

Recognize Business Terminology within the Career Clusters

EACH CAREER AND PROFESSION has its own unique lexicon or vocabulary. Professions that fall under the career and technical education banner are no different. Sometimes career interests can be confirmed by tracing appealing terms back to their career clusters and pathways.



Objective:



Recognize business terminology within the career clusters.

Key Terms:



career clusters
career pathways
terminology

Business Terminology

Most students have heard of e-marketing, e-commerce, return on investment, stock turn-over, plan reductions, and e-CRM. The terms may be so interesting that you may want to work in a field that uses those terms. What field is that? How do you identify that career? What other terms should you recognize that also fit within the career interest area?

CAREER RESOURCE CENTER

Visit the career resource center at your school, and take some career interest surveys. The surveys can help you identify a general career interest area. You may also consider business terms that you find appealing and interesting (e.g., slide rule, operations management, profit/loss statement, or organizational development). Using the career clusters as a starting point,

begin to trace your interests. Keep in mind that each cluster and corresponding career pathway contains its own specific business terminology.

CAREER CLUSTERS

The 16 **career clusters** are a grouping of occupations and broad industries based on commonalities. The career clusters are an organizational tool for linking student interests with the skills and knowledge required in the area of study.

1. Agriculture, Food & Natural Resources
2. Architecture & Construction
3. Arts, A/V Technology & Communications
4. Business Management & Administration
5. Education & Training
6. Finance
7. Government & Public Administration
8. Health Science
9. Hospitality & Tourism
10. Human Services
11. Information Technology
12. Law, Public Safety, Corrections & Security
13. Manufacturing
14. Marketing
15. Science, Technology, Engineering & Mathematics
16. Transportation, Distribution & Logistics

CAREER PATHWAYS

Each of the 16 career clusters can be broken down into career subcategories. Many different **career pathways** represent a grouping of occupations within



FIGURE 1. The Transportation, Distribution & Logistics career cluster includes city bus service.



FURTHER EXPLORATION...

ONLINE CONNECTION: Business Terminology in the Career Clusters

Before you begin looking at the pathways and the career clusters, make sure you know your interest area. To narrow or confirm your interest before getting more specific, visit the following links to take an interest survey:

<http://www.careercruising.com>

<http://www.careerclusters.org/resources/ccinterestsurvey/InterestSurvey.pdf>

Once you confirm a career cluster of interest, you can get more specific. Decide which subtopic is closest to your interest. Then visit the States' Career Clusters Web site:

<http://www.careerclusters.org/resources/web/ks.php>

Scroll down the list of the 16 clusters and find a cluster of interest. Then click on one, such as marketing. When you click on the marketing link, scroll down to “pathways.” Under this heading, the marketing heading is broken down into more specific marketing career pathways. Click on the “Knowledge and Skills Chart” that most closely resembles your interest area. If you are not sure which area is more appealing, click on several and review them for information.

You will see that each of the “Knowledge and Skills Charts” contain several headings of information. Look at “Marketing, Sales & Service—E-Marketing.” If you review the heading that is on the far right (“Measurement Criteria”), you will see thorough descriptions of the skills needed to perform in this career area. Among those descriptions are many business terms for that career cluster and pathway (e.g., e-commerce, return on investment, stock turnover, plan reductions, and e-CRM). It is important to know that each of the pathways contains its own business terminology.

the clusters based on commonalities. For instance, the career cluster of Marketing would be divided into the following career pathways:

- ◆ Marketing Management
- ◆ Professional Sales
- ◆ Merchandising
- ◆ Marketing Communications
- ◆ Marketing Research

The full list of the 16 career clusters and career pathways can be viewed by visiting <http://www.careerclusters.org/list16clusters.php>.

Program of Study

For each career pathway, a program of study exists. A program of study is a three-part curriculum framework extending from secondary to two-year or four-year postsecondary education. Programs include a full range of activities, documents, and processes.

Personal Plan of Study

A personal plan of study is designed to ensure that a student's curriculum and coursework are aligned with the career goal. The plan is arranged according to secondary graduation requirements as well as postsecondary admission requirements. It is a document that reflects the student's scope and sequence of coursework as well as co-curricular experiences based on a chosen educational and career goal.

Terminology

It is important to recognize the **terminology** (technical terms of a particular trade) listed in the pathways. Each career pathway includes specific knowledge and skills required for career success. The requirements have been created with the help of education and business leaders who are from academic and career and technical areas. The terms within the pathways have been confirmed by industry experts as terms used on a regular basis for that pathway. Refer to the "Further Exploration..." section to discover which business terms are frequent and familiar in your personal career pathway.



FIGURE 2. The career clusters and pathways can help an individual choose the best career path.

Summary:



Every job that exists today can be found among 16 career clusters that are subdivided into many different career pathways of interest. For each career pathway, there exists a "knowledge and skills chart" designed by educators and industry leaders. The chart contains the business terminology used by experts in the field today. The terms listed can be used to confirm your interest or even to trace your interest backward to its originating cluster.

Checking Your Knowledge:



1. What term represents a grouping of occupations within a cluster based on commonalities?
2. What word defines the technical terms used within a particular trade?

3. What term represents a grouping of occupations and broad industries based on commonalities?
4. Describe how a student can use a career cluster as a career navigation tool.
5. Describe how the pathways can assist with knowledge and skill preparation as well as student success.

Expanding Your Knowledge:



Visit your school's career resource center or your counselor and ask about the States' Career Clusters and your personal plan of study. It is never too early to start your path to success.

Web Links:



Sixteen Career Clusters and Their Pathways

<http://www.careerclusters.org/list16clusters.php>

Career Click

<http://www.workforceinfo.state.il.us/>

Curriculum Revitalization

<http://ilcte.org>

National Sample Definitions

<http://www.careerclusters.org/definitions.php>

Programs of Study

<http://ilprogramsofstudy.org/CareerClusters.action>

Related Career Web Sites

<http://www.careerclusters.org/related.php>