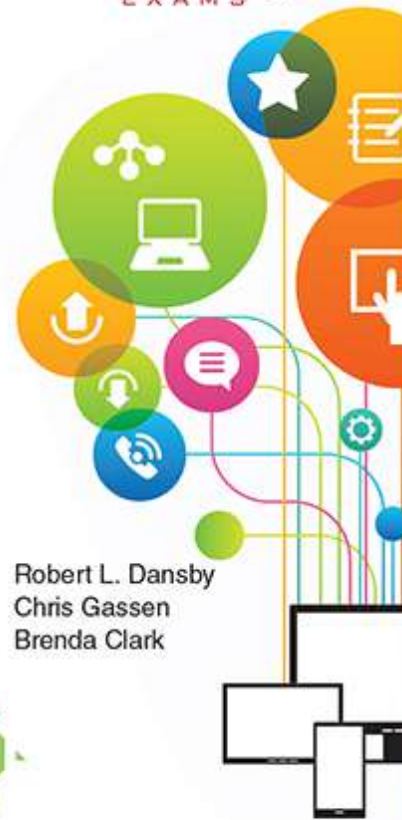


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Principles of Business, Marketing, and Finance

PRECISION
EXAMS



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Presentations for PowerPoint

Principles of Business, Marketing, and Finance

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Career Planning

Section 21.1

Choosing a Career

Objectives

- **Determine** the skills needed for the workplace.
- **Describe** how to create a career plan.
- **Explore** sources of career information.
- **Summarize** how CTSOs can prepare a student for a career.

Key Terms

- job
- career
- skill
- employability skills
- career cluster
- career pathway
- career plan
- aptitude
- ability
- values
- interest
- networking
- informational interviewing
- career and technical student organization (CTSO)



Essential Question

How do a person's skills contribute to career success?

Skills for the Workplace

- **Job** is the work a person does regularly in order to earn money
- **Career** is a series of related jobs in the same profession
- **Skill** is something an individual does well
 - **Employability skills** are applicable skills used to help an individual find a job, perform in the workplace, and gain success in a job or career; *foundation skills* and *transferrable skills*

Skills for the Workplace

Employability Skills			
Basic skills	Reading Writing	Speaking Listening	Technology Mathematics
Thinking skills	Decision making Creative thinking	Problem solving Visualization	Reasoning
People skills	Social perceptiveness Leadership	Teamwork Cultural competence	
Personal qualities	Self-management Integrity	Honesty Sociability responsibility	

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Skills for the Workplace

- **Career clusters** are 16 groups of occupational and career specialties
- **Career pathways** are subgroups within the career clusters that reflect occupations requiring similar knowledge and skills

Skills for the Workplace

The 16 Career Clusters	
<p>Careers involving the production, processing, marketing, distribution, financing, and development of agricultural commodities and resources.</p> 	<p>Careers involving management, marketing, and operations of foodservice, lodging, and recreational businesses.</p> 
<p>Careers involving the design, planning managing, building, and maintaining of buildings and structures.</p> 	<p>Careers involving family and human needs.</p> 
<p>Careers involving the design, production, exhibition, writing, performance, and publishing of visual and performing arts.</p> 	<p>Careers involving the design, development, support, and management of software, hardware, and other technology-related materials.</p> 
<p>Careers involving the planning, organizing, directing, and evaluation of functions essential to business operations.</p> 	<p>Careers involving the planning, management, and providing of legal services, public safety, protective services, and homeland security.</p> 
<p>Careers involving the planning, management, and providing of training services.</p> 	<p>Careers involving the planning, management, and processing of materials to create completed products.</p> 
<p>Careers involving the planning and providing of banking, insurance, and other financial-business services.</p> 	<p>Careers involving the planning, management, and performance of marketing and sales activities.</p> 
<p>Careers involving governance, national security, foreign service, revenue and taxation, regulation, and management and administration.</p> 	<p>Careers involving the planning, management, and providing of scientific research and technical services.</p> 
<p>Careers involving planning, managing, and providing health services, health information, and research and development.</p> 	<p>Careers involving the planning, management, and movement of people, materials, and goods.</p> 

Goodheart-Willcox Publisher; Source: States' Career Clusters Initiative 2008

Skills for the Workplace

- Five levels of careers
 - *Entry-level*: First or beginning job
 - *Career-level*: Requires skills and knowledge for continued employment and advancement in the field
 - *Specialist-level*: Requires specialized knowledge and skills in a specific field of study
 - *Supervisory-level*: Requires specialized knowledge and skills, and management responsibility
 - *Executive-level*: Highest level responsible for planning, organization, and management

Career Planning

- **Career plan** is a list of steps on a time line to reach each of your career goals; *postsecondary plan*
- Conduct *self-assessment* to evaluate aptitudes, abilities, values, and interests
 - **Aptitude** is a characteristic that an individual has developed naturally
 - **Ability** is the mastery of a skill or the capacity to do something
 - Principles and beliefs that an individual considers important are **values**
 - **Interest** is a feeling of wanting to learn more about a topic or to be involved in an activity

Career Planning

- A *goal* is something a person wants to achieve in a specified time period
 - *Short-term goal* can be achieved in less than one year
 - *Long-term goal* takes a longer period of time to achieve, usually more than one year
- *Goal setting* is the process of deciding what a person wants to achieve

Career Planning

SMART Goals



Finding Career Information

- Internet research
 - Professions, industries, employers
 - O*NET Online by US Department of Labor
- Career handbooks
 - *Occupational Outlook Handbook*
 - *Career Guide to Industries*
- **Networking** is talking with people you know and making new contacts
- **Informational interviewing** is interviewing a professional to ask for advice and direction

Career and Technical Student Organizations

- **Career and technical student organizations (CTSOs)** are national student organizations with local school chapters related to CTE courses
 - Help students acquire CTE knowledge and skills, leadership skills, and work experience
 - Competitive events to show mastery of skills

Section 21.1 Review

1. Explain the difference between a job and a career.

A job is the work a person does regularly in order to earn money. A career is a series of related jobs in the same profession. A job may be a part-time position you go to after school. A career is a position for which you prepare by attending school or completing specialized training. Over time, a job can turn into a career.

Section 21.1 Review

2. Describe the relationship between career clusters and career pathways.

The career clusters are 16 groups of occupational and career specialties that share common knowledge and skills. Within each of the 16 career clusters are multiple career pathways. Career pathways are subgroups that reflect occupations requiring similar knowledge and skills.

Section 21.1 Review

3. Explain the importance of setting SMART goals.

Goal setting is the process of deciding what a person wants to achieve. Your goals must be based on what you want for your life. Well-defined career goals follow the SMART goal model. SMART goals are specific, measurable, attainable, realistic, and timely.

Section 21.1 Review

4. Name and describe three types of organizations of business.

A proprietorship is a business that has a sole owner. A partnership is comprised of two or more people working toward a joint purpose. A corporation is a type of business that is defined by the US Supreme Court as “an artificial being, invisible, intangible, and existing only in contemplation of the law.”

Section 21.1 Review

5. Summarize how CTSOs can prepare you for a career.

CTSO programs are tied to different course areas. Depending on the course area, internships and other cooperative work experiences may be a part of the CTSO experience. Participation in CTSOs helps prepare high school graduates for the next step, whether that step is postsecondary education or entering a chosen field of work.

Section 21.2

Planning for Your Education

Objectives

- **Describe** the role of education, training, and certification on career choices.
- **Explain** the term college access.
- **Identify** sources of funding for pursuing an education.

Key Terms

- formal education
- postsecondary education
- not-for-profit school
- for-profit school
- occupational training
- internship
- apprenticeship
- certification
- college access
- 529 plan
- scholarship
- work-study program
- need-based award



Essential Question

Why is planning for education, training, or certification worthwhile?

Education, Training, and Certification

- Educational needs depend on career interests and goals
- **Formal education** is the education received in a school, college, or university
- **Postsecondary education** is any education achieved after high school
 - **Not-for-profit school** is one that returns the money it earns back into the school
 - **For-profit school** is one that is set up to earn money for investors; *proprietary schools*

Education, Training, and Certification

- *Graduate education* is education received after bachelor degree
- *Postgraduate education* is education beyond master degree
- *Continuing education*
 - Completed to maintain a license; *continuing education units (CEUs)*
 - *Adult education* focuses on basic skills

Education, Training, and Certification

- **Occupational training** is education that prepares you for a specific type of work
- **Internship** is a short-term position with a sponsoring organization that provides an opportunity to gain on-the-job experience in a field of study or occupation
- **Apprenticeship** is a combination of on-the-job training, work experience, and classroom instruction
- Military service may provide opportunities for skilled training
 - *GI Bill*
 - *Reserve Officers Training Corp (ROTC)*

Education, Training, and Certification

- **Certification** is a professional status earned by an individual after passing an exam focused on a specific body of knowledge
 - Professional certification may be required
 - Some must be regularly renewed
 - Some verify employability skills

Education, Training, and Certification

Certifications by Industry	
Administrative	Certified Professional Secretary (CPS) Certified Administrative Professional (CAP)
Automotive	ASE Certified Medium/Heavy Truck Technicians ASE Master Certified Automobile Technician
Financial Planning	Certified Financial Planner (CFP)
Health Support	Certified EKG/ECG Technician (CET) Certified Nurse Technician (CNT)
Hospitality	Certified Hospitality Accountant Executive (CHAE) Certified Hospitality Supervisor (CHS)
Human Resources	Professional in Human Resources (PHR) Senior Professional in Human Resources (SPHR)
Information Technology	Cisco Certified Network Professional Microsoft Certified Systems Administrator Sun Certified Java Programmer
Internal Auditing	Certified Internal Auditor (CIA) Certification in Control Self-Assessment (CCSA)
Manufacturing	Certified Manufacturing Technologist (CMfgT) Certified Engineering Manager (CEM)
Project Management	Project Management Professional (PMP) Certified Associate in Project Management (CAPM)
Real Estate	Certified Commercial Real Estate Appraiser (CCRA) Certified Residential Specialist (CRS)
Workplace Safety	Certified Environmental Health and Safety Management Specialist (EHS) Certified Safety Auditor (SAC)
Workplace Skills	National Career Readiness Certificate (NCRC)

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College Access

- **College access** refers to building awareness about college opportunities, providing guidance regarding college admissions, and identifying ways to pay for college
 - US Department of Education
 - College Board
 - National College Access Program Directory

Funding Your Education

- Need a financial plan to pay for education
 - **529 plan** is a savings plan for education operated by a state or educational institution
 - **Scholarship** is financial aid based on financial need or some type of merit or accomplishment
 - **Work-study programs** are part-time jobs on a college campus
 - **Need-based awards** are financial-aid awards for students and families meeting certain economic requirements

Funding Your Education

Potential Sources of Funding a College Education		
Source	Brief Description	Repayment
529 Plan	Tax-advantage savings plan designed to encourage saving for future college costs. Plans are sponsored by states, state agencies, and educational institutions.	No repayment.
Grants	Money to pay for college provided by government agencies, corporations, states, and other organizations. Most grants are based on need and some have other requirements.	No repayment.
Scholarships	Money to pay for college based on specific qualifications including academics, sports, music, leadership, and service. Criteria for scholarships vary widely.	No repayment.
Work-study	Paid part-time jobs for students with financial need. Work-study programs are typically backed by government agencies.	No repayment.
Need-based awards	Aid for students who demonstrate financial need.	No repayment.
Government education loans	Loans made to students to help pay for college. Interest rates are lower than bank loans.	Repayment is required. Repayment may be postponed until you begin your career.
Private education loans	Loans made to students to help pay for college. Interest rates are higher than government education loans.	Repayment is required.
Internships	Career-based work experience. Some internships are paid and some are not. In addition to experience, you will likely earn college credit.	No repayment.
Military benefits	The US Military offers several ways to help pay for education. It provides education and training opportunities while serving and also provides access to funding for veterans. The US Reserve Officers' Training Corps (ROTC) programs and the military service academies are other options to consider.	No repayment, however a service commitment is required.

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Section 21.2 Review

1. What are three ways an individual can meet his or her educational needs for a career?

Education, training, and certification.

2. Describe the role formal education can play in career preparation.

Most careers require a college education. However, for an entry-level position, a high school diploma may get you in the door. Jobs higher on the career ladder often require additional formal education.

Section 21.2 Review

3. How is an apprenticeship different from an internship?

An internship is a short-term position with a sponsoring organization that gives the intern an opportunity to gain on-the-job experience in a certain field of study or occupation. Internships can be paid or unpaid, depending on the sponsoring organization. Often, high schools, colleges, and universities offer school credit for completing internships. An apprenticeship is a combination of on-the-job training, work experience, and classroom instruction. An apprenticeship is a combination of on-the-job training, work experience, and classroom instruction. Apprenticeships are typically available to those who want to learn a trade or a technical skill. The apprentice works on mastering the skills required to work in the trade or field under the supervision of a skilled tradesperson.

Section 21.2 Review

4. Explain the importance of college access.

College access refers to building awareness about college opportunities, providing guidance regarding college admissions, and identifying ways to pay for college. College access includes access to many types of postsecondary institutions. They can include colleges, universities, and trade schools.

Attending a postsecondary school to further your education can be a critical step in your career plan. However, preparing to go to college can present challenges to students and families both academically and financially. The sooner you begin planning, the better. It is never too early.

Section 21.2 Review

5. Give several examples of financial aid that might be available for high school students.

Student answers may vary but should include some or all of the following: grant, scholarship, work-study program, need-based award.