

Careers In Business

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

- Management
- Marketing
- Accounting
- Finance
- Computers and data processing

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

Business fields and careers											
MANAGEMENT -general manager -personal manager Product manager	MARKETING - researcher - adviser - buyer - seller - distributor	ACCOUNTING -bookkeeper - private accountant - public accountant - government accountant	FINANCE -banker -financial analysis -stockbroker	COMPUTERS AND DATA PROCESSING -computer operator -computer programmer -systems analyst							

Figure 1

In choosing a business career, there are several question you may want to ask. For instance, does the work interest you? Are there any areas of business for which you have any aptitude or special capability? What are the opportunities involved, such as salary, chance of advancement and demand (or need) for the

job? Answer these kinds of questions and careful planning will help you choose a suitable and successful career in business.

Comprehension

Answer the following questions about business careers. Questions with asterisks(*) cannot be answered directly from the text.

- 1- What are five different fields of business?
- 2- What are some specializations within the field of finance ?
- 3- What are some different types of managerial careers?
- 4- What field of business is shown in the box on the far right of Figure 1?
- 5- What are some specializations within this field?
- 6- In the box that is second from the left, what information is presented?
- 7- What kind of questions should you ask in order to choose a suitable and successful career?
- 8- The reading states " Business is increasingly important Activity throughout today". *Does this general statement apply to your own country? *Why or Why not? *What opportunities are there for Business careers in your country?
- 9- Can you add any more business fields or careers to Figure 1? If you do not know the names in English, describe the work.

Circle the letter of answer that best completes each of the sentences below.

- 1- A person working in computers and data processing may specialize in:
 - a- Computer programming
 - b- Computer operating
 - c- Systems analyzing
 - d- All of the above
- 2- A bookkeeper is specialist within the field of:
 - a- Marketing
 - b- Accounting
 - c- Finance
 - a- Data processing
- 3- In choosing a business career, one might ask questions regarding:
 - a- One's area of interest
 - b- One's aptitude
 - c- job opportunities
 - d- all of the above

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

Careers field aptitude consequently variety offer suitable specialize in salary

- 1- There is a wide *range* of careers in the business world.
- 2- The employee quit his job because of the poor *amount of money earned*.
- 3- The *area* of marketing offers different types of jobs, such as advertiser or distributor.
- 4- The computer programmer had a(n) *appropriate* job because he didn't like to work with people.
- 5- Business *professions* offer opportunities in the areas of management, marketing, accounting, finance, and computers and data processing.
- 6- Because the young accountant had a(n) *special capability* for mathematical, he was very successful.
- 7- A person may *train in* different types of management, such as personnel or production management.

Fill in the blanks below with the most appropriate terms from the list.

Various (3)	demand	offer	specialize in (2)	salary (6)
suitable(4)	career (7)	aptitude (5)	advancement(8)	suitable
field(1)				

Within the of accounting, there are a number of areas that you might
 These include bookkeeping and the types of accounting. In order to choose the specific
 accounting job that is most, you might ask yourself how much this type of work interests you
 and if you have any for organizing financial data. You might also consider the average
earned by a bookkeeper or accountant and the current for the work, particularly for
 the area in which you hope to live. Opportunity for in the accounting field is another factor
 that you, as a prospective bookkeeper or accountant, may which to consider.

Classification

Class

members

In each of the examples below, three of items are members of the same class and one is not. Cross out the one that is not a member. Then write the name of the class to which the three belong.

	class
1-buyer/banker/seller/distributer	marketing career
2-banker/financial analyst/stockbroker/accountant
3- computers and data processing/finance/marketing/general manager
4- computer operator/computer programmer/data processing/systems analyst
5- general manager/management/production manager/personnel manager
6- advertising/management/marketing/accounting
7- private accountant/banker/government accountant/bookkeeper

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