

Instructor:	Lori Scolaro	Unit:	International Business
School:	Millard West High School	Lesson:	International Bus Careers
Course:	International Business	Length of Time:	4-8 hours
Teaching Strategy:	Reflection log and Assessment rubrics	Intended Level:	Secondary

Unit Overview/Lesson(s) Description:

This unit investigates international careers. Students will follow the career planning steps to select an international job. Once that job has been selected, students will determine the necessary education and experience needed for that position. Students will then prepare a resume, cover letter, follow-up letter and business card for that job.

Nebraska Essential Learnings Covered In Unit/Lesson:

BE 12.1 Students will understand career preparation and job acquisition skills required for employment, professionalism and career transitions in their chosen field. They will demonstrate competency by matching skills and aptitudes for occupations, planning career options and applying job acquisition skills.

BE 12.11 Students will understand the relationship between international and domestic business concepts from a multicultural, global perspective. They will demonstrate competency by explaining the interrelatedness of social, cultural, political, legal, economic and ethical factors that shape and impact the international business environment.

Instructional Content:

- E-commerce – evaluate e-commerce opportunities and recognize sound business practices specifically related to conducting international business electronically
- Foundations of International Business – explain the role of international business and how it impacts business (geography, career opportunities, travel considerations)

Links to Nebraska Standards:

- R/W 12.1.1 Students will identify the basic facts and essential ideas in what they have read or viewed
- R/W 12.1.2 Students will locate, access, and evaluate resources to identify appropriate information
- R/W 12.2.1 Students will identify, describe, and apply knowledge of the structure of the English language and standard English conventions for sentence structure, usage, punctuation, capitalization, and spelling
- R/W 12.2.4 Students will use a variety of forms to write for different audiences and purposes
- R/W 12.2.5 Students will use self-generated questions, note-taking, summarizing, and outlining to enhance learning

Links to NBEA Standards:

International Business I: Career Opportunities, P 95

- Identify careers that are influenced by international business
- Research a selected international business career
- List the skills and qualifications for a selected international business career path
- Compare the application, interview, and hiring practices of various cultures

Instructional Resources:

Students must have Internet access and utilize word processing software

URLS:

<http://www.monster.com>

Nationwide job search and job posting database

<http://www.jobsabroad.com>

Job opportunities around the globe

<http://www.careerexplorer.com>

Career Discovery's website for students and teachers

<http://www.usajobs.com>

Official job site of the United States Government

<http://www.bls.gov/oco/>

BLS Occupational Outlook Handbook

Classroom Activities/Procedures:

- Students will follow the steps of the career planning process to identify an international job
- Students will research the education and experience needed for a selected international job
- Students will create an appropriately formatted resume which includes all the necessary elements for a selected international job
- Students will create a cover letter and follow-up letter
- Students will design a business card for his/her selected job.

Closure/Evaluation and Assessment/Assignment:

- *Reflection Log:* Journal or portfolio that contains personal reflections on their strengths and weaknesses for a specific career choice, research information on that career choice, etc.
- *Resume:* 1-page resume with appropriate format, content for international position
- *Cover Letter:* 1-page cover letter to accompany resume
- *Follow-Up Letter:* 1-page post-interview 'thank you' letter
- *Business Card:* Personal business card to be presented by student during job interview

Evaluation:

Resume:	110 possible points
Cover Letter	50 possible points
Follow-Up Letter	50 possible points
Business Card:	45 possible points
Reflection Log/Journal:	<u>45 possible points</u>
TOTAL UNIT POINTS:	300 possible points

Student Name			RESUME EVALUATION RUBRIC			
Criteria	Weight	Score	Thorough (5)	Good (4)	Adequate (3-2)	Minimal (1-0)
Career Objective/ Job Target	3		Thorough description of job target		Adequate description of job target	Minimal or missing job target
Personal Data	2		Includes all personal data plus e-mail address and fax number	Includes all personal data plus e-mail address OR fax number	Includes sufficient personal data	Lacks some personal data
Education	3		Includes all schools attended, dates attended and courses taken	Includes educational data, but minor information is missing	Includes most educational data	Lacks most educational data
Experience	3		Includes titles, duties, dates, names, addresses for current and past jobs	Includes experience information, but minor information is missing	Includes most experience information	Lacks most experience information
Related Activities	3		Thoroughly describes related activities	Good description of related activities	Adequately describes related activities	Minimally describes related activities
Honors and Awards	3		Thoroughly describes honors and awards	Good description of honors and awards	Adequately describes honors and awards	Minimally describes honors and awards
References	2		Noted on resume (i.e. "Available upon request")			"Available upon request" not on resume
Deadline	1		Submitted early	On time		Late
Format	1		All elements included with professional appearance	Some elements missing with professional appearance	Some elements missing with unprofessional appearance	Missing most elements with unprofessional appearance
Conventions (technical writing, spelling, grammar, punctuation errors)	1		No errors	One error	Two error	Three or more errors
Total (110 points)			Grading Scale			
A = 110 - 102 pts		B = 101 - 94 pts	C = 93 - 85 pts	D = 84 - 76 pts	F = 75 pts or below	
Comments:						

COVER LETTER RUBRIC						
Criteria	Weight	Score	Thorough (5)	Good (4)	Adequate (3-2)	Minimal (1-0)
Opening Paragraph	2		Thoroughly attracts the reader's attention, expresses interest in job and why you should be considered	Good opening paragraph, but one element is missing	Adequate opening paragraph, but two elements are missing	Most elements are missing from the opening paragraph
Body (One or two paragraphs)	3		Thoroughly describes education, training and experience that qualify you for the job	Good description, but one element is missing	Adequate description, but two elements are missing	Most elements are missing from the body
Closing Paragraph	2		Specifically asks for an interview and identifies how, when and where to reach you	Good description, but one element is missing	Adequate description, but two elements are missing	Most elements are missing from the closing paragraph
Deadline	1		Handed in early	Handed in on time		Handed in late
Format	1		All paragraphs included with proper business letter formatting	A paragraph missing OR one business letter formatting error	A paragraph missing OR two business letter formatting errors	A paragraph missing OR three or more business letter formatting errors
Conventions (technical writing, spelling, grammar, punctuation errors)	1		No errors	One error	Two error	Three or more errors
Total (50 points)			Grading Scale			
A = 50 - 47 pts B = 46 – 43 pts C = 42 – 39 pts D = 38 – 35 pts F = 34 pts or below						
Comments:						

Student Name						
FOLLOW-UP LETTER RUBRIC						
Criteria	Weight	Score	Thorough (5)	Good (4)	Adequate (3)	Minimal (1-0)
Opening Paragraph	2		Thoroughly attracts the reader's attention, expresses interest in the job and thanks the interviewer for his/her time	Good opening paragraph, but one element is missing	Adequate opening paragraph, but two elements are missing	Most elements are missing from the opening paragraph
Body (One or two paragraphs)	3		Thoroughly reviews key ideas expressed in the interview	Good review of key ideas expressed in the interview	Adequate review of key ideas expressed in the interview	Minimal review of key ideas expressed in the interview
Closing Paragraph	2		Shows appreciation for the interview AND makes a "looking forward" statement		Shows appreciation for the interview OR makes a "looking forward" statement	Most elements are missing from the closing paragraph
Deadline	1		Handed in early	Handed in on time		Handed in late
Format	1		All paragraphs included with proper business letter formatting	A paragraph missing OR one business letter formatting error	A paragraph missing OR two business letter formatting errors	A paragraph missing OR three or more business letter formatting errors
Conventions (technical writing, spelling, grammar, punctuation errors)	1		No errors	One error	Two errors	Three or more errors
Total (50 points)			Grading Scale			
A = 50 - 47 pts B = 46 – 43 pts C = 42 – 39 pts D = 38 – 35 pts F = 34 pts or below						
Comments:						

Student Name _____ BUSINESS CARD RUBRIC						
Criteria	Weight	Score	Thorough (5)	Good (4)	Adequate (3-2)	Minimal (1-0)
Logo	2		Attractive, eye-catching business logo		Adequate business logo	Poor OR no business logo
Business Data	2		Includes company name, address, city, state, Zip code, phone number and fax number	One key element is missing	Two key elements are missing	Three or more key elements are missing
Personal Data	2		Includes name, title and e-mail address	One key element is missing	Two key elements are missing	All three elements are missing
Deadline	1		Handed in early	Handed in on time		Handed in late
Format	1		Exceptionally attractive and eye-catching, easy to read, text and graphics well placed		Adequately attractive but could use some improvement	Minimally attractive, hard to read font, inadequate or missing graphics and visuals
Conventions (technical writing, spelling, grammar, punctuation errors)	1		No errors	One error	Two error	Three or more errors
Total (45 points)			Grading Scale			
A = 45 - 42 pts B = 41 – 38 pts C = 37 – 35 pts D = 34 – 31 pts F = 30 pts or below						
Comments:						