



Exploratory Tasks:

Where will your journey take you?

BUSINESS MANAGEMENT & ADMINISTRATION

Are you a planner or organizer? If so, you may want to consider a career in business. A business can be defined as an organization where people work together to produce, sell or provide a service to the public. These individuals may run their own business or support others who do. You'll find these professionals supporting all career clusters.

GENERAL MANAGEMENT PATHWAY

People with careers in this pathway plan, organize, direct, and evaluate all or part of a business organization including finances, employees and material resources.

EXPLORATORY TASK: Have you ever wanted to start your own business? What needs or wants do you see around you? Develop a **business plan** for a product or service to meet those needs. Include these in your plan:

- How to produce the product or provide the service
- Required materials, including **wholesale costs**
- **Retail cost** of the product or service
- How to deliver to customers

EXTENSION: Determine the potential success of your idea. Create a survey to determine:

- Would this be useful to you?
- How much would you pay for the product or service?
- What would make this better?

Use the information to write a **research summary**. Include graphics as needed.

BUSINESS INFORMATION MANAGEMENT PATHWAY

Business Information Management is an umbrella term for careers that use information technology to support or run a business.

EXPLORATORY TASK: How does technology support business? Identify a business or service idea. Use technology to create one of these products:

- A website promoting your business
- A spreadsheet to track income and expenses
- A timeline outlining startup from beginning to first sell

EXTENSION: Company logos are everywhere. Research **how to make an effective logo**. Use the information to create a marketing logo for a business idea.



What Is a Career Cluster?

Career Clusters are a way to organize career options. There are **16 Career Clusters** in the National Career Cluster Framework. They are further divided into specific pathways that can lead you to a successful future.

What Are Career Pathways?

Each of the 16 Career Clusters are divided into approximately 80 Career Pathways. The pathways are further divided into specific careers that share similar skills.

A Career Pathway offers a range of entry options, from entry-level positions that require a high school diploma or industry certificate to those that require a professional degree.

HUMAN RESOURCES MANAGEMENT PATHWAY

Human Resources specialists work to hire, train, evaluate and maintain the safety and well-being of employees.

EXPLORATORY TASK: Identify a business or service idea, e.g., babysitting, lawn mowing, homemade cookie sales, etc. What would your employees need to know or be able to do? Create a **training manual** to use with your new workers. Consider:

- Expectations of the job
- Explanation of tasks, e.g., procedures, follow-up, reporting
- Safety considerations

EXTENSION: Maintaining a safe and healthy workforce is critical to the success of a business. Research **how to create a safe and healthy workforce** to create a Healthy at Work poster to encourage well-being among employees.

OPERATIONS MANAGEMENT PATHWAY

Individuals in this pathway work to ensure a business has the necessary resources at the right time. They are experts in planning, organizing, coordinating and controlling the supplies needed to produce/provide a business's goods and/or services.

EXPLORATORY TASK: Identify a business or service idea. What supplies are needed each week? Create a diagram of a **supply chain** that shows:

- How items are obtained, including amount and cost of each item
- Where items are stored until needed
- How items are moved to the point of use
- Where completed products (if produced) are stored until sold
- How products are made available to customer, i.e., physical or virtual store.

EXTENSION: Consider an item you might purchase. What are the quality features that are important? Create an infographic that highlights qualities of the product or service to encourage others to try the product.

ADMINISTRATIVE SUPPORT PATHWAY

Administrative support specialists assist business operations through a variety of administrative and clerical duties. They manage information and communication, coordinate schedules and track projects completion.

EXPLORATORY TASK: You received a letter from a customer stating that the product she ordered was damaged. Write a letter in response explaining how your company values their business and will replace the product.

EXTENSION: You've received numerous phone calls concerning a defective product. Write an email to the operations manager alerting him or her of the problem.

How Can I use Career Pathways?

Career Pathways are planning tools to help you prepare for your future career goal. They provide a map of required courses at both the high school and college level.

A pathway also lists opportunities to earn college credit, industry certificates or gain real-world experience while in high school.

What Is an Industry Certificate?

Industry certifications are credentials recognized by business and industry that demonstrate mastery of necessary knowledge and/or skills.

Discover More

Choose a career in one of the pathways to discover:

- Demand for this career
- Location of jobs
- Starting wage
- Education requirements
- High school pathway
 - Classes
 - Dual/articulated credit
 - Industry certificates
 - Work-based learning
- Related careers