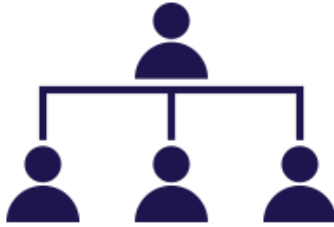


Business Management & Administration



Career Cluster Teacher Guide

Resource Description

Do you dream of owning your own business or being the head of a company? Entrepreneurs start and own their own businesses. There is risk and hard work involved in launching a company, but the benefits of ownership can be considerable, such as setting your own schedule, being the one in control, and the possibility of making lots of money!

Materials and Resources

- Teacher guide
- <http://mygpsforsuccess.com/business-management-administration/>
- Cluster student viewing guide
- KWL Chart
- Display paper or individual sheets
- Pen/Pencil
- 1:1 computer or laptops; or group students if limited resources

Vocabulary & Definitions

Board of Directors: team of people elected by corporation shareholders to represent the shareholders' interests and ensure that the company's management acts on their behalf.

Chief Executive Officer (CEO): the highest-ranking executive in a company. Their primary responsibilities include: making major corporate decisions, managing overall operations and resources, and acting as the main point of communication between the board of directors and corporate operations.

Corporation: Company or people group authorized to act as a single entity (legally a person) and recognized as such in law.

Due Diligence: Reasonable steps taken to satisfy a legal requirement, especially in buying or selling something.

Entrepreneur: Person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.

Executive Director: the senior operating officer or manager of an organization or corporation, usually a non-profit.

Human Resources: (HR) the personnel of a business or organization, especially when regarded as a significant asset.

Investor: a person or organization that puts money into financial schemes, property, etc. with the expectation of achieving a profit.

Non-profit Organization: a group *organized* for purposes other than generating profit and in which no part of the *organization's* income is distributed to its members, directors, or officers.

Sole Proprietorship: When a business is owned and run by one person

Bell Ringer

1. Have the following displayed on an easel, whiteboard, or individual sheets of paper for students to review and write down their responses:

Imagine that you are starting your very own business. Think about what you would want the business to be – would you provide a service? Sell a product? Once you decide on your business, think about how you would provide/ sell that product or service. How many people would you hire? Where would you sell? In the next 5 minutes, brainstorm ideas for your business plan.

2. Have some students share responses.
3. Make a class list of responses and then open the floor to additional responses after the list is constructed.
4. Facilitate student discussions about the responsibilities of Business Management & Administration by discussing responses.

Objectives

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The student will be able to:

- Identify the central aspects of the Business Management & Administration Career Cluster including career paths, skills & interest, and education level
- Explore different careers within the Cluster
- Analyze what is known, wondered, and learned (KWL) about the career cluster to begin conceptualizing an individual career map

Anticipatory Set

1. Divide students into pairs – each student gets a KWL Cluster Chart.

Verbal instructions:

- *Review the bell ringer answers regarding the diversity of Business Management & Administration careers.*
 - *With your partner, list at least 5 items you know about job details, necessary skills, etc. in the “Know” Section.*
2. Have two pairs of students join one-another to form a four-person group
- ### **Verbal instructions:**
- *Compare and discuss each list.*
 - *With your group, list at least 5 things you want to know about the Business Management & Administration Cluster in the “Wonder” Section.*
3. Have groups share their new list with the class.

Introductory Questions

Introductory Questions:

Ask the following questions to the whole class for students to write down their answers and/or discuss with a partner. Have 2-3 students share their answers:

- Name some popular local businesses? What makes them successful in our community?
- How would you define a CEO?
- List some major responsibilities and/or considerations of being the owner/operator of a company.

Learning Task &
Exploration Activity

1. Introduce the Business Management & Administration Career Cluster Video.

Video Introduction:

Do you dream of owning your own business or being the head of a company?

2. View the Business Management & Administration videos. Have students complete the Student Viewing Guide as they learn about the Career Cluster.
3. Students will fill out the “Career Cluster Research” section of the viewing guide and explore the Business Management & Administration webpage on <http://mygpsforsuccess.com/business-management-administration/>

Closing

1. Have students complete the “Learned” Section of their KWL with at least 3 pieces of information they learned about the cluster. Students may share out in class as well as discuss with a partner once they have finished.
2. Engage students in a whole class or small group discussion using the Discussion Questions section of this instructional plan – students may use their KWL chart as reference.

Discussion Questions

1. How would you define this Career Cluster?
2. What surprised you about this Career Cluster?
3. What career pathways were represented in this video?
4. What is entrepreneurship? Why can it be risky and beneficial?
5. What is the difference between a corporation and a non-profit organization?
6. How do the skills and/or training necessary to be successful in these fields differ from one another?
7. How is being an entrepreneur “risky business”? Why can it be worth the risk? Make a list of pros and cons to share.
8. Why do some businesses have a Board of Directors? Why is Human Resources important?
9. Why is the field of Human Resources so vital to the success of a business?
10. What would you change, add, or take out from your original business plan from the bell ringer?

Suggested activities to increase student learning and exposure to this Career Cluster.

- Invite an entrepreneur or an executive from a local company to come speak to students about starting your own business or running a business.
- Invite to the school or visit non-profit organizations on-site to allow students to gain a better understanding of for-profit vs non-profit as well as what it takes to keep a nonprofit operational.
- Using the bell ringer from this guide, have students brainstorm different businesses or business plans. Create a project in which they develop their business plans from start to finish.
 - This project could be lengthy or short and can incorporate multiple subject materials in social studies, math, science, and ELA.
 - Can also be included as a research project!
- Have each student select a career from this Career Cluster. Students will research the career and present information to the class in the form of an oral presentation, poster, PowerPoint, video or Prezi presentation. Information to research and share might include: salary, education required, typical day schedule, roles and responsibilities, positive aspects of the job and challenges associated with the job.
- Have each student make a list of the Career Readiness Skills that are his/her personal strengths, as well as a list of the skills and behaviors required for a career as an educator. Students compare the lists to determine what Career Readiness Skills need to be strengthened.
- Have students complete a job application and/or job interview with a local employer.
- Help students construct a resume for a specific career in this Career Cluster.
- Arrange for students to meet with the school counselor to discuss classes that would help prepare a student for careers in this Career Cluster and certifications that can be obtained during high school that would be of value.
- Have each student identify a postsecondary institution that is offering certifications or degrees that are required for working in this Career Cluster. He or she should obtain and complete admissions and scholarship applications for the school or program.

Notes to Educator

This packet includes suggested activities questions, and materials to enhance student understanding of this career cluster. Each component may be used individually or modified to fit the needs of your classroom.

More information on this Career Cluster can be found at:

<http://mygpsforsuccess.com/business-management-administration/>

In addition, GPS For Success has an array of resources, including:

- Interest Profiler: *online quiz to assist students in categorizing their interests by possible careers those interests apply to.*
- Scholarship opportunities
- Information on internships
- Sample resumes and cover letters
- Interview preparation materials
- Opportunities for students with disabilities