

## COMMERCE

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### Accountancy & Finance

A career in this category requires the assortment of various factors including the understanding and application of accounting, business knowledge, financial strategies and developed management and personal skills.

#### **Standard MAP Profile:**

**Motivation:** Organization, Business, Experimenting

**Aptitudes:** Figurework, Numeric, Precision and Verbal

**Personality:** Factual, Deliberate, Passive, Solitary

#### **Secondary School Subjects Required:**

English

Mathematics

Accounting

Business Studies/ Economics

#### **Where do they work?**

Governments, Companies, Partnership Firms, Organizations and Individually.



This cluster is further segmented into the following:

**Accounting:** Accountants analyze report and give advice on the financial dealings of organizations and individuals, and advice on associated record-keeping and compliance requirements.

**Financial Planning:** Financial planners and wealth managers help individuals plan their financial futures. Understanding investments, taxes, estate planning issues and a keen listening ear to the needs of the client are a must-have skill.

**International Business:** Comprehensive educational qualifications in International Business and knowledge about the global market are key area requirements in this field.

**Financial Management:** The main goal is to supervise the preparation of financial reports, guide investment activities, and execute cash-management strategies. The responsibilities vary according to position. Specific titles include controller, treasurer or finance officer, credit manager, cash manager, and risk and insurance manager.

**Risk Management:** Risk management is the identification, assessment, minimization, and potential elimination of the various risks that can threaten an organization's financial stability.

**Insurance:** Jobs in insurance involve helping individuals and business manage risk to protect themselves from catastrophic losses and to anticipate potential problems. Jobs in this sector range from administrative support to management programs, from sales to information technology, from accounting to customer service.

**Auditing:** Auditors help to ensure that firms are run efficiently, public records kept accurately, and taxes paid properly and on time. They analyze and communicate financial information for various entities, budget analysis, financial and investment planning, information technology consulting, and limited legal services.

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### Business/Mktg/Mgmt

Business studies is a combination of management, organisational behaviour, marketing, human resource and marketing.

#### **Standard MAP Profile:**

**Motivation:** Business, Organisation, Social

**Aptitudes:** Numerical, Figurework, Verbal, Sequences

**Personality:** Factual, Deliberate, Assertive, Gregarious

#### **Secondary School Subjects required:**

English

Mathematics

ICT

Business Studies

#### **Where do they work?**

Government departments, Marketing firms, Business associations. Self-employed. Management consulting firms and Advertising agencies

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The various segments are:

**Business Economics:** Business economics is that part of economic theory which focuses on business enterprises and inquires into the factors contributing to the diversity of organizational structures and to the relationships of firms with labour, capital and product markets.

**E-Business:** It is a term used to describe businesses run on the Internet, or utilizing Internet technologies to improve the productivity or profitability of a business. In a more general sense, the term may be used to describe any form of electronic business — that is to say, any business which utilizes a computer

**Information Technology:** It is the branch of engineering that deals with the use of computers and telecommunications to retrieve and store and transmit information

**International Business:** International business is a term used to collectively describe all commercial transactions i.e. private and governmental, sales, investments, logistics, and transportation, that take place between two or more nations.

**Management:** Management in all business and organizational activities is the act of getting people together to accomplish desired goals and objectives efficiently and effectively. Management comprises planning, organizing, staffing, leading or directing, and controlling an organization or effort for the purpose of accomplishing a goal.

**Marketing:**Marketing is the process of performing market research, selling products and/or services to customers. It is an integrated process through which companies build strong customer services and create value for their customers and for themselves

**Human Resource:** Human resources is also the name of the function within an organization charged with the overall responsibility for implementing strategies and policies relating to the management of individuals

**Advertising:** Advertising is a form of communication intended to persuade an audience to purchase or take some action upon products, ideas, or services.

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## Catering

Caterers organise and control the operations of establishments involved in catering and dining. Providing food and services on the basis of orders or events is also a huge part of the catering business. Catering industry in simplest provides food services which are from time to time required in various events big and small and also on day-to-day basis.

### **Standard MAP Profile:**

**Motivation:** Arts, Business, Organizing

**Aptitudes:** Spatial, 3-D, Figurework, Sequences, Visual

**Personality:** Imaginative, Spontaneous, Assertive, Solitary

### **Secondary School Subjects required:**

Business Studies

Mathematics

Home Economics

Biology/ Chemistry

### **Where do they work:**

Hotels, restaurants, cafes, cafeterias, canteens and as a small-scale

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**Catering Management:** It involves managing all of the day-to-day operations of catering services in a restaurant, hotel or resort. There are various jobs involving supervision of employees, creating budgets for events, hiring and training workers and planning menus. This involves assortment of lower to higher level positions.

**Catering Service:** Catering services basically means providing food and services. There is a diverse range of jobs involved with specific duties and requirements.

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## Economics

This field aims to provide high level applied and theoretical knowledge and skills in economics and related disciplines. It is designed to provide students with an appreciation of various economic issues such as unemployment, resource allocation, economic growth, income distribution and foreign trade.

### **Standard MAP Profile:**

**Motivation:** Organisation, Experimenting, Words

**Aptitude:** Numeric, Verbal, Figurework, Sequences, Vocabulary

**Personality:** Factual, Deliberate, Passive, Solitary

### **Secondary School subjects required:**

Economics

Mathematics

### **Where do they work?**

Government, Businesses, Organisations, Research and Development, Educational Institutions.

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The segments involved are:

**Business Economics:** This discipline combines necessary analytical tools and information to address the economic issues that arise on a regular basis. It is a quantitative programme of study in applied economics with a strong business focus.

**Development Economics:** This is a branch of Economics which deals with economic aspects of the development process in low-income countries.

**Econometrics:** It is the branch of economics that applies statistical methods to the empirical study of economic theories and relationships. It is a combination of mathematical economics, statistics, economic statistics and economic theory.

**Environmental Economics:** This is a relatively new field of Economics that looks at environmental issues in relation to economic development and sustainability and how they impact the local and global economies, either positively or negatively.

**Financial Engineering:** This discipline combines financial theory, mathematics and computer technology. This field involves application of advanced mathematical methods and computer technology to financial markets and financial management.

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## Hotel Management

Hotel management and hospitality go hand in hand. Even though they are synonymous in their categorization, they are different in their structure and services.

Both industries however have their core factor in common which is 'service'. The main aim of this career cluster is the service factor which is involved from the lowest till the highest level.

The various departments involved are Food and Beverage (F&B), housekeeping, accounting, marketing, recreation, computer applications, management, maintenance, security and public relations among others.

### **Standard MAP Profile:**

**Motivation:** Organizing, Business, Art

**Aptitude:** Sequence, Figurework, Spatial, 3D and Numeric

**Personality:** Assertive, Gregarious, Factual, Deliberate

### **Secondary School Subjects required:**

English

Languages

Mathematics

Business Studies

### **Where do they work?**

Hotels, motels, restaurants, Aviation industry, Casinos, Catering companies.

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**Hospitality:** The hospitality industry consists of broad category of fields that includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The various hospitality units are a restaurant, hotel and amusement parks.

**Hotel management:** It is the practise of running hotels. Hotel management can also be termed as hospitality management. It is a sector which involves various inputs from diverse job profiles. The various departments involved are Food and Beverage (F&B), housekeeping, accounting, marketing, recreation, computer applications, management, maintenance, security and public relations among others.

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## Real Estate

Real estate is a legal term that encompasses land along with improvements to the land, such as buildings, fences, wells and other site improvements that are fixed in location—immovable.

Real Estate is basically the development of land and the building of infrastructure.

### **Standard MAP Profile:**

**Motivation:** Organising, Business, Art

**Aptitude:** Verbal, Figurework, Visual, Numeric, Spatial, Precision

**Personality:** Factual, Assertive, Spontaneous, Gregarious

### **Secondary School Subjects required**

English

Geography

Mathematics

### **Where do they work?**

Individually, construction companies, infrastructure firms, Engineering houses, government, private brokerage houses.

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The various segments involved:

Real Estate in its simplest terms can mean dealing with property. Here is a simple segmentation of property it deals with:

**Vacant Land** – this is empty land which is dealt with for sale. It could be for housing, industries, commercial or any other purpose depending upon the zone and rules as per the government.

**Residential Properties** – these are properties which are dealt with for housing purposes. Houses, flats, villas, condos are classified under this kind of property.

**Commercial Properties** - Commercial property can be empty land zoned for commercial use, or an existing business building or buildings.

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## Sport & Leisure Studies

**Motivation:** Physical, Business, Organization

**Personality:** Assertive, Gregarious, Imaginative, Spontaneous

**Aptitude:** Visual, Spatial, Precision, Figurework

### **Sports Studies:**

This involves a specialization in sports and applying of techniques to enhance performance. It is a highly paid career and also has been known to be in great demand since recent years. Sports studies also have further career pathways such as sports administration and sports management.

### **Secondary School Subjects:**

Biology

Physical Education

### **Where do they work?**

Education institutes, Training Camps, Military, Sports clubs, Corporate Companies involved in Sports, Individually.

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### **Leisure Studies:**

This path includes Hospitality, Travel and Tourism. It is a huge cluster in which the name itself suggests the core element of work. Leisure studies have career pathways such as hospitality management, travel and tourism studies. Providing service to the clients is the main aim.

In hospitality, a huge sector of the aviation industry comes in as well. Leisure studies have its inclination on many other fields as well.

### **Secondary School Subjects Required**

Geography

History

Languages

### **Where do they work?**

Hotels, Travel Agencies, Tourism Promoting Companies, Government, Heritage Preservation Organizations, Aviation.

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