



## Department of Commerce

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**(Career Special)**

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### I. Business News

#### Career Option for Commerce Learners

*“Commerce is a branch of any business which covers the economical part of the legal, social, political, technological and cultural system”.*

Commerce is the choice of a big community of the students. The students, who wish to work in a corporate world, usually select the commerce field in their education.

In the present times the Chartered Accountancy qualification is not the only option for commerce students to enter the financial sector. While a CA is still a coveted career, commerce students can also try for jobs as financial analysts, cost and work accountants, bankers, various financial services in banking and non-banking services, tax consultancy, stock broking, financial management and many other related jobs that are being continuously created in this area.

For learners pursuing CA along with B.Com can also think for the below

mentioned additional option available to create their USP in the Indian Economy.

- CA interested in Finance should pursue **CFM or CFA(US)**
- CA interested in Management should pursue **MBA**
- CA interested in Practice should pursue **CS or LLB**
- CA interested in European Countries should pursue **CPA**
- CA interested in Auditing should pursue **CIA**
- CA interested in International Accounting should pursue various courses on **IFRS of ICAI**.

	Career in Various Fields	Profile	Qualification Required
1.	Social Enterprise and Social Entrepreneurship.	1. Entrepreneur	B.Com + MBA in Social Entrepreneurship /MBA in Entrepreneurship
2.	Finance	1. Chartered Accountant 2. Costs and Works Accountants 3. Chartered Financial Analysts 4. Certified Financial Planner	1. B.Com/ M.Com+CA(ICAI) 2. B.Com /M.Com + Costs and Works Accountants(ICWA) 3. B.Com /M.Com + Chartered Financial Analysts(ICFA) 4. B.Com/M.Com + Certified Financial Planning.(ICFP)
3.	Retailing	Retail Store Manager Retail Visual Merchandiser Franchisee	B.Com/M.Com +MBA in Retail Management.
4.	Banking	1. Banking Executives 2. Risk Manger 3. Asset Allocator 4. Regulatory Compliance Officer	B.Com /M.Com , MBA, C.A., ICWA, CFA+PSU BANKS Entrance Examination
5.	Tourism & Hospitality	1. Hotel Manager 2. Event Planner 3. Travel Agent	A bachelor's degree in tourism and hospitality management from a Recognized University
6.	Teaching	1. Professor 2. Asst. Professor 3. Lecturer	M.Com (with Specialization) + UGC-NET/SET or MBA + UGC-NET/SET for Management Institutes
7.	Real Estate	1. Corporate Real Estates and Facilities Management 2. Advisor and Consultant 3. Valuation Appraisal or Credit Management 4. Leasing and Sales Management	B.Com.+Specialised Programmes /MBA in Real Estates offered by various Institutes.(ex. Amity University )
8.	Regulatory &Legal	1. General , 2. Judiciary , 3. Corporate In-house legal department, 4. Law Firms, 5. Private Sector litigation & LPO Industry.	B.Com.+LLB+LLM/BA+LLB+ LLM
9.	Civil & Government	1. Central and State Govt .Jobs	B.Com / M.Com +UPSC or State PSC.

	<b>Services</b>	(government offices and organizations, ministries, parliament, rural development sector, public sector and other allied sectors)	
10	<b>Management</b>	HR, Marketing, Finance, Production and Operations, Logistics.	B.Com/M.Com + MBA (Specialization in the respective areas)
11	<b>E-Commerce</b>	1. Web site design and developer, 2. Content developer , 3. Web programming and application developer, 4. Database administrator Webmaster.	B.Com. + M.Com. in Ecommerce or MBA (e-MBA):
12	<b>Actuarial Science and Insurance</b>	1. Actuaries 2. Investment Management 3. Wealth Management	1. 10+2 and qualify exam conducted by The Actuarial Society of India . 2. B.Com + Courses offered by Insurance Institute of India.
13	<b>Company Secretarieship</b>	1. Company Secretary in Corporates , Government Undertakings 2. <b>Independent professional</b>	B.Com. + CS (ICSI)
14	<b>Capital Market</b>	Financial Expert , Analyst ,Consultant	B.Com.+ BSE or NSE Certification Courses

Some of the upcoming career opportunities for commerce graduates in India are:

#### **\*MEDICAL TRANSCRIPTION**

Medical transcription, an allied health profession, deals with the process of transcription or converting voice-recorded reports, dictated by physicians or other healthcare professionals, into text format. Foreign countries are increasingly outsourcing their medical transcription jobs to Indian companies. Some of the leading industries hiring medical transcriptionists are healthcare, education, pharma/biotechnology.

#### **Skills**

**required:** Candidates must be good with spellings, be good listeners, have knowledge of foreign phonetics and punctuations, adequate research skills, a knack for different languages/accents, above average typing skills and be competent in picking up new medical transcription software.

#### **\*SOCIAL WORK**

The growth in the social sector and the emerging NGO scene in India, have opened up options for commerce graduates to join the fundraising department and effectively utilise their economic and business skills.

There are ample self-employment opportunities available in the field of social work. Some industries hiring social workers are IT, healthcare, education, consulting services, etc. **Skills:** Problem solving, communication and time management skills are a must

### **\*LIBRARY SCIENCE**

Library science is the study of how to operate a library. The field is made up of several branches:**Public services:** Circulation and reference librarians assist patrons to find information and check out books **Technical services:** Books and other forms of media are catalogued according to the Dewey or Library of Congress call numbers, processed into the library's online card catalogue system and readied for the shelves.**Administration:** Library directors or administrators study the field of library science extensively to keep library operations running smoothly. **Skills:** Candidates must possess various soft skills along with technical skills. These include good communication, interpersonal, leadership, project management, presentation and teaching skills. The essential technical skills include know-how of electronic resources, understanding and proficiency in research tools and devices applicable to a library and understanding computer operating systems.

### **\*MARKET RESEARCH**

The role includes conducting secondary research, compiling, managing data, analysis and reporting. Sectors such as

IT/telecom, BFSI, manufacturing and healthcare offer numerous opportunities in this area. **Skills :** Logical and analytical skills, creativity (in terms of presenting data in a graphical format), proficiency in MS Excel and power point.

### **\*BRAND MANAGEMENT**

To sustain the stiff competition and attract top talent, companies are increasingly focusing on brand management. From retail (especially online) to IT and healthcare, every sector is making a beeline for brand management specialists. **Skills:** A creative mindset and the ability to develop branding strategies, audit and compliance competencies are desired too

### **\*DIGITAL MEDIA**

Since digital media is picking up significantly, one can do a short course in digital media along with graduation for a promising career as a digital media strategist. **Skills:** Creative skills to design, create and manage digital media promotions and ad campaigns, research and analytical competencies.

### **\*MEDIA COMMUNICATION**

Jobs in the area of media communication encompass PR and corporate communication skills. The demand is high in sectors such as consulting, internet/dotcom and IT. **Skills:** Basic knowledge of online marketing and relationship management skills.

### **\*DATA ANALYTICS**

The role of data analytics has become increasingly critical in business sustenance. Little wonder then, data analysts are now not only being hired by IT companies, but also non-IT companies including those operating in the BFSI sector in large numbers. **Skills:** One has to be good with numbers, data crunching and analysing.

While opportunities are many, graduates must keep in mind that competition is immense too.

The options above are just few from the several host of opportunities for commerce students in a multitude of careers in the financial and non-financial sectors . A concrete path will lead to success.

For More detail visit the link

<http://www.amityedumedia.com/hotcareers.htm>

<http://careerguru.co.in/Accounting.php?pg=Commerce>

<http://www.indiaeducation.net/career/career-options-in-commerce/>

<http://www.educationtimes.com/article/10/20140526201405232058123596cf80c86/Unusual-career-options-for-commerce-graduates.html>

## II. BRANDgyan:

**"What really decides consumers to buy or not to buy is the content of your advertising, not its form."**

**- David Ogilvy**

Advertising is the art of conveying a message to the masses. Advertisements generally persuade people about commercial products, services and even draw attention towards social issues. Advertising is one of the chief divisions of any industry that ensures the industry's competitiveness in the corporate milieu. Indian advertising industry is on a roll and is all set to provide quality job to thousands of individuals in next few years.

A career in advertising is a lucrative employment option that one can choose in the rapidly growing Indian economy. Advertising agencies generally prefer highly creative and talented individuals who can think independently and at the same time work as excellent team players. If you are interested in pursuing a career in advertising, you must be highly target oriented and willing to work in a pressure cooker like environment. Since this industry is very competitive, you must be willing to give your best at all times to make a successful career.

about creative ideas, take a serious look at the advertising industry. But before you focus on an advertising career, understand where advertising fits into the bigger picture of marketing. The marketing communications industry engages the consumer through:

- Advertising
- Direct Marketing
- Sales Promoti

### Careers in Advertising

If you are fascinated by consumer insights, interested in brand strategy and passionate

- Public Relations
- Events
- Sponsorships

## I. THE ADVERTISING INDUSTRY

Advertising is part of a huge industry influenced by three trends - consolidation, globalisation and specialisation. The industry consolidates in order to strengthen its position by engaging in worldwide affiliations or "globalisation". This process occurs when middle and small agencies with a good performance record are taken over by larger multinational agencies wanting to provide their clients, often also multinationals, with a local service.

## II. WORKING IN AN ADVERTISING AGENCY

It is the marketing department or in smaller companies, the management, that hires an advertising agency to create, produce and place its messages. An advertising agency can be anything from a creative shop of two to an operation employing several hundred people.

## III. ROLES IN ADVERTISING

Account Management  
 Strategic Planning  
 Creative  
 Studio Production  
 Print Production  
 Television/Radio Production  
 Media  
 Web Designer  
 Online Producer/Strategist  
 Traffic Department  
 Dispatch  
 Advertising firms employ people with different educational backgrounds in various departments at various levels.

Possessing a professional Degree or Diploma in a particular field of study can give you a head start in this industry. Further, flair for language and excellent communication skills are other factors essential for breaking into the realm of the advertising business.

To get into a specific department of an advertisement agency, you could choose from the following courses:

1. Client Servicing: A post graduate diploma or an MBA in marketing
2. Studio: Course in commercial art or fine arts (BFA or MFA)
3. Media: Journalism, Mass Communication or an MBA
4. Finance: CA, ICWA, MBA (Finance)
5. Films: Specialisation in audio visuals
6. Production: A course in printing and pre – press processes.

The best way to get into this field after a course is to get on- the- job training. All good institutions offer internship as part of the curriculum.

**Some of the giants in advertising and media planning that most students dream of working with:**

**Hindustan Thomson Associates (HTA), McCann Erickson, Leo Burnett, Grey, R K Swamy - BBDO, Bates, Rediffusion Dy and R, Lintas India Ltd., Ogilvy & Mather Ltd., and Mudra Communications Ltd..**

### Positives/Negatives +ives

- Challenging and satisfying job
- Hefty growth prospects that are one of the best in the country
- Heavy pay packets with dollops of project related incentives
- Chances of meeting the legends of advertising

### -ives

- An industry that is known for its extremely long working hours

- High pressure and stress inducing work environment

**For More Information on qualification and Job details Visit: [www.communicationscouncil.org](http://www.communicationscouncil.org),**

**<http://www.jagranjosh.com/careers/advertising>**

## Six Myths About a Career in Advertising

### **Myth: Advertising is an unethical and dishonorable profession.**

Working in advertising is, in fact, a very respected profession. Unfortunately, there are those that think because you are trying to sell something through advertising that you're trying to trick or deceive the public.

Advertising actually follows very specific rules that ensure all advertising messages are on the up and up. The last thing an advertising agency wants to do is to harm their client's reputation by producing materials that could be misconstrued as deceptive advertising.

### **Myth: Everyone in advertising makes a fortune.**

Yes, it's true, you can make a lot of money working in advertising but not everyone is making six figures. A majority of people working in the field started at the bottom rung of the ladder, interning for free, possibly even making minimum wage just to get their start in the industry.

Just as with any profession, in advertising you pay your dues and you work your way up. What you make of your advertising career is completely up to you.

### **Myth: It's really hard to get started in advertising.**

There are plenty of opportunities for those who want to get started in the field. This doesn't mean you're going to get that corner office with a view, the prestigious

income and creative control of advertising campaigns with your first job.

There's a lot of legwork you're going to have to do. But if you're serious about your career in the industry, you can break in.

### **Myth: Working in advertising is just like working in public relations.**

These two industries are commonly tagged as being the same profession. While advertising and public relations can go hand-in-hand, their focus is far different. You can use your advertising skills to get a job in PR and vice versa but just because you work in one industry does not mean you automatically know everything there is to the other.

### **Myth: You'll finally be able to put all those great ideas to good use.**

There's a certain process to every advertising campaign. Some clients give the advertising agency a basic concept and they let the agency run with it. Some leave everything to the agency's expertise and let them handle every aspect. Other clients want to be more involved in the agency process.

In most agencies, you'll have meeting after meeting after meeting about any given ad campaign no matter what department you're in. You can exercise some of your ideas to an extent but they may not make it to the client.

As part of the agency team, there are many levels of red tape your ideas and even your materials will have to go through before the project will be complete. The great copy you wrote on Tuesday may end up back on your desk with a bunch of changes by Wednesday. You resubmit it Thursday and by Friday you've got even more changes.

Most agencies welcome your creative ideas but don't get your feelings hurt if those ideas are dashed. It's not personal, it's just business. The idea you may throw

around in a creative meeting may be the complete opposite of what a client has told their Account Executive they want or what was decided in a previous meeting with other execs within your agency.

**Myth: It's a glamorous, fun-filled career. Every day is a day at the beach.**

Don't you love those movies and television shows where the characters work in advertising and they seem to be having so much fun? Bosom Buddies, Thirty-Something, Friends, Nothing in Common, Bounce - these are just some of the examples of shows or movies whose characters have a career in advertising. And that's just what they are: characters in a fictional story.

**Know the GURU:**



**A G Krishnamurthy**

Everybody knows A G Krishnamurthy as the Captain who steered his agency from a Rs. 35 lakh company to a Rs. 7 billion corporation in a remarkable short 23 years. But little is known of his considerable contribution in the agency's creative reputation - doubling up as copywriter/art director and quite often even as creative director. Here is a sampling of AG Krishnamurthy's own award-winning (The President of India's 14 awards included!) 'portfolio'.

**Awards:**

- 1995-A&M Advertising Person of the Year,
- 1997-Inducted into the Hall of Fame, Ad Club, Calcutta
- 1998-Nominated as one of the 25 key figures in the international ad industry
- 1999-The Premnarayen Award by the AAAI.

Oh yes, it's great fun to create an ad campaign and it's rewarding to be a part of the team. However, there are days you will work extremely long hours, even weekends, and there are days your project may do a 180 and everything you previously worked on is now trashed. Sometimes the best days in advertising are the days when that difficult project finally leaves your hands for the last time.

**More Interesting Industry Insights  
Visit: [WWW.siliconindia.com](http://WWW.siliconindia.com)**

**III. How to manage stress during Examination time?**

Students undergo a lot of stress especially during the examination period. Students fear that they may not perform as per the expectations of their parents and have lot of expectations. Examination related stress relates to various factors:

- Lack of self confidence
- Intense competition
- Negative thoughts
- Lack of time management
- Family pressure
- Pessimism

Due to intense competition, the anxiety of students and the fear of failure in the examination and career have grown manifold. What needs to be remembered by parents and students is that stress is normal\ and creative. Stress makes us to put efforts to achieve our goals. Stress is often seen as something negative and that which should be avoided. But this is not always correct. Many people look at stress as an opportunity to improve their performance.

There are certain ways to cope up with stress during examination time which are as following:

1. Better time management
2. Avoid distractions like frequently checking messages on mobile applications and e-mails.
3. Analyse the situation realistically
4. Visualize and beat your fear and apprehensions.
5. Create a pleasant study environment
6. Meet your friends ask them questions to clarify your doubts.
7. Use relaxation techniques like meditation, deep breathing, and conscience breathing to reduce tension.
8. Make sure that you take rest and sleep well and eat healthy.

Wish you good luck for your examination and future.

#### **IV      GREEN CAREERS**

**“Commerce and Green???” This question comes to our mind when the commerce student can really think of making a career in environment. With the degree in commerce huge number of avenues is open in the field of Environment**

##### **What is a green career?**

Green careers involve working in green jobs that are focused on sustainability and/or environmental protection and preservation. These jobs can be defined either by the nature and purpose of the job or by the nature and purpose of the employer.

**Green Jobs:** Towards Decent Work in a Sustainable, Low-Carbon World assembles evidence -quantitative, anecdotal, and conceptual—for currently existing green jobs in key economic

sectors (renewable energy, buildings and construction, transportation, basic industry, agriculture, and forestry) and presents estimates for future green employment. The pace of green job creation is likely to accelerate in the years ahead. A global transition to a low-carbon and sustainable economy can create large numbers of green jobs across many sectors of the economy, and indeed can become an engine of development. Current green job creation is taking place in both the rich countries and in some of the major developing economies.

We define green jobs as work in agricultural, manufacturing, research and development (R&D), administrative, and service activities that contribute substantially to preserving or restoring environmental quality. Specifically, but not exclusively, this includes jobs that help to protect ecosystems and biodiversity; reduce energy, materials, and water consumption through high efficiency strategies; de-carbonize the economy; and minimize or altogether avoid generation of all forms of waste and pollution.

In response to climate change and other concerns, our society is going green, and that includes the workplace. Many employers are creating new green jobs and changing their existing jobs in terms of how the work is done. Others are starting up new businesses built on a foundation of green values. Although we don't know the exact number of green jobs, recent studies are now suggesting that five to seven percent of the jobs in the US are green jobs, and that percentage is expected to increase significantly through 2030 to where green jobs may account for one of every four or five jobs. So it is clear that both the number and the percentage of green jobs is growing. It is also clear that green jobs now represent a wide variety of occupational choices that didn't exist just two to three years ago. They can now be found in every corner of the workplace and economy. The following list shows the industries and their sectors where most green jobs can be found.

Another term associated with Environment or Green jobs is **Sustainable**:

Merriam-Webster defines "sustainability" as a method of harvesting or using a resource so that the resource is not depleted or permanently damaged.

### **So a Commerce student can also opt for Sustainable business:**

A sustainable business or organization generally means that they are committed to:

- Conserving energy
- Using renewable energy sources
- Preventing pollution

- Reducing waste
- Conserving water

The following are the sectors available for Commerce student can opt for:

- Advertising and Public Relations Services Industry (Green)
- All sectors
- Ecotourism Industry
- All sectors

- Recycling Industry (Green)

Green sectors include:

- Electronics (cell phones, computers)
- Glass
- Metal
- Paper
- Plastics
- Textiles
- Wood

- Renewable Energy Industry

Green sectors include:

- Biomass
- Solar Systems Manufacturing
- Solar Systems Sales, Installation and Service
- Wind Turbines Manufacturing
- Wind Turbines Sales, Installation and Service

### **Case Study:**

#### **Karma Yonten : Greener Way Bhutan YBI Environmental Entrepreneur of the Year 2013**

Karma Yonten is Bhutan's first citizen to turn waste management and recycling into a business. His pioneering enterprise, Greener Way, is tackling the country's growing waste problem head-on: it collects, separates and correctly disposes of domestic waste material; it manages 1,140 tonnes of recyclable matter; it has launched groundbreaking education initiatives; and it turns organic waste into high-grade compost. Karma, who was always determined to be self employed as well as serve his community, was becoming increasingly concerned about mismanaged waste and related issues such as unsightly landfills, leaching toxins and dangerous side-effects on people's health. The \$8,100 loan and mentoring assistance given to Karma by Bhutan's YBI member, Loden Entrepreneurship Programme

(LEP), provided the means and much-needed guidance for Greener Way to develop and expand. Today the business employs 31 people directly, and provides an income for more than 150 ‘rag pickers’.

### **Contributing towards Bhutan’s Gross National Happiness**

Karma’s decision to pursue a business in waste management was initially controversial. The son of a regional customs officer and a mother who worked for a private mining company was expected to have a more conventional career, especially with his Bachelor of Commerce degree. “To quit my job and take up the waste business, which is considered very low profile in Bhutan, was never welcomed,” says Karma. “But I had a business dream and I was not going to let it go.”

Karma was determined to make his dreams of business ownership and community growth a reality, and saw opportunity in Bhutan’s neglected, mismanaged and maligned waste management sector. Waste was becoming an increasing and worsening problem in his local area.

Karma took the initiative, researched waste management and devised a business plan before approaching LEP for assistance in 2010. “The Loden Enterprise Programme (LEP) believed in my business idea and in me, and their timely grant of capital enabled me to buy the necessary equipment and a van to collect waste,” says Karma. “Furthermore, the LEP’s encouragement, mentoring and support were the driving force behind my venture into this business.”

The 30-year old Karma is well on his way to achieving his business goals, namely of creating gainful green jobs, safeguarding his local environment and contributing towards Bhutan’s economic growth. His business has also been lauded for its contribution towards the environmental preservation pillar of Bhutan’s Gross National Happiness (GNH) philosophy.

Greener Way, operating directly in Thimphu, Paro, Wangdiphodrang,

Punakha and Chukha, is providing an income for 31 full-time staff of whom 17 are men and 14 are women.

The business is also on the verge of expanding to all major urban centres in Bhutan through collaboration with government and agencies.

### **Building Links and Strengthening the Community**

Karma’s business has earned a reputation for fairly remunerating its more than 150 ‘rag pickers’ who collect waste for the business. An organisation called WHAT (Waste Handlers’ Association of Thimphu) has been created which indirectly employs these disadvantaged people and protects their rights. Per annum, Greener Way manages 540 tonnes of paper, 240 tonnes of PET (plastic) bottles and 360 tonnes of other plastic waste. Karma plans to expand his business’s remit into other recyclable waste items in the near future. Currently, Bhutan’s recyclable waste is exported to India but there is a goal to establish a recycling unit in the country.

Perhaps more profoundly, Greener Way is working across all districts to introduce the concept of recycling to a country which has not benefitted from organised, professional recycling before. This is resulting in people changing their ideas about waste management and their purchasing choices. In strong partnerships with schools, monasteries, health organisations and community groups, among others, programmes have been developed to raise awareness about the environment. Meanwhile, the business has made provisions for organic waste to be treated in a local composting plant. The end-product is safe, high quality compost which can be used by businesses, farmers and individuals. Karma, considered an “exemplary entrepreneur and model young leader”, has been invited to guest lecture at several tertiary institutions at a national and international level, including Columbia University’s Barnard College. He has also participated in high-level meetings and was part of the

Bhutanese delegation with the country's Prime Minister. Greener Way has set up a fund to help educate several poor and disadvantaged children from the area. The business regularly conducts waste awareness workshops for all the sweepers of Thimphu, and it also regularly provides internships, enabling young people to receive invaluable work experience. Karma is adamant that money is not the main motivation. Instead, employment, education, awareness and waste reduction have been the primary forces behind

Greener Way, which is making extraordinary strides embedding environmental awareness and preservation in Bhutan and abroad.

**Source:** [www.youthbusiness.org](http://www.youthbusiness.org)

[www.unep.org](http://www.unep.org)