

BUSINESS SEMINAR

LENGTH OF TIME: every other day for a semester

GRADE LEVEL: 11-12

COURSE STANDARDS:

Academic Standards for Business, Computer and Information Technology - 15.2

Academic Standards for Career Education and Work - 13.1-13.4

Students will:

1. Develop Awareness of Careers, including Entrepreneurship
 - a. Analyze personal characteristics, talents, skills, abilities and career assessment results as related to career pathways, clusters, or occupations. (15.2.12.A)
 - b. Analyze a specific occupation within a career cluster. (15.2.12.B)
 - c. Analyze and compare global employment opportunities relative to career interests, including but not limited to, the country's culture, legitimacy of a global business, prospective employers, and social network/virtual identity. (15.2.12.C)
 - d. Analyze job tasks and responsibilities when working in a virtual versus a traditional work environment. (15.2.12.D)
 - e. Compare and contrast career interests with post-secondary opportunities. (15.2.12.E)
 - f. Evaluate various methods for financing a post-secondary education. (15.2.12.F)
 - g. Analyze career goals based on, but not limited to, interest, lifestyle, skills, and values in order to transition from high school. (15.2.12.J)
 - h. Evaluate school-based opportunities for career awareness/preparation, such as, but not limited to: Career portfolio, Internship, Job shadowing (13.1.11.D)
 - i. Analyze the relationship between career choices and career preparation opportunities, such as, but not limited to: Associate degree, Baccalaureate degree, Certificate/licensure, Entrepreneurship, Immediate part/full time employment, Industry training, Military training, Professional degree, Tech Prep (13.1.11.F)
 - j. Review personal high school plan against current personal career goals and select postsecondary opportunities based upon personal career interests. (13.1.11.H)
 - k. Develop a personal budget based on career choice, such as, but not limited to: Charitable contributions, Fixed/variable expenses, Gross pay, Net pay, Other income, Savings, Taxes (13.3.11.D)
 - l. Analyze entrepreneurship as it relates to personal career goals and corporate opportunities. (13.4.11.A)
 - m. Analyze entrepreneurship as it relates to personal character traits. (13.4.11.B)
2. Develop Knowledge and Skills for Career Acquisition
 - a. Analyze and complete an application (e.g., job, scholarship, financial aid, postsecondary) in a focused and effective manner. (15.2.12.G)
 - b. Demonstrate appropriate behavior for an interview. (15.2.12.H)
 - c. Apply networking skills as a resource for further career portfolio development and career opportunities. (15.2.12.K)
 - d. Assess the implementation of the individualized career plan through the ongoing development of the career portfolio. (13.1.11.G)

- e. Apply effective speaking and listening skills used in a job interview. (13.2.11.A)
 - f. Apply research skills in searching for a job. (e.g. CareerLinks, Internet (i.e. O*NET), Networking, Professional associations, Resource books (that is Occupational Outlook Handbook, PA Career Guide) (13.2.11.B)
 - g. Develop and assemble, for career portfolio placement, career acquisition documents, such as, but not limited to: Job application, Letter of appreciation following an interview, Letter of introduction, Postsecondary education/training applications, Request for letter of recommendation, Resume (13.2.11.C)
 - h. Analyze, revise, and apply an individualized career portfolio to chosen career path. (13.2.11.D)
3. Understand Career Retention and Advancement
- a. Analyze how personal qualities and behavior apply in the workplace. (15.2.12.L)
 - b. Evaluate the impact of workplace expectations on job performance. (15.2.2.M)
 - c. Formulate and demonstrate strategies for working with diverse populations. (15.2.12.O)
 - d. Evaluate the impact of change, work/life balance, and lifelong learning on one's life. (15.2.12.Q)
 - e. Evaluate personal attitudes and work habits that support career retention and advancement. (13.3.11.A)
 - f. Evaluate time management strategies and their application to both personal and work situations. (13.3.11.E)
 - g. Evaluate strategies for career retention and advancement in response to the changing global workplace. (13.3.11.F)
 - h. Evaluate the impact of lifelong learning on career retention and advancement. (13.3.11.G)

RELATED PA ACADEMIC STANDARDS FOR READING, WRITING, SPEAKING AND LISTENING:

- 1.1 Reading Critically in All Content Areas
- 1.4 Types of Writing
- 1.5 Quality of Writing
- 1.6 Speaking and Listening
- 1.7 Characteristics and Function of the English Language
- 1.8 Research

PERFORMANCE ASSESSMENTS:

1. Students will examine interests, research careers, and submit a written plan regarding how they will achieve their goals.
2. Students will research specific industry, field of study, and careers before visiting each mentor, preparing notes which include questions they would like to ask.
3. After engaging with each mentor, students will summarize key takeaways via a brief video.
4. Students will develop an online portfolio which includes a reflective essay, resume, cover letter, thank you letter, and LinkedIn profile.
5. Students will submit videos in which they answer mock interview questions.

6. Students will perform a live mock interview with a teacher or mentor.
7. Students will research trends or important concepts in their field of interest, and present their findings to the class, accompanied by a slideshow presentation.

DESCRIPTION OF COURSE:

Students will learn about various career paths in the business world through research, guest speakers, and field experiences. They will explore aspects of each career, such as job requirements, how to be a competitive candidate, and current issues in the field. Students will go off-site to complete a number of field experiences during class and will be required to present information on their experiences. Students will also prepare digital resumes. They will participate in mock interviews with professionals in the business field as a culminating activity.

TITLES OF UNITS:

1. Business Career Exploration (7 classes)
2. Business Career Mentorship (20 classes)
3. Business Career Acquisition (10 classes)
4. Lifelong Learning for Business Career Advancement (8 classes)

SAMPLE INSTRUCTIONAL STRATEGIES:

1. Inquiring Based Learning
2. Field Experiences
3. Modeling
4. Self and Peer Feedback
5. Research

MATERIALS:

1. Chromebook
2. Pen and Clipboard for Note Taking during Field Experiences

METHODS OF ASSISTANCE AND ENRICHMENT:

1. Peer Feedback
2. Teacher Conference
3. Additional Field Visits
4. Mentor Interview Feedback

PORTFOLIO DEVELOPMENT:

1. Reflective Essay
2. Resume
3. Cover Letter
4. Thank You Letter
5. LinkedIn Profile

METHODS OF ASSESSMENT:

1. All assessments will be evaluated according to a corresponding rubric.
2. Evaluation primarily by teacher, but may also include self, peer, or mentor

INTEGRATED ACTIVITIES:

1. Concepts
 - a. Business Careers
 - b. Personal Reflection
 - c. Lifelong Learning
2. Communication
 - a. Communicating in a Business Environment
 - b. Preparation
 - c. Verbal and Nonverbal Communication
3. Application of Knowledge
 - a. Research
 - b. Professional Writing
 - c. Social Media for Networking
4. Interpersonal Skills
 - a. Networking
 - b. Interviewing Skills
 - c. Presentation Skills