

## 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 of business which offer exciting careers:

- **MANAGEMENT** (general manager, personnel manager, production manager);
- **MARKETING** (researcher, advertiser, buyer, seller, distributor);
- **ACCOUNTING** (bookkeeper, public accountant, private accountant, auditor);
- **FINANCE** (banker, financial analyst, stockbroker);
- **COMPUTERS AND DATA PROCESSING** (computer operator, computer programmer, systems analyst).

Within each of these fields there are specific jobs in which **one** can specialize. For example, a person working in computers and data processing may **specialize** in computer programming, computer operating, and systems analysis. The definitions of the five business fields may be as follows:

**FINANCE** the acquisition and utilization of capital to start up, operate, and expand a business.

**ACCOUNTING** - the measurement and communication of financial information.

**MARKETING** - the movement of goods and services from manufacturer to customer to satisfy the customer and achieve the company's goals.

**DATA PROCESSING**- the handling of large amounts of information concerning business operations.

**MANAGEMENT**- the activities guiding a company to reach its objectives.

**ACCOUNTING (x2) THROUGHOUT- SPECIALIZE COMPUTERS AND DATA PROCESSING**  
**FINANCE (x2) VARIETY MANAGEMENT (x2) DATA PROCESSING MARKETING (x2)**  
**BROAD ONE**

**Translate the text**

Business today is full of **risk** and opportunity. Many people need to plan, prepare, and practice to create a successful business. The task is to minimize risks and make the most of **opportunities**. But many people entering the business world **lack** adequate training in such areas as leadership, communicating requirements and ideas, and working successfully as a member of a team. Employees must be skilled in **allocating** time, money and other resources needed to carry out a job. They are to be able to **evaluate** and use new information. They must understand how one task may **affect** the others. Finally, they have to be able to **adopt** new skills and **adapt** to changing technology.

**ALLOCATING    AFFECT    LACK    EVALUATE    ADAPT    RISK    OPPORTUNITIES**  
**ADOPT**