

CAREERS IN BUSINESS

Business is an increasingly important activity throughout the world 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 you can specialize in market research, advertising, buying, selling, or distribution. The figure below shows general career opportunities that are available in the various fields of business.

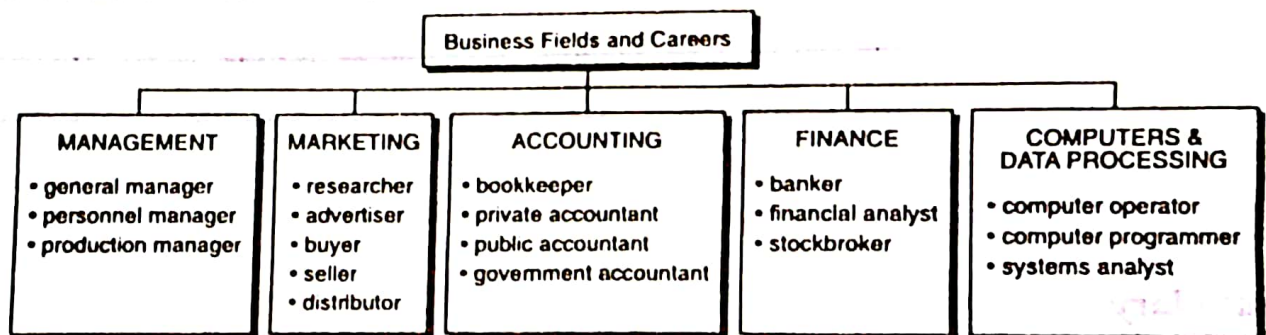


Figure 1

In choosing a business career, 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 career in business.

A. 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?