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# Introduction to business management 9th edition pdf

The introduction of a business presentation isn't an invitation to talk only about yourself. Although you should introduce yourself to listeners, you can use the time to connect with the audience and preview what it is that you'll be presenting. As with any first impression, it's important to get this right. Consider that an effective introduction sets the tone for the entire presentation and is absolutely vital for communicating your message clearly. State your name, title or position, and the company you represent right away. Narrow this down to one or two brief sentences. Whether you're presenting to a few familiar faces or a packed auditorium, maintain professionalism by saying who you are before you speak. That way, your listeners will understand the connection between you and the presentation after it's been concluded. Establish your credibility by highlighting any experience you have or accolades you've received in your industry. Keep this brief and to the point; don't resort to bragging. The objective is to let your audience know that you're qualified to discuss what's at hand. Introduce listeners to the overall theme, goal or topic that your presentation will focus on. As a first step toward preparing your listeners for the coming message, talk about a broad idea that will help them understand your perspective. This can be as simple as telling about how you got the notion to work on a project or a theme that's been a driving force for your department. Discuss what's coming up in the presentation by briefly outlining your talk. It's fine to say that you'll first discuss one thing, followed by another, and concluded by another. This not only gives structure to your presentation, but will help guide your listeners through the talk and give them clues on what to expect. There's nothing worse than a sea of blank stares when listeners aren't able to follow your presentation. Give explicit instructions pertaining to questions or comments that might arise during your presentation. For instance, if you don't want to be interrupted, ask that your audience save any comments for the question-and-answer session following the presentation. This will ensure that your presentation flows nicely from one idea to the next without your having to worry about being interrupted and losing your train of thought. It takes more to start an editing business than a red pen and a well-thumbed dictionary. You need a level of expertise that will make clients comfortable hiring you. You must be ready to take jobs from clients as soon as they come in, which means investing in the proper equipment and materials so you can hit the ground running. You must also be able to quote an appropriate rate to clients. And, of course, you need clients. And that may be the hardest part of all. It might be tempting to promise potential clients you can edit anything, but that's the boast of an amateur. A professional knows his strengths and markets those strengths to potential clients. Freelance editing jobs vary greatly. At one end of the spectrum, you might be pulling together an entire publication on behalf of the client, assigning work to creative professionals and shepherding the project to completion. At the other end, you might be proofreading a finished product, looking for stray commas or improper formatting. Know what editing tasks you do best, as well as which subject matter is your strongest. Focus on these areas when you're starting out. Use your promotional materials -- your website, business cards and brochures -- to identify your particular areas of interest and expertise and to highlight your experience in those areas. Leading with your strongest work is more likely to lead to additional work from existing clients as well as referrals to new ones. Clients will not only expect you to know what you're doing, they'll also expect you to have the right equipment to do it. The specific types of editing you do will determine some of your equipment requirements, but assume you'll need a good computer with a printer and scanner. High-speed Internet service is often a necessity, as clients may expect you to send and receive large files. Software needs vary by client, but expect to have Microsoft Office -- particularly Word and Excel -- and Adobe Creative Cloud (formerly Creative Suite), which includes industry standard programs such as InDesign, Illustrator, Photoshop and Acrobat. Be prepared to buy other software as necessary. Every good professional editor has a library of reference materials, but it wasn't built all at once. As you take on clients and perform different jobs, expect to add to your reference library. Some basics to consider: "The Associated Press Stylebook and Briefing on Media Law," also available as an online subscription; "The Chicago Manual of Style;" "The MLA Handbook for Writers of Research Papers;" and Strunk and White's "The Elements of Style." You'll need dictionaries, too. Some clients might have a preferred version, such as "Webster's New World College Dictionary" or "The Merriam-Webster Dictionary." Setting rates for your services is tricky. Charge too much, and you'll drive away potential clients -- especially those who view editing as an "extra" that's not strictly necessary. Charge too little, and you won't be able to pay your bills. Depending on the nature of the project, editors charge clients by the job, by the hour, by the word or by the page. With light proofreading of a manuscript, for example, it's common to charge by the page. When fact-checking of dense fine print is involved, charging by the hour would make more sense. The Editorial Freelancers Association publishes a list of typical fees for services. Just be aware that rates can vary greatly by region, as well as such factors as the editor's ability and experience, the size of the audience the client is addressing, and the level of importance the client places on the project. One way to get a sense of the going rate in your area is to check local publications that likely hire freelance editors and ask them how much their editors charge. Some services draw up a schedule of rates to give to their clients, which they provide on request or even post on their websites. Other editors negotiate with each client. The hardest part of getting an editing business off the ground is simply finding enough clients to make the business viable. If you've worked in journalism or communications, check with your professional contacts to see whether they need freelance help. Local newspapers, magazines and informational websites are obvious options if they don't have staff editors -- and many don't. Really, though, any individual or business that prepares written communications is a potential client. Look at newsletters, mailings and websites of local businesses and identify those that could use editing help. Those who need help typically have documents or web content with poor grammar, unclear or boring language, sloppy organization or confusing layout. Prepare pitches for potential clients that explain how you can help them present a better face to their customers or users. To pitch, stop by a business during slow periods to chat with the owner or manager, or send proposals by mail or e-mail. Tailor each pitch to the potential client. You don't want to be offering website editing to a business that doesn't have a site. Every professional editing business should have a website that you can refer potential clients to for more information. Prepare brochures and business cards you can send out with pitches or leave with potential clients. Set up social media accounts for your business. Even if new business doesn't come to you through your website or social media, having a digital presence still makes it easier to keep in contact with your clients. Finding the right manager can make the difference between the success and failure of a business. A good business manager is able to lead by example, organize and inspire employees to do their best. As well as having good people skills, a successful business manager must be computer savvy and be able to keep up with new trends and directions. Further, an exceptional business manager is able to sniff the wind and predict the best direction for the business to grow and develop. Putting the time and energy into finding the right person for the job pays dividends. Look internally. Before you set out on a recruitment campaign, see if there is someone within your business who has management potential. To invest in additional training for someone who is familiar with the operation of the business may be a cost-saving strategy. Identify the qualifications and specific skills you are looking for in a business manager. Make a list of "perfect candidate" attributes. Refer to this when you are writing the job description, reviewing CVs and interviewing candidates. Advertise the business manager position. Run the ad in the career section of the local paper, in professional journals and on Internet sites that cater to the business sector. Put out the word on the informal network. Review applications in one sitting, as this will give you an overview of the pool of candidates. Check their CVs against your list and select the best three candidates. Identify a fourth and fifth possibility, in case any of the first three decline an interview. Draw up a short list and invite the top three candidates to an interview. Be very specific about the time and place. Follow up the telephone conversation with an email. Set up an interview committee. Pick three or four interview committee members and have a briefing meeting with them. Refer to your list of the qualifications and traits required for a business manager and ask if they have any comments or suggestions. Conduct the interviews using the same set of questions. To be fair, all candidates much be given an opportunity to address the same concerns. Have everyone on the committee take notes during the interviews, so that details aren't forgotten when you make your selection. Meet with the committee after the interviews and compare notes. Decide on the first, second and third choices for the business manager position. Consensus is best, but if that isn't possible, members of the committee can vote for the candidate of their choice. Offer the business manager position to the first candidate. If she turns it down, offer it to the second. Follow up with a formal letter and include details such as the start date and the salary. Ask the person to sign the letter of offer and return it to you by a specific date. Job security, promotion potential, salary increases, and professional growth constitute a few reasons why students might pursue a business degree. No matter where you are in your career, you can find the right business degree for you. Business degrees remain a popular choice among college students. Of the over two million degrees awarded for the 2018-19 school year, 400,000 were business degrees. A business degree can be a broad overview of business or concentrate on a subfield, such as finance or marketing. Regardless of the route you choose, earning a degree in business will help you gain the skills and knowledge necessary to pursue careers in the field. Jobs | Degrees | Majors | FAQs What Is the Field of Business? Business degrees became an option for students in the United States in the 1880s. The field expanded in the early 1900s to include a master's degree. By the 1990s, entrepreneurship and ethics joined the course of study. Since then, business degree offerings continue to increase, allowing students to specialize in subfields. A business degree can take you in a variety of career directions. Anything from insurance agencies to transportation offer jobs that require candidates to have a business degree. Some of the most popular fields of business are finance, accounting, management, and economics. The business field requires professionals with a broad skillset. If you fare well with numbers and math, take a look at a business degree in finance or accounting. If you are great at coordinating teams and organizing work, a management concentration might suit you. Why Get a Degree in Business? Advance Your Career: No matter where you are in your career when deciding to pursue a business degree, it will help you move toward achieving your career goals. Land Lucrative Jobs: Because of their high employer demand, business degrees are an assured path to making more money throughout your career. Build on Existing Knowledge: Pursuing an advanced business degree is one of the best ways to become a specialist in a particular subfield of the industry. High Demand Field: Job security weighs on everyone's mind when selecting a career. A business degree is increasing in demand and shows no signs of slowing. Versatile job opportunities: Every single industry has an element of business, increasing your chances of getting and keeping a good job. Best Bachelor's Degrees in Business Jobs for a Business Major There are several careers business graduates can pursue, ranging from entry-level roles to C-suite positions. If you already decided to pursue a business degree, the next question might be what kind of job to expect upon completion. First, think about your long-term goals and then work backward. Consider how to make yourself a marketable job candidate. Hiring Statistics The Bureau of Labor Statistics (BLS) projects 5% growth for business and finance roles between 2019-2029. The median annual wage for these positions exceeds \$70,000 per year, compared to \$41,000 for other jobs. In 2018, business ranked among the top six fields of study. Business degrees are highly versatile and apply to almost any industry. Sponsored Business Programs Types of Business Degrees There are several types of business credentials to consider when pursuing a career in the field. Your previous experience, either educational or professional, may factor into your decision. You should also determine the business field you are interested in and the amount of time you want to spend pursuing a business degree. Certificate Business certificates come in various shapes and sizes. Students can choose to get certified in a specific business area to boost their resumes or pursue a general business certificate if they are making a career shift. Most universities and colleges offer business certificates. Many of the programs can be completed online, which might be ideal for students with prior commitments. Most schools offer certificates at the undergraduate and graduate levels. To earn your certificate, you must complete a certain number of credits and likely choose a concentration. Certified Business Analyst Professional (CBAP), Certified Public Accountant (CPA), and Salesforce are three of the most popular business certificates. It is important to note the difference between certificates and certifications. A certificate is earned from a highly specific learning program, often referred to as "Assessment-Based Certificate" or "ABC" programs. A certification recognizes a student's prior experience and is earned based on previously acquired knowledge and skills. Getting a business certificate in a specific area will help increase your marketability to potential employers and further develop your skills. Associate An associate business degree is a two-year program typically completed at a community college. Associate of Science (AS) and Associate of Arts (AA) degrees are generally for students planning to transfer to a four-year university or college. Associate of Applied Science (AAS) and Associate of Applied Business (AAB) prepare students to immediately begin working after graduation. Students can choose to earn a general business associate degree or concentrate on a specific business subfield. An associate business degree might be less intensive than a bachelor's or master's degree in business but still serves as a gateway into the industry. Individuals with an associate degree in business are more likely to get a job and have a higher paying salary than those with only a high school diploma. Bachelor's A bachelor's degree in business is one of the most sought-after degrees. The number of employers seeking job candidates with at least a bachelor's in business is increasing steadily. You can choose to pursue a Bachelor of Business Administration (BBA), which teaches an overarching view of business, or you can opt for a Bachelor of Science in Business (BS) that covers a particular business subfield. Nearly all bachelor programs are four years long. They can be completed on campus or online, depending on the school. Prerequisites might vary depending on the university of college, but all students are required to have a strong GPA and high school diploma. The most popular degrees are in marketing, finance, accounting, and entrepreneurship. Earning a bachelor's in business helps qualify students for almost all entry-level business positions. Learners also obtain the prerequisites necessary to pursue an advanced degree in business. Master's There is a difference between a Master's in Business (MS) and a Master's in Business Administration (MBA). An MBA is a general degree, teaching a broad education in the field of business. A business master's focuses on a specific area of the field. It invites students to dive deep into accounting, marketing, human resources, or other areas of business. You should consider an MS if you already know what business area you want to specialize in and do not have work experience in this subfield. Pursuing an MBA is ideal for those who are early in their career with little work experience or interested in making a career change later in life. MBA An MBA is a generalized graduate business degree that covers several areas of business. Students pursuing an MBA will study everything from sales to management. You should consider an MBA if you are several years into your career and looking for a way to boost your resume. Most people pursue this graduate degree to get higher-paying jobs and make them stronger candidates for promotions. Most MBA candidates have at least five years of work experience under their belt. The graduate degree can usually be done online or in person, depending on the school and location. Most programs are two years, although accelerated programs can be completed in less time. Program duration will depend on how many credits you take per term and the curriculum requirements. Some employers will also reimburse a percentage of tuition for their workers seeking an MBA. An MBA is worth considering if you want to enhance your resume and become a stronger job candidate. Learn more about MBAs Doctoral When it comes to getting a Ph.D. in business, students have two options. The first is a traditional Ph.D., ideal for those who want to work in academia. These candidates are interested in business field theory and creating new ways to study business. The second option is a Doctor of Business Administration or DBA. This degree is typically pursued by those interested in becoming experts in a specific area of business. You will likely conduct your doctoral business program on campus, but some online options exist. DBA students choose a highly concentrated problem or aspect of the business field and study it intensely. Earning a DBA or Ph.D. makes you a true expert in your field. Graduates attain the highest degree possible for their field, expanding their career opportunities for promotions and higher salaries. Types of Business Majors Business degrees are broad and versatile. You can choose to concentrate in a specific area of business or pursue a general business degree. You can customize your academic experience to reflect your career goals. Getting involved in extracurriculars, completing internships, and taking courses specific to your concentration are all excellent ways to hone your expertise. Students can pursue minors in any topic, whereas a concentration is a subfield related to their major. Those who choose a concentration can customize their college experience to closely align with their career goals. Usually, concentrations do not require additional credits because it is included within the program. Minors may require additional credits. How to Select a Concentration Choosing a concentration can impact the rest of your career. It is important to choose one that best reflects your personal strengths and career goals. Weigh several factors when selecting a concentration: What are your strengths and weaknesses? Ask yourself where you excel and where you could further develop your skills. Focus on your strengths and consider a career path that develops them further. Do the classes in this concentration cover what you want to learn? Take a look at what classes your university or college offers related to the concentration you are interested in. Do these classes sound intriguing to you? Do you think you would gain a lot from taking them? Does this concentration align with your intended career? A concentration is a subfield of your business major. Make sure you are choosing to concentrate on a field you are truly interested in pursuing. It will help propel your career and keep you feeling satisfied. Is your concentration in demand or growing? Think about and research your career long term and determine if your concentration is growing. You may reconsider getting a concentration in an area that is not in demand or witnessing growth. Popular Business Concentrations Some concentrations get more attention than others, usually those are in high demand by the industry and employers. For example, accounting is one of the best business subfields. The list below represents a sample of business concentrations available to students. Learn about the field of accounting Learn more about other areas of study in business: Many jobs are open to business degree holders. For example, you can be a consultant, investment banker, data scientist, stock market analyst, and much, much more.

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