



Dr. John D. Barge, State School Superintendent
"Making Education Work for All Georgians"

Georgia Department of Education
Grade 4 Career Development Activity
Business Management & Administration
Estimated Time: 45 minutes

Goal

- Students will identify **Business Management and Administration** as a Georgia career cluster

Objectives

- define a career cluster as a grouping of occupations with common skills and knowledge
- identify sample occupations aligned with the **Business Management and Administration** career cluster

Aligned Indicators and Standards

National Career Development Guidelines

- CM3:K4 Identify several ways to classify occupations
- PS2:K2 Recognize the benefits of interacting with others in a way that is honest, fair, helpful, and respectful
- ED2. A7 Demonstrate participation in informal learning experiences

ASCA National Standards

- C:B1. 4 Know the various ways in which occupations can be classified
- PS:A2. 6 Use effective communication skills
- PS:A1. 9 Demonstrate cooperative behavior in groups
- A:A3. 5 Share knowledge

Related Georgia Performance Standard

- SS4E1 The student will use the basic economic concepts of trade, opportunity cost, specialization, and voluntary exchange, productivity, and price incentives to illustrate historical events

Materials

- Georgia's Career Clusters chart
- occupational frame
- group assignments (cut assignments into strips for distribution to groups)
- handouts, "Me as a Boss"



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Activity

- *Say:* "Today we're going to learn about occupations in the **Business Management and Administration** career cluster." *Write:* **Business Management and Administration** on the board. *Ask:* "Does everyone remember what a career cluster is?" *Allow students time to answer.* *Say:* "Career clusters organize occupations into groups that are similar. The **Business Management and Administration** career cluster includes jobs that relate to planning, organizing, directing, and evaluating business functions that are needed for good business operations. "
- *Say:* "Let's talk about business. In every business, someone must be in charge. Sometimes that person is called the boss. Another word to use for a boss is manager. A manager is someone who makes sure the business is operating properly—the goal of all businesses."
- *Ask:* "Who is the manager or BOSS of our school?" *Principal should be the answer.*
Ask: "Who is the manager or BOSS of our class?" *Teacher should be the answer.*
- *Ask:* "What do you think are some skills a person should have to be a good boss or manager?" Conduct a discussion with students regarding the skills listed below. *Write each category on the board and let the students generate ideas under each category.*
 - **A good communicator**—must be able to talk to customer and employees—good and bad. For example, the principal gives awards to students for good behavior and also sends students home that are bad
 - **A good problem solver**—must be able to think of a solution to problems that come up. School example: one teacher wants to have the school colors change to black and white while another teacher wants the school colors to change to purple and blue. What does the principal do?
 - **A good money maker and manager of money**—must be able to do the job to make money; must know when to spend and when to save so the business can operate successfully and properly
 - **A good computer operator**—must be able to operate the computer that controls forms and documents for the business
- *After the discussion, divide the class into equal groups. Give each group one quick assignment listed below. Duplicate the assignments to ensure every group has an assignment.*
 - A manager will have a group of employees that he/she oversee and is responsible for the work that is done in his/her work setting. *Write a brief paragraph comparing that statement to a teacher in the classroom.*
 - Conflict management is important to a manager's job. *Write a brief paragraph stating why conflict management is so important to the success of a business.*
 - Good communications skills are the most important skill a manager can have. *Write a brief paragraph defending this statement.*
 - Good management is essential to running a good business. *Write a brief paragraph defending that statement.*



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- *Computer required: Go to this web site Career OneStop at <http://www.careeronestop.org/>. Click on Explore Careers at the top of the page. Click on videos under the column labeled Skills. Click on Clusters & Career Videos. Click on Business Management & Administration in the list of career clusters. Click "view" beside "General and Operations Manager". Watch the video and write a brief paragraph about two things learned from the video*
- *Explore the occupational frame for **Business Management & Administration**. List on the board 10 additional occupations found in this cluster.*
- *Allow each group to give a quick report on their assignment.*
- *Say: "Before you know it you will be in high school. It is important that you have some idea of what you would like to do when you grow up. We are all expected to work and earn money so we can take care of ourselves and perhaps a family. You will be able to select classes at the high school that will give you beginning knowledge and skills in these type occupations. I hope you will continue to explore and learn about different careers. so that you can make good choices about your future. I will look forward to seeing you the next time we meet. Have a great day!"*



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Evaluation

- Students will be evaluated on their participation, group sharing, understanding of management terms, and writing

Enhancement

- Have students visit: <http://www.coolmath-games.com/lemonade/> These games allow students to make choices about business and money management. This game could be played as a whole class or individually. Another similar game is "Coffee Shop" <http://www.coolmath-games.com/0-coffee-shop/index.html>
- Utilize the two attached pictures. Allow students to write a brief paragraph about the type of manager they would be if they should select this type of occupation.
- Facilitator should consult with the media specialist in the school to help select books related to the career cluster being taught. This will ensure books are appropriate for the grade level and for the learner.

DISCLAIMER

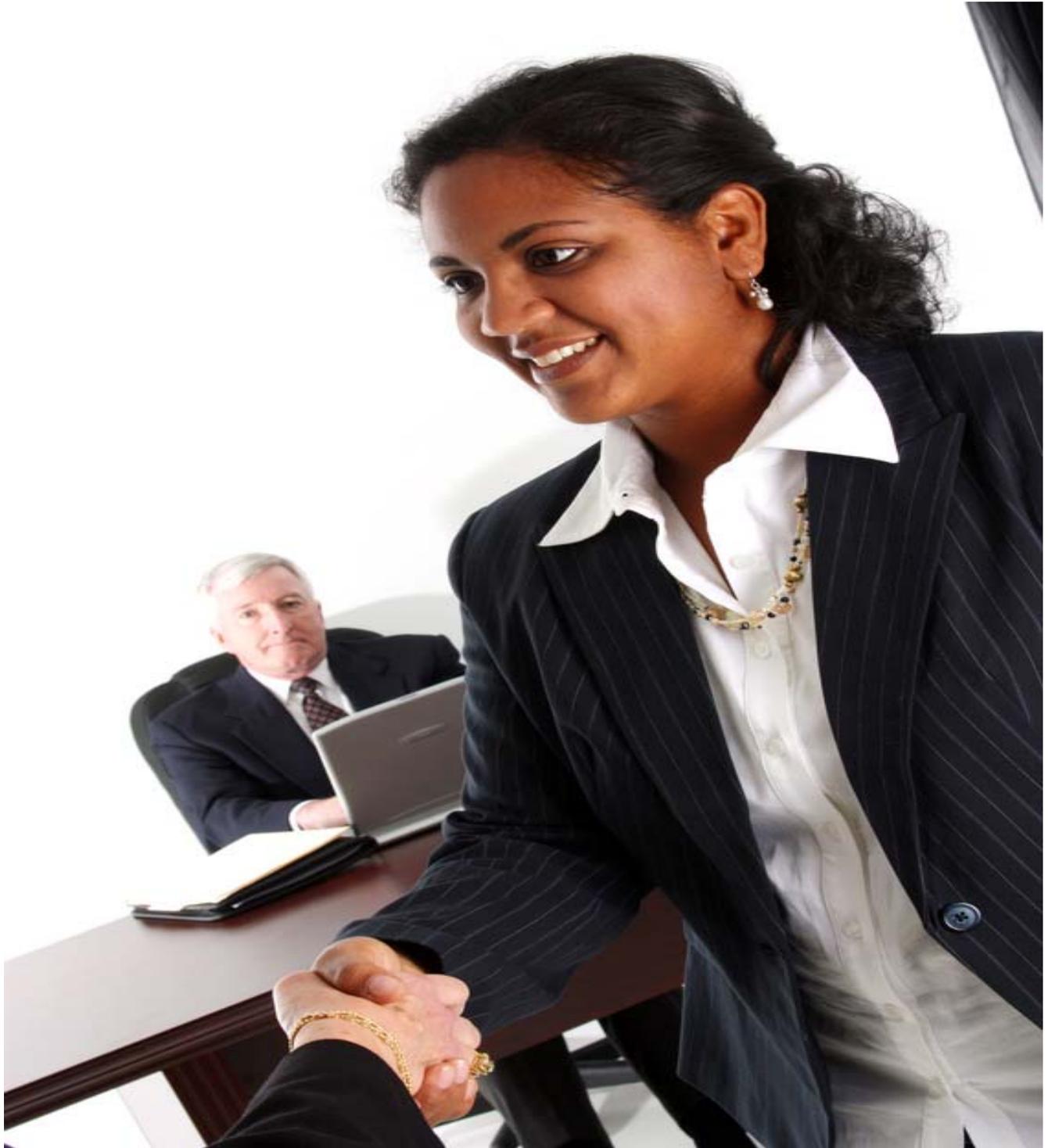
The sources and web links listed in the activities may be of help to you as you consider the career awareness activities. While these sources are provided to assist you in your search, it is your responsibility to investigate them to determine their value and appropriateness for your situation and needs. These sources are provided as a sample of available resources and are for informational purposes only. THE GEORGIA DEPARTMENT OF EDUCATION DOES NOT MONITOR, EVALUATE, OR ENDORSE THE CONTENT OR INFORMATION OF THESE RESOURCES. NONE OF THESE RESOURCES SHOULD BE CONSIDERED THE ADVICE OR GUIDANCE OF THE GEORGIA DEPARTMENT OF EDUCATION.



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Me as a Boss





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Business Management and Administration careers encompass planning, organizing, directing and evaluating business functions essential to efficient and productive business operations. Business Management and Administration career opportunities are available in every sector of the economy.



Occupational Frame				
<ul style="list-style-type: none"> Entrepreneur • Chief Executive Officer • General Manager • Accounting Manager • Accounts Payable Manager • Assistant Credit Manager • Billing Manager • Business & Development Manager • Compensation & Benefits Manager • Credit & Collections Manager • Payroll Manager • Risk Manager • Operations Manager • Public Relations Manager • Human Resource Manager • Management Analyst • Facilities Manager • Association Manager • Sports & Entertainment Manager • Hospital Manager • Government Manager • Public Organization Manager • Manufacturing Manager • Purchasing Manager • First Line Supervisor • Senior Manager • Management Trainee • Small Business Owner 	<ul style="list-style-type: none"> Information Systems Manager • Accounting Clerk • Accounting Supervisor • Adjuster • Chief Technology Officer • Auditor • Bookkeeper • Budget Analyst • Budget Manager • Billing Supervisor • Management Analyst • Controller • Merger & Acquisitions Manager • Price Analyst • Top Collections Executive • Information Technology Director • Chief Financial Officer • Finance Director • Certified Public Accountant • Project Manager • Cost Accountant • Librarian • Payroll Accounting Clerk 	<ul style="list-style-type: none"> Human Resources Manager • International Human Resources Manager • Human Resources Coordinator • Industrial Relations Director • Compensation & Benefits Manager • Employment & Placement Manager • Employee Assistance Plan Manager • Training & Development Manager • Human Resources Consultant • Corporate Trainer • Training & Development Specialist • Conciliator/Mediator/Arbitrator • Employer Relations Representative • Labor & Personnel Relations Specialist • Affirmative Action Coordinator • Equal Employment Opportunity Specialist • OSHA/ADA Compliance Officer • Pay Equity Officer • Interpreter/Translator • Organizational Behaviorist • Occupational Analyst • Compensation, Benefits & Job Analyst Specialist • Human Resources Information Systems Specialist • Meeting & Convention Planner • Employment Interviewer, Private or Public • Employment Service • Personnel Recruiter • Human Resources Assistant • Payroll Professional • Human Resources Generalist 	<ul style="list-style-type: none"> Training and Development Manager • Operations Analyst • Sales Manager • Sales Representative • Broker • Agent • Assistant Store Manager • Department Manager • Assistant Department Manager • Salesperson • Customer Service Supervisor • Product Manager • Project Manager • Research & Development Manager • Budget Analyst • International Merchandising Manager & Supervisor • Marketing Manager • E-commerce Manager • Entrepreneur • Wholesale & Retail buyer • International Distribution Manager • Warehouse Manager • Logistics Manager/Supervisor • Logistics Manager/Coordinator • Marketing Information Manager • Public Relations Specialist • Distribution Worker • Wholesale, Freight, Stocking, Handling, Material Moving and Packing Worker • Traffic, Shipping, & Receiving Clerk • Demonstrator and Product Promoter • Supply Chain Manager • Director of Non-Profit Agency/Organization • Operations Specialties Manager • Industrial Production Manager 	<ul style="list-style-type: none"> Administrative Assistant • Executive Assistant • Office Manager • Administrative Support • Information Assistant • Desktop Publisher • Customer Service Assistant • Data Entry Specialist • Receptionist • Communications Equipment Operator • Computer Operator • Stenographer • Dispatcher • Shipping & Receiving Assistant • Word Processor • Medical Transcriptionist • Legal Secretary • Paralegal

Occupational frames can be printed at www.careertech.org under the tab Career Clusters



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<u>Georgia's Career Clusters:</u> Groupings of occupations with common knowledge and skills	
Cluster	Cluster Description
Agriculture, Food & Natural Resources	Careers with common knowledge and skills related to production, processing, marketing, financing, distribution, and development of agricultural commodities and resources. These commodities include food, fiber, wood products, natural resources, horticulture, and other plant and animal products/resources.
Architecture & Construction	Careers with common knowledge and skills related to the designing, planning, managing, and building of structures.
Arts, A/V Technology & Communications	Careers with common knowledge and skills related to designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.
Business, Management & Administration	Careers with common knowledge and skills related to the preparation of students with computer skills for future college and career plans. Cluster skills mastered include planning, organizing, directing, and evaluating as well as owning and operating a successful business.
Education & Training	Careers with common knowledge and skills related to planning, managing, and providing education and training services as well as related learning support services.
Energy	Careers with common knowledge and skills related to preparing individuals for careers in the design, planning, maintaining, generating, transmission and distribution of traditional and alternative energy.
Finance	Careers with common knowledge and skills related money management, including planning, investing, and spending. Students gain career development skills for the finance world with opportunities that expand beyond basic business skills into financial literacy, banking, investing, insurance, and risk management.
Government & Public Administration	Careers with common knowledge and skills related to the planning and performing of government management and administrative functions at local, state, and federal levels. Careers are available in national security, foreign service, revenue, and regulations.



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Health Science	Careers with common knowledge and skills related to planning, managing, and providing services in therapeutics, diagnostics, health informatics, support areas, and biotechnology research and development
Hospitality & Tourism	Careers with common knowledge and skills related to the management, marketing, and operations of restaurants, and other food services, lodging, attractions, recreation events, and travel related services.
Human Services	Careers with common knowledge and skills related to family and human needs such as nutrition and food science, counseling and mental health services, family and community services, personal care, and consumer services.
Information Technology	Careers with common knowledge and skills related to the preparation for careers that create, use, modify, and engage technology skills. Graphics, multimedia animation, web design, game and application development, networking, and computer repair are all possibilities.
Law, Public Safety, Corrections & Security	Careers with common knowledge and skills related to employment in emergency and fire services, legal services, protective services, and homeland security.
Manufacturing	Careers with common knowledge and skills related to the processing of materials into intermediate or final products and related professional and technical support activities, such as production control, maintenance, and process engineering.
Marketing	Careers with common knowledge and skills related to the process of anticipating, managing, and satisfying consumers' demand for products, services, and ideas. The Marketing career cluster generates the strategy that underlies advertising and promotional techniques, business communication, and business development.
Science, Technology, Engineering & Mathematics	Careers with common knowledge and skills related to planning, managing, and providing scientific research and professional and technical services.
Transportation, Distribution & Logistics	Careers with common knowledge and skills related to planning, managing, and moving people, materials, and goods by road, pipeline, air, rail, and water, and also includes other related professional and technical support services.