Business Terminology within the Career Clusters

Unit: Basic Skills

Problem Area: Use Business Terminology

Lesson: Business Terminology within the Career Clusters

■ **Student Learning Objective.** Instruction in this lesson should result in students achieving the following objective:

Recognize business terminology within the career clusters.

■ **Resources.** The following resources may be useful in teaching this lesson:

"Career Click," *Illinois Department of Employment Security.* Accessed June 20, 2009. <http://www.workforceinfo.state.il.us/>.

"Curriculum Revitalization," *Illinois Career and Technical Education*. Accessed June 20, 2009. <http://ilcte.org>.

"National Sample Definitions," *States' Career Clusters.* Accessed June 20, 2009. <http://www.careerclusters.org/definitions.php>.

"Programs of Study," *Illinois Community College Board.* Accessed June 20, 2009. <http://ilprogramsofstudy.org/CareerClusters.action>.

"Related Web Sites," *States' Career Clusters.* Accessed June 20, 2009. <http://www.careerclusters.org/related.php>.

"Sixteen Career Clusters and Their Pathways," *States' Career Clusters.* Accessed June 20, 2009. <http://www.careerclusters.org/list16clusters.php>.

■ Equipment, Tools, Supplies, and Facilities.

✓ Overhead or PowerPoint projector
✓ Visual(s) from accompanying master(s)
✓ Copies of sample test and/or other items designed for duplication
✓ Materials listed on duplicated items
✓ Computers with printers and Internet access
✓ Classroom resource and reference materials

■ Key Terms. The following terms are presented in this lesson (shown in bold italics):

➤ career clusters
➤ career pathways
➤ terminology

■ Interest Approach. Use an interest approach that will prepare the students for the lesson. Teachers often develop approaches for their unique class and student situation. A possible approach is included here.

> *Survey the students to learn if they have heard the following business terms: e-marketing, e-commerce, return on investment, stock turnover, plan reductions, and e-CRM. As a class, have the students attempt to trace the career cluster that may have generated these terms. (Show them the list from VM–A.) Then have the students consider words they may have heard or with which they may be familiar that are of personal interest to them.*

> *Have them identify a career for further investigation from the list of 16 career clusters (from VM–A). Remind the students that each cluster and corresponding career pathway contains its own specific business terminology.*

SUMMARY OF CONTENT AND TEACHING STRATEGIES

Objective 1: Recognize business terminology within the career clusters.

Anticipated Problem: What business terminology exists within the career clusters?

I. Business terminology within the career clusters

    A. *Career clusters* are groupings 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

B. **Career pathways** represent a grouping of occupations within a cluster based on commonalities. The career pathways are subtopics of the career clusters.

   1. For example, the career cluster of Marketing would be divided into the following career pathways:
      a. Marketing Management
      b. Professional Sales
      c. Merchandising
      d. Marketing Communications
      e. Marketing Research
   2. Programs of study and personal plan of study
      a. Programs of study are a three-part curriculum framework extending from secondary to two-year or four-year postsecondary education. They include a full range of activities, documents, and processes.
      b. A personal plan of study is designed to ensure that a student's curriculum and coursework are aligned with his or her career goal.
         (1) The plan of study is arranged according to secondary graduation requirements as well as postsecondary admission requirements.
         (2) This is the student's scope and sequence of coursework and co-curricular experiences based on a chosen educational and career goal.

C. Recognizing the **terminology**—technical words of a particular trade within the pathways—is important. Specific business terminology can be found in the "Knowledge and Skills Chart," which is available for each of the career pathways.

   1. Each career pathway is further charted to include the required knowledge and skills.

2. The requirements have been created with the help of education and business leaders. The educators have been from academic and career and technical areas.

Use VM–A, VM–B, and VM–C to help students confirm their cluster and pathway as well as to assist them in recognizing business terminology within their chosen cluster.

■ **Review/Summary.** Use the student learning objectives to summarize the lesson. Have students explain the content associated with each objective. Student responses can be used in determining which objectives need to be reviewed or taught from a different angle.

■ **Application.** Use the included visual masters to apply the information presented in the lesson.

■ **Evaluation.** Evaluation should focus on student achievement of the objectives for the lesson. Various techniques can be used, such as student performance on the application activities. A sample written test is provided.

■ **Answers to Sample Test:**

Part One: Matching

1. b
2. c
3. a

Part Two: Short Answer

1. Describe how a student can use a career cluster as a navigation tool. Answers will vary but may include:
   ♦ The career cluster can confirm an interest area.
   ♦ The career cluster points to the career pathways that are potential subinterests.
   ♦ The career pathways lead to programs of study as well as personal plans of study designed to ensure that a student's curriculum and coursework are aligned with a career goal.
2. Describe how the pathways can assist with knowledge and skill preparation as well as student success. Answers will vary but may include the following:
   ♦ Once a student chooses a cluster and a pathway, the program of study (POS) and the personal plan of study (PPS) are developed. Both are reviewed annually and updated as needed.
   ♦ The POS and the PPS lay out the knowledge and skills required for a student's given career choice.
   ♦ The POS and PPS are designed to reflect secondary graduation requirements as well as postsecondary admission requirements to keep a student on track for

developing the knowledge and skills needed to graduate and to continue his or her education. Many students graduate secondary school and are not sure how or where their skills and knowledge connect. The POS and PPS bridge the gap.

Part Three: True/False

1. T
2. T
3. T
4. T
5. F

Name _____

Business Terminology within the Career Clusters

▶ Part One: Matching

Instructions: **Match the term with the correct definition.**

    a. career clusters
    b. career pathways
    c. terminology

_____1. Groupings of occupations within an area, based on commonalities

_____2. The technical words of a particular trade

_____3. Groupings of occupations and broad industries based on commonalities

▶ Part Two: Short Answer

Instructions: **Answer the following.**

  1. Describe how a student can use a career cluster as a navigation tool.

2. Describe how the pathways can assist with knowledge and skill preparation as well as student success.

Instructions: **Write *T* for true or *F* for false.**

_____1. Career clusters are a starting point for learning about your interests.

_____2. The career clusters are groupings of similar occupations.

_____3. The career pathways are specialty areas within a career cluster.

_____4. Specific business terminology can be found in the "Knowledge and Skills Chart," which is available for each of the career pathways.

_____5. Once you start on a pathway, you are locked in for all of your high school years.

THE 16 CAREER CLUSTERS

For a short description of each cluster, please visit <http://www.careerclusters.org/16clusters.cfm>

- ◆ Agriculture, Food & Natural Resources
- ◆ Architecture & Construction
- ◆ Arts, A/V Technology & Communications
- ◆ Business Management & Administration
- ◆ Education & Training
- ◆ Finance
- ◆ Government & Public Administration
- ◆ Health Science
- ◆ Hospitality & Tourism
- ◆ Human Services
- ◆ Information Technology
- ◆ Law, Public Safety, Corrections & Security
- ◆ Manufacturing
- ◆ Marketing
- ◆ Science, Technology, Engineering & Mathematics
- ◆ Transportation, Distribution & Logistics

CAREER PATHWAYS

For a complete listing of the pathways for each career cluster, please visit <http://www.careerclusters.org/list16clusters.php>

- ◆ Agriculture, Food & Natural Resources

  - ■ *Food Products and Processing Systems*
  - ■ *Plant Systems*

- ◆ Architecture & Construction

  - ■ *Design/Pre-Construction*
  - ■ *Construction*

- ◆ Arts, Audio/Video Technology & Communications

  - ■ *Audio and Video Technology and Film*
  - ■ *Printing Technology*

- ◆ Business Management & Administration

  - ■ *General Management*
  - ■ *Business Information Management*

- ◆ Education & Training

  - ■ *Administration and Administrative Support*
  - ■ *Professional Support Services*

- ◆ Finance
  - ▪ *Securities & Investments*
  - ▪ *Business Finance*

- ◆ Government & Public Administration
  - ▪ *Governance*
  - ▪ *National Security*

- ◆ Health Science
  - ▪ *Therapeutic Services*
  - ▪ *Diagnostic Services*

- ◆ Hospitality & Tourism
  - ▪ *Restaurants and Food/Beverage Services*
  - ▪ *Lodging*

- ◆ Human Services
  - ▪ *Early Childhood Development & Services*
  - ▪ *Counseling & Mental Health Services*

- ◆ Information Technology
  - ▪ *Network Systems*
  - ▪ *Information Support and Services*

- ◆ Law, Public Safety, Corrections & Security
  - ▪ *Correction Services*
  - ▪ *Emergency and Fire Management Services*

- ◆ Manufacturing

  - ■ *Production*
  - ■ *Manufacturing Production Process Development*

- ◆ Marketing

  - ■ *Marketing Management*
  - ■ *Professional Sales*

- ◆ Science, Technology, Engineering & Mathematics

  - ■ *Engineering and Technology*
  - ■ *Science and Math*

- ◆ Transportation, Distribution & Logistics

  - ■ *Transportation Operations*
  - ■ *Logistics Planning and Management Services*

BUSINESS TERMINOLOGY WITHIN THE CAREER CLUSTERS

For each career pathway, there is a knowledge pathway. Go to the States' Career Cluster Web site at http://www.careerclusters.org/resources/web/ks.php. Scroll down the list of the 16 clusters, and find the cluster that is of interest to you. Then click on one (e.g., marketing).

When you click on the marketing link, scroll down to "pathways." Under this heading you will see that the marketing heading in broken down into several more specific marketing career pathways. Click on the "Knowledge and Skills Chart" that most closely resembles your interest area. If you are not sure, click on several and review them for information. You will see that each of the "Knowledge and Skills Charts" contains 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 you will need to perform in this career area. Among those descriptions are many business terms (business terminology) for that career cluster and pathway. It is important to know that each pathway contains its own, specific business terminology.