## **Exploring Business**

## Are you looking to explore a career in business, but you don't know where to start?

Knowing what work you want to pursue allows you to build your experiences and skills to ensure you are competitive in the job market.

This map unpacks the business functions that all firms have, and helps you understand what work could look like in each function within business.

#### Begin by understanding what a function and an industry are:

- What is a function? A function refers to the responsibilities, tasks, and capabilities of a particular job role, and typically aligns with what you study in business like marketing, finance, or human resources.
- What is an industry? An industry is a group of employers or businesses that produce a particular kind of goods or services, like technology, retail or manufacturing.

**Explore** the functions to identify your interest area. Utilize maps related to each specific function for understanding basic processes, skills, and roles.

#### Marketing

Activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, & society at large.

# Functional Areas in Business

### Human Resources (HR)

Division of a business that is charged with finding, screening, recruiting, and training job applicants.

## Supply Chain Management

Handling of the entire production flow of a good or service – starting from the raw components all the way to delivering the final product to the consumer.

#### Accountancy

Process of recording financial transactions pertaining to a business, including summarizing, analyzing, reporting these transactions to oversight agencies, regulators, & tax collection agencies.

#### **Communications**

Process of sharing information between individuals within and outside a company.

## Data & Information Systems

Integrated set of components for collecting, storing, and processing data and for providing information, knowledge, and digital products.

#### **Finance**

Management of money and includes activities such as investing, borrowing, lending, budgeting, saving, and forecasting.

