

# CURRICULUM OVERVIEW

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## Career Explorations III

Career and Technical Education Series



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## Career Explorations III Course Overview

The Career Explorations III course is designed to give middle school students an opportunity to explore various CTE subjects. Specifically, students will be able to learn about careers involving human-related services.

Each unit introduces one particular field and explains its past, present, and future. The goal is to whet students' appetites for these careers. Students can then explore that career in more detail as a high school student.

### Objectives

- Understand the components of establishing a business.
- Describe the value of manufacturing to and its impact on American society and economy.
- Describe the nature and scope of the Transportation, Distribution, and Logistics Career Cluster and the role of transportation, distribution, and logistics in society and the economy.
- Identify skills, abilities, and talents needed for careers in Architecture and Construction and analyze how these relate to interest profiles.
- Understand what marketing is and its role both within the company and society.

### Career Explorations III: Course Requirements

- Access to the Internet to view various course-related Web sites and conduct research.
- Access to Microsoft® PowerPoint® or a similar program.
- Ability to conduct personal interviews for some projects.

| Unit 1: Introduction to Business and Finance |   |                                  |
|--|---|----------------------------------|
| Career Explorations III                      | Assignments                               |                                  |
|  | 1. Course Overview                        | 10. Management and Leadership    |
|  | 2. Introduction to Principles of Business | 11. Project: Manager of the Year |
|  | 3. Project: NAICS!                        | 12. Entrepreneurship             |
|  | 4. Business Structures                    | 13. Project: Entrepreneurship    |
|  | 5. Business Ethics                        | 14. Quiz 2: Leaders and Staffers |
|  | 6. Project: Business Ethics               | 15. Special Project*             |
|  | 7. Quiz 1: Structure and Philosophy       | 16. Test                         |
|  | 8. Human Resources                        | 17. Glossary and Credits         |
|  | 9. Project: Creating a Job Application    |                                  |

| Unit 2: Introduction to Manufacturing |  |   |
|---------------------------------------|--|---|
| Career Explorations III               | Assignments  |   |
|                                       | 1. The Evolution of Manufacturing                          | 9. Manufacturing Technologies               |
|                                       | 2. How Manufacturers Are Organized                         | 10. Project: The Impact of a New Technology |
|                                       | 3. Project: Learning About Your Interests                  | 11. Manufacturing Operations                |
|                                       | 4. The Impact of Manufacturing                             | 12. Quiz 2: The Structure of Manufacturing  |
|                                       | 5. Project: Emerging Technologies                          | 13. Special Project*                        |
|                                       | 6. Quiz 1: Manufacturing's Impact on the Economy           | 14. Test                                    |
|                                       | 7. Manufacturing Industries                                | 15. Glossary and Credits                    |
|                                       | 8. Project: Learning More about a Manufacturing Subsection |   |

| Unit 3: Introduction to Transportation, Distribution, and Logistics |   |   |
|---|---|---|
| Career Explorations III   | Assignments   |   |
|   | 1. Characteristics of Each Transportation Mode                                | 9. The Regulatory and Competitive Environment for Transportation                    |
|   | 2. Project: Create a Shipping Plan  | 10. Careers in Transportation That Move People                                      |
|   | 3. A Brief History of Transportation, Logistics, and the Economic Environment | 11. Project: Understanding Educational Requirements for Specific Jobs               |
|   | 4. Careers in Transportation  | 12. Quiz 2: Transportation of People and the Regulatory Environment                 |
|   | 5. Project: A Week in the Life of a Transportation Worker                     | 13. Special Project*  |
|   | 6. Quiz 1: Modes of Transportation  | 14. Test  |
|   | 7. Mass Transportation  | 15. Glossary and Credits  |
|   | 8. Project: FAA Guidelines for Pilots   |   |
|   |   |   |
| Unit 4: Introduction to Architecture and Construction               |   |   |
| Career Explorations III   | Assignments   |   |
|   | 1. Design and Pre-Construction: The Field at a Glance                         | 9. Job Zones and Resources  |
|   | 2. Project: Exploring Nonprofit Construction                                  | 10. Project: Learning to Teach Others About What You Know                           |
|   | 3. Construction Site Management   | 11. The Bigger Picture: The Role of Architecture and Construction in the US Economy |
|   | 4. Project: Analyze a Local Construction Project                              | 12. Quiz 2: How You Can Shape the Built Environment                                 |
|   | 5. Maintenance and Operations   | 13. Special Project*  |
|   | 6. Quiz 1: Pathways: The Built Environment as an Interrelated System          | 14. Test  |
|   | 7. Department of Labor O*NET Career Tools                                     | 15. Glossary and Credits  |
|   | 8. Project: Maker Essay   |   |
|   |   |   |
| Unit 5: Introduction to Marketing                                   |   |   |
| Career Explorations III   | Assignments   |   |
|   | 1. Marketing  | 9. Project: Protecting Consumers from Harmful Products                              |
|   | 2. Project: Is There Truth in Advertising?                                    | 10. Sustainability  |
|   | 3. The Marketing Process  | 11. Project: Sustainability Initiative  |
|   | 4. Marketing Research   | 12. Quiz 2: Ethics and Sustainability   |
|   | 5. Project: Identifying a Market  | 13. Special Project*  |
|   | 6. Quiz 1: Marketing  | 14. Test  |
|   | 7. Ethics   | 15. Glossary and Credits  |
|   | 8. Ethical Issues   |   |
|   |   |   |
| Unit 6: Course Project, Review and Final Exam                       |   |   |
|   | Assignments   |   |
|   | 1. Course Project   | 3. Final Exam   |
|   | 2. Review   |   |

(\*) Indicates alternative assignment