side. Generating or evaluating a real estate finance deal involves doing many of the same kinds of sophisticated financial analyses as a public stock offering, debt issuance, large commercial loan, or merger.

### **Common positions/areas in Real Estate:**

- Residential Brokerage
- Commercial Sales
- Appraisals
- Property Management
- Real Estate Portfolio Management

### **Tips for launching a career in Real Estate:**

- Obtain relevant experience through internships, summer jobs, or part-time positions.
- Research how to become a real estate broker through the National Association of Realtors.

## **PERSONAL FINANCIAL PLANNING:\***

Financial planners help clients make decisions about long-term financial issues, helping clients to achieve their financial goals. They typically charge an hourly or flat fee -- though some who offer advice regarding mutual funds charge a percentage of the assets a client has invested. Stock brokers advise clients about which individual stocks and bonds to invest in. They earn their fees on a commission basis: for every purchase or sale they make, the brokerage house they work with charges a fee and pays them part of that fee. Personal investment managers are compensated based on the amount of money they manage (their “assets under management”).

### **Common positions/areas in Personal Financial Planning:**

- Sales
- Customer Services
- Operations
- Portfolio Management



## Tips for launching a career in Personal Financial Planning:

- Gain experience in sales. Top candidates are highly motivated and entrepreneurial.
- Research the CFP (Certified Financial Planner) designation.
- Develop a solid personal network.

## GENERAL TIPS FOR STUDENTS CONSIDERING A MAJOR OR CAREER IN FINANCE:

- Get experience through an internship or other relevant part-time or summer work.
- Conduct informational discussions with individuals from industry. The Alumni Directories in the BCSC provide a great place to start.
- Participate in a job shadowing experience through Jayhawks on the Job or a company visit through a Friday Field Trip. Both are programs coordinated through the BCSC.
- Attend the Finance Career Conversations and Business Career Fair events each September to talk with hiring organizations and industry representatives from Finance.
- Read the Wall Street Journal.
- Join the Finance Club or other student organizations that will facilitate career exploration
- Develop strong analytical, accounting, and interpersonal communication skills.
- Explore various professional designations and licenses relevant to finance career paths.

## COMPANIES RECRUITING FINANCE MAJORS AT KU INCLUDE:

AIG	First National Bank of Omaha
American Airlines	G.K. Baum
American Eagle Outfitters	Grant Thornton
Arthur J. Gallagher Risk Management	Great Range Capital
Atomic Transport	Green Plains Renewable Energy
Bank of America Merrill Lynch	Hallmark Cards
Bank of Kansas City	HR Block
B.E. Smith	Insight Global
Billsoft	ISNetworld
Cerner	Kansas City P&L
Cintas Corporation	Kennedy & Coe
Commerce Bank	Koch Industries
Commercial Appeal	Leslie Rudd Investment Corp
ConocoPhillips	Lockton Companies
Deloitte Consulting	Magellan Midstream Partners
E&J Gallo Wineries	McGladrey
Eli Lilly	Metlife
EY	National Oilwell Varco
Farmers Insurance Group	Payless ShoeSource
Federal Reserve Bank of Kansas City	PepsiCo



PFSweb  
Piper Jaffray  
RubinBrown  
R.W. Baird  
Sabre Holdings  
Schlumberger  
Sprint  
Strategic Value Media

Textron  
ThyssenKrupp Elevators  
Transworld Systems  
Travelers  
Union Pacific  
Wal-Mart Stores  
Watco Companies  
YRC Worldwide

\* Companies listed reflect organizations running formal on-campus recruiting schedules for Finance majors in the Business Career Services Center during the 2013-2014 and 2012-2013 academic years. Data does not include companies attending the career fair, companies posting jobs and internships through KU Career Connections, or companies hiring recent KU finance grads through student-initiated efforts.

### **SALARY DATA FOR KU FINANCE GRADUATES:**

Range: \$40,000-85,000 (2014-2015) and \$35,000-72,000 (2013-2014)

Average Salary: \$60,100 (2014-2015) and \$52,644 (2013-2014)

Median Salary: \$55,000 (2014-2015) and \$53,000 (2013-2014)

% of Students Seeking Employment who Accepted an Offer by Graduation: 80% (2014-2015) and 67% (2013-2014)

### **LAST UPDATED SUMMER 2015**