


# Careers in Business



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Business is increasingly important activity throughout the world today. Consequently, the opportunities for a business careers have grown in variety an number. There are now five broad fields, or areas, of business that offer exciting careers.

- **Managment**
- **Marketing**
- **Accounting**
- **Finance**
- **Computers and data processing**

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- Within each of these fields are specific jobs in which can specialize. For example, within the field of marketing you can specialize in market research, advertising, buying, selling, or distribution. The figure below shows general career opportunities that are available in various fields of business.

# Business Fields and Careers

## MANAGEMENT

- general manager
- Personnel manager
- Production manager

## MARKETING

- Researcher
- Advertiser
- Buyer
- Saller
- distributor

## FINANCE


- Banker
- Financial
- stockbrokrt

## COMPUTERS & DATA PROCESSING

- Computer operator
- Computer programmer
- Systems analyst

## ACCOUNTING

- Bookkeeper
- Private accountant
- Public accountant
- Govemment accountant



In choosing a business careers, there are several questions you may want to ask. For instance, does the work interest you. Are there any areas of business for which you have an aptitude or special capability? What are the opportunities involved, such as salary, chance for advancement, and demand(or need) for the job? Answers to these kinds of questions and careful planning will help you choose a suitable and successful careers in business.

# Comprehension

- ❖ **A. Answer the following question about business careers.**
- ❖ 1. What are five different fields of business.
- ❖ 2. What are some specialization within the field of finance.
- ❖ 3. What are some different types of managerial careers.
- ❖ What field of business is shown un the box on the far right of figure 1

❖ **B.** circle the letter of the answer that best completes each of the sentences below.

❖ 1. the opportunities for a business career have:

a. Not grown in variety and number

b. Grown in variety and number

c. Grown in number but not variety


d. Grown in variety but not number

a.

- 2. A person working in computer and data processing may specialize in:
  - a. computer programming
  - b. computer operating
  - c. systems analyzing
  - ⓓ. all of the above



- 3. a bookkeeper is the specialist within the field of:
  - a. accounting
  - b. data processing
  - c. finance
  - d. marketing

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- in choosing a business career, one might ask question regarding:
    - a. one's area of interest
    - b. one's aptitude
    - c. Job opportunities
    - d. all of the above

# Vocabulary Exercises

- A. Substitute appropriate terms for the italicized words or phrases in the sentences below.

<b>careers</b>	<b>Field</b>	<b>aptitude</b>	<b>advancement</b>	<b>consequently</b>
Variety	offer	suitable	Specialize in	salary


1. Because computers and data processing is a growing field, the opportunities for ***upward movement*** are great. **advancement**
2. There is a wide **range** of careers in the business world. **variety**
3. the employee quit his job because of the poor **amount of money** earned. **Salary**
4. The **area** of marketing offers different types of job, such as advertiser or distributor. **field**

5. the computer programmer had a (n) appropriate job because he didn't like to work with people.

**Specialise in**

6. Business professions offer opportunities in the area of management, marketing, accounting, finance, and computers and data processing. **careers**

7. Because the young accountant had (n) special capability for mathematics, he was very successful. **aptitude**



8. A person may train in different types of management , such as personnel or production management.

# Text Analysis

- Look at the reading to answer the questions.

1. What does each of the following refer to.

LINES	WORDS	REFERENCES
9	Each of these fields	management, marketing, accounting, & data
18	These kinds of questions	L16

2. in the reading, two transition phrases are used to give examples. What are these two phrases. What examples do they introduce.

Transition phrases	Examples
For example, within the field of marketing you can specialize in	market research, advertising, buying, selling, or distribution
For instance	does the work interest you. Are there any areas of business for which you have an aptitude or special capability




- 3. A transition word is used in the reading to show a result. What is this transition? What is the result.

transition	result
Consequently	the opportunities for a business careers have grown in variety and number

- Information is frequently classified by arranging it in a chart. Figure 1 on page 12 is a chart that shows the classification of business fields. there are five members of this class. Refer to this chart for the information to complete the ;following classification of business fields.

class	Business Fields
Membres	Management
	Marketing
	Accounting
	Finance
	Computers & data processing

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- Management, Marketing, Accounting, Finance, Computers & data processing may also be considered as separate classes with members of their own. Fill in blanks below, based on the information provided in figure 1 on the page 12.