

Research Assessment #1

In this assessment I wanted to aim towards the goal of figuring out what interested me. I wanted to fully understand which career field made me so interested that I wanted to learn more about it and even pursue it. I already knew that ministry within business is going to be the foundation for any career that I pursue; however, what form of business do I want to study? The first thing I wanted to look into was Entrepreneurship. What exactly is it and what separates itself from other forms of this enormous career field?

While researching Entrepreneurship I was able to understand that it was more oriented towards my ability to put aside capital in order to make my own business or product. For me, I think that is a very special concept, it would allow me to manage my own time in a sense, and it would allow me to manage my own business. Really the main difficulty I would see is that I need a layout given to me on a job or task. It has always been difficult for me to come up with my own schedule on when I need to do things, so I do not find that Entrepreneurship would be as easy going as something else. While looking at the religion aspect of Entrepreneurship I read an article explaining how those aspects are becoming more common, however, not fully on the surface of the field yet. The article I read stated “The search for God, meaning, and other expressions of religiosity and spirituality tends to appear embedded in a wider variety of cultural forms in the Western world”; however, “attention to these topics is lacking within [...] entrepreneurship” (NewsRX). All this in mind I think that this type of branch within business is an option, but maybe I could find something better.

The next branch of business I always have thought would be something that may interest me is marketing. I love to communicate with all types of people and be able to express my ideas and thoughts to them, so marketing may be a great fit for me. Although while researching the topic of marketing, I could not find any articles about ministry within the field, I did find a nice article about the business of marketing business. The article is from 1993, however, it had some very great information regarding the field that relates to how it works today. The article summed up how marketing can be beneficial and how someone can successfully achieve good marketing for a business. As I learned about how marketing worked, the thing that I found most interesting and compelling was that the article mentioned that “even when you're not looking for business, just to chat and find out what's going on with [my clients]” (Peterson 1993). Basically, when you are in this field, it can require you to build up your relationships with your clients to a friendship level, and that kind of approach is actually favored. That is something that I love to hear, and if my business that I market for revolves around the works of ministry, and furthering the kingdom of God, then a friendship built up with my clients is what I want to have.

All in all, this research assessment has been very beneficial to me. I now know that if I want to pursue a career revolving around business and ministry, then I want to lean more towards the marketing aspects of the field. I will continue to research more about my topic, jobs in the field, and opportunities that I find to stay involved.