

HEAR FROM PROFESSIONALS. LEARN FROM EXPERIENCE.



BUSINESS MANAGEMENT & ADMINISTRATION

This cluster includes those career opportunities that are dedicated to performing administrative managerial processes vital to the success and ongoing existence of a business organization, regardless of the sector or industry in which the business resides or the product/service it provides.



Learning that works
for Nebraska

WHAT TO EXPECT IN THIS GUIDE



INTERVIEWS

Each video contains interviews with employees and business representatives discussing work requirements, education levels, salary and job prospects.



TOURS

Experience virtual industry tours that provide a unique opportunity to get a glimpse inside Nebraska-based companies without leaving your home or classroom.



INFORMATION

Throughout the videos you will find valuable information regarding job markets, salaries, and educational requirements to help you identify a possible career path.

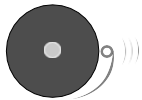
NOTE TO INSTRUCTOR:

These are suggested activities and questions to accompany the virtual industry tour. Each component may be used individually or modified to fit the needs of the classroom. Use these websites for more information on this career cluster:

- www.education.ne.gov/nce/career-clusters
- <https://www.education.ne.gov/nce/careerdevelopment/>
- [Nebraska H3 Reports](#)
- www.nebraskacareerconnections.org

In addition, NEworks has an array of resources, including Nebraska Workforce Trends magazine, Labor Market Regional Reviews, Occupational Profiles, and Career Ladder Posters, available at <https://neworks.nebraska.gov> under Labor Market Information>Additional Services>Publications.

BELL RINGER:



Post the following prompt for students to answer as they enter the room. They will respond individually in their notes.

Think of a time when you were unmotivated. How did you feel? What are some reasons employees might become unmotivated in their current job?

Have students share responses with the class. Answers will vary, but might include: minimum wage, no opportunity for promotion, poor management, poor work culture and environment or a short-term contract. Point out that the Business Management and Administration Career Cluster includes careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations.

ANTICIPATORY SET:



Decks of playing cards are needed for this activity, one set per group of four or five students. Guide students to think about the skills needed for careers included in this Career Cluster through this group activity. Post the following chart on the writing surface or other visible location for students to use.

♠ J 9 A 5 10 Q 7 2 3 6 4 K 8
♣ J 9 A 5 10 Q 7 2 3 6 4 K 8
♥ J 9 A 5 10 Q 7 2 3 6 4 K 8
♦ J 9 A 5 10 Q 7 2 3 6 4 K 8

Put students into groups of four or five. Give these instructions:

- **Your mission is to work as effectively as possible in your teams to complete this task with one deck of playing cards.**
- **The winning team is the team that can finish the quickest.**
- **You will lay out the cards exactly as outlined in the chart on the writing surface.**
- **All cards must be in neat, straight rows with no cards touching.**
- **You have four minutes to prepare your strategy and practice.**

After four minutes, have each group state the estimated amount of time they believe it will take to complete the task. Have groups shuffle the deck of cards and trade with another group. Then start the timer and have groups begin. When groups finish, give these instructions:

- **You have two minutes to discuss what happened and plan for your second and final attempt.**
- **Be sure to shuffle the cards and give your deck to a different group.**

After two minutes, start the timer and have groups begin. After groups finish, facilitate a group discussion by asking these questions:

- **What did you do differently the second time?**
- **How important was planning for your group's success?**
- **How is planning important to the success of a business?**
- **How did you divide responsibilities?**
- **How are responsibilities divided in the workplace?**
- **What role does leadership play in the workplace?**
- **What happens if leadership is absent in the workplace?**

Point out that teams were most successful when they had a good plan and delegated responsibilities to each team member.

Nebraska Career Readiness Skills that are used by successful teams include Teamwork, Strategic Thinking, Leadership/Management, Communication (and more).

The careers in the Business Management and Administration Career Cluster help ensure that businesses operate efficiently and successfully.

Note to Instructor. Resources related to the Nebraska Career Readiness Standards can be found at: <https://www.education.ne.gov/nce/career-readiness-toolkit/>.

INTRODUCTORY QUESTIONS:



Ask students to respond to the following questions in journal form or aloud. If asking aloud, have students share with a partner first, then ask two or three students to share. Responses will vary and are based on the students' knowledge prior to watching the virtual tour.

- **When you think of Business Management, what types of jobs come to mind?**
- **Are these careers YOU might be interested in? Why or why not?**

CONTENT:



Show the 13-minute virtual industry tour located at <https://bit.ly/46NtXZK> which features three companies: Union Pacific, RTG Medical, and Duncan Aviation. Or have students individually view the video online.

Students will complete the Student Viewing Guide guided notes worksheet as they learn about the Career Cluster. Introduce the virtual tours by saying:

“Today we are studying careers in the Business Management and Administration Career Cluster. Each professional in the video will describe his or her involvement in the industry, as well as the skills necessary for success.”

FOLLOW-UP QUESTIONS



Ask the following questions after students view the virtual industry tour. Questions can be assigned as journal questions, asked aloud or discussed in small groups.

1. How would you define this Career Cluster?

- This Career Cluster includes those career opportunities that are dedicated to performing administrative and managerial processes vital to the success and ongoing existence of a business organization, regardless of the sector or industry in which the business resides or the product/service it provides.

2. What types of careers are included in this Career Cluster?

- Senior manager for fuel operations, operation manager, military fuel supply specialist, marketing and brand ambassador, research and marketing specialist, public relations specialist, owner, facilities maintenance supervisor and administrative service manager
- Other careers not mentioned in the video: Administrative assistant, office manager, database manager, desktop publisher, data entry specialist, business analyst, business process architects, business process manager, project manager, human resources manager, employee training specialist, human relations information systems specialist, meeting and convention planner, personal recruiter, chief executive officer, entrepreneur, financial analyst, human resources manager, purchasing manager, master scheduler, procurement analyst, quality manager, supply chain manager and chief operations officer.

Note to Instructor: Explain to students that this Career Cluster can be divided into five Career Pathways including:

- Administrative Services
- Business Information Management

- Human Resources Management
- Management
- Operations Management

Each Career Pathway has a set of specific skills for the occupations within this Career Cluster.

- For more information about these careers, have students visit: <https://bit.ly/4afrlqv>.
- Additionally, have students access Nebraska Career Connections at nebraskacareerconnections.org.
- Go to the Career Exploration tab and search through Career Clusters and Pathways to find jobs and majors.
- Individual registration and login instructions can be found on the single page PDF document at the end of this Teacher Discussion Guide.

3. Which careers and jobs in this Career Cluster can be obtained immediately after high school graduation?

- Several jobs in the area of facility maintenance could be obtained immediately. However, the supervisor position requires work experience. All jobs in the virtual tour required some type of degree or certificate or work experience.
- Examples of jobs in the Career Cluster that can be obtained with a high school education and on-the-job training include: administrative assistant, computer operator, customer service, data entry specialist and human resources clerk
- For more information about these careers, have students visit: <https://bit.ly/4afrlqv>.
- Human Resources Management: Duncan Aviation
- Management: RTG Medical
- Operations Management: Union Pacific Railroad

4. Which pathways are represented in the virtual tours?

- Administrative Services: employees facilitate business operations through a variety of administrative duties including information and communication management, data processing and collection, and project tracking.

5. List and describe the pathways of this Career Cluster.

- Business Information Management: is an umbrella term covering those careers that provide a bridge between business processes/initiatives and information technology. Employees in this area help align business and information technology goals.
- Human Resources Management: focuses on the staffing activities that involve planning, recruitment, selection, orientation, training, performance appraisal, compensation, and safety of employees.

- Management: focuses on careers that plan, organize, direct, and evaluate all or part of a business organization through the allocation and use of financial, human, and material resources.
- Operations Management: focuses on planning, organizing, coordinating, and controlling the resources needed to produce/provide a business's goods and/or services.
- Examples of activities in Operations Management are quality control, scheduling, procurement, and warehousing.

6. What impact do special workplace enhancements and features have on employee recruitment and retention? As a business owner, what special features would you add to the workplace for employees? How could this increase employee motivation?

- Recruitment: Quality job applicants are evaluating the business and company during the job interview and deciding if this is a place he or she would like to work. It is important for the business to make a good impression so the right applicants can be hired. Also, the feeling of current employees (overall work satisfaction) can be seen and felt by others outside of the business. Retention: People will continue to work in a place they enjoy being in and working with people that have a shared respect for each other.
- Added enhancements help an employee know he or she is valued and important. These factors lead to employee retention.

7. What is an internship? What factors might contribute to over half of interns becoming full-time employees with a particular organization?

- Answers will vary.
- An internship is time spent learning about a business and industry through work experience. Some internships are paid, while others are experience only and unpaid. The benefit is gaining vital skills and knowledge about that career area.
- Internships allow a person to learn about the industry and discover if it is a career path that they are truly interested in. Internships are considered one form of work-based learning. For other forms of work-based learning, reference the Nebraska Workplace Experiences Continuum at <https://www.education.ne.gov/workplace-experiences/>.
- Interns have a chance to learn about the company, administrators, co-workers, and the job responsibilities. If he or she likes the job and work environment, they are more compelled to take a full-time position there because they already know their way around and the chain of command.

Note to instructor: Provide examples of local businesses that offer internship opportunities for students.

8. Why do businesses (both large and small) choose to partner with community groups and non-profit organizations?

- Doing good feels good: Business owners like to give back; it makes them feel good. They want their employees to have the same satisfaction and opportunity to help others.
- Public relations: Businesses receive great publicity and a positive image when working with community groups and non-profits. People in and close to those groups are more likely to use the services of the business.
- Tax write-off: Successful businesses have a large tax bill.

9. Planning is an important Nebraska Career Readiness skill for managing personal career development for all careers in this Career Cluster, as well as all other career clusters. When have you planned and organized a project or event?

- Answers will vary.
- Explain to students that this is a sample behavioral interview question that they may be asked in a job interview.
- Employers use past experiences as a way to predict future performance.
- One technique used to respond to behavioral questions is the STAR response: situation, task, action and result.
Example sources for more information, include:
https://bit.ly/STAR_technique1 and
https://bit.ly/STAR_technique2.
- Answers will vary.

10. Core academic skills include reading, written communication, listening, speaking, mathematical reasoning and problem solving. Academic skills and technical skills complement one another. Academic attainment is an important Nebraska Career Readiness Skill. How might these core academic skills be used in this Career Cluster?

- Here are a few examples:
 - A manager of any kind spends time reading periodicals, new office manuals, protocols, training manuals and more.
 - He or she must effectively read to gain information to share with employees and information about how to be a better leader and manager.
 - Written communication is used by a marketing and brand ambassador to help convey ideas and concepts.
 - Social media and print media are both utilized to communicate with the public as well as commercials of all kinds.
 - Listening and speaking are essential for a human resources manager.
 - He or she directs the recruiting, interviewing, and hiring of new staff.

- These interactions with potential new hires are important. He or she consults with top executives on strategic planning and helps communicate this to the employees.
- Fuel operations managers are constantly using math when checking supplies and demands of fuels for all aspects of the business.
- He or she calculates needs versus available and delivered fuel, while accounting for natural disasters that may occur in the supply chain.

11. The virtual industry tour mentioned traits employers seek when hiring in the Business Management and Administration Career Cluster. What Nebraska Career Readiness Skills should a desirable applicant possess?

- Answers will vary.
- For more information, visit: <https://bit.ly/necrstandards>.
- Have copies of the Nebraska Career Readiness Standards poster visible around the classroom and/or provide a copy of the Nebraska Career Readiness Standards Checklist to each student as a way to help them understand and identify what is meant by “Nebraska Career Readiness Skills”
- The Nebraska Career Readiness Standards Checklist can be accessed at <https://bit.ly/necrschecklist>.
- Employers like to hire employees with experience. Many times, it is not possible to get the right type of work experience in a paid position because you lack experience.

12. How can volunteering help you land a future job? What type of volunteer work experience have you completed?

- So, volunteering is a great way to get your foot in the door and get started. Unpaid volunteer experiences can be a great learning opportunity.
- There are many reasons people volunteer. Some want to help others enact change in their community. Others see it as an opportunity to share skills they have or even to develop new skills.
- Be sure students consider those experiences available through school related activities and organizations.
- Volunteer (service learning) activities can be the start or foundation of a continuum of workplace experiences culminating in capstone work-based learning experiences.
- Reference the Nebraska Workplace Experiences Continuum at www.nebraskaworkplaceexperiences.com.

Note to Instructor: Nebraska Impact (<https://www.nebraskaimpact.com/>) is a website formed through a partnership with the Nebraska 150 Celebration and ServeNebraska with the goal of increasing volunteer engagement in the state.

The website serves as a tool to connect users with volunteer opportunities in their area. The site also offers users the ability to log their volunteer hours.

EXTENDED
LEARNING
ACTIVITIES:



The following are suggested activities to increase student learning and exposure to this Career Cluster.

- Join a Career and Technical Student Organization such as DECA, FBLA, FCCLA, FFA, or SkillsUSA. Student members have the chance to apply lessons and information learned in the classroom in real hands-on experiences.
- Have each student put together a portfolio of tangible materials that showcase his or her skills and work experience. Use the digital portfolio available at www.nebraskacareerconnections.org under the Students Tab in the High School section.
- Complete a volunteer experience for a local business. Have each student select a business in town that offers the career (or a similar career) that he or she is interested in.
 - Ask if there is a task/s that he or she can help complete purely for the experience.
 - Have students report to the class about their opportunities and discuss what was observed and learned at the business.
- Discuss ethical behavior and how to make good business decisions based on a “code of ethics.” In small groups, create a code of ethics for a business. Students will identify general principles that lead to fair business practices.
- Be sure that students consider the type of business this is for and then specifically: handling cash and checks from customers, handling employee performance problems, keeping facilities clean, dealing with theft (employee or customer), honoring warranties, accepting returns, negotiating special prices for friends without permission and more.
 - Share these with the class and then compare to a code of ethics for an actual business.
- Have students practice business skills using an online business simulator such as <https://goventureworld.com/>, <http://www.simceo.org/>, or other simulations that are available at no charge.

EXTENDED
LEARNING
ACTIVITIES
CONTINUED:



- Use the free HP Life online learning modules to allow students to explore specific topics related to business management and administration.
 - To access HP LIFE Learning, Visit <https://www.life-global.org/>. HP LIFE is a free, online entrepreneurship and workforce development training program supported by the HP Foundation.
 - The self-paced modules and online community are designed to help develop business and IT skills anytime, anywhere.
 - Online learning modules are focused, timely and combine business content with technology skill development.
 - Educator resources can be accessed by clicking on the Educator Resources tab.

- Create a class business such as a concession stand, bake sale, lemonade stand, car wash, or other fundraising opportunity.
 - Have students run the activity like an actual business.
 - Require students to create a plan, establish a budget, order supplies, manage inventory, create a quality product or service and evaluate the success of the project or activity.

- Meet with the school counselor to discuss classes that would help prepare a student for this Career Cluster. Also, discuss certifications that can be obtained during high school that would be valuable.

- Identify a postsecondary institution that is offering certifications or degrees that would help prepare a student for this Career Cluster. Obtain and complete admissions and scholarship applications for the school or program.

- Careers in this cluster involve working with people. Understanding one's own skills and personality can help when managing and working with other people.
 - Take a skills or personality test to learn about yourself.
 - Excellent free tools can be found at www.nebraskacareerconnections.org. Other options are described at <https://www.monster.com/career-advice/article/best-free-career-assessment-tools>.

- Have students view the three additional online videos containing more information about each business found at: <https://www.nebraskacareerclusters.com>.

THERE ARE MANY RESOURCES THAT CAN BE USED BY TEACHERS, PARENTS AND JOB SEEKERS FOR CAREER EXPLORATION.

Some resources are tailored for Nebraska and some are national, but all provide valuable information and many incorporate information from the Nebraska Department of Labor Market Information (LMI). This list is not comprehensive, and only represents a sampling of the many resources available. Share the Career Exploration/ Planning resources table with students and have them do a review of what each offers them as a tool for finding the right career fit. Nebraska Career Connections is a totally FREE resource that is highly recommended for use by career and technical education students and teachers.

CAREER EXPLORATION & PLANNING		
Website	Type of Resources Available	Produced & Sponsored By
Nebraska Career Connections www.nebraskacareerconnections.org	Education and career planning resources for students, parents, educators, adults and employers. Students can explore career options, search for colleges, find out about applying for college, tuition, scholarships & financial aid, and create an e-portfolio and resume.	Nebraska Departments of Education and Labor, Nebraska VR, and Partnerships for Innovation.
Nebraska H3 Reports: https://bit.ly/neH3	Information on High Wage, High Demand, High Skill jobs in Nebraska. Top H3 occupations are identified on the home page. Reports can be generated by each Nebraska Economic Development Region and also statewide. Reports include H3 Report, Nebraska Economic Industry Report and All Career Clusters Report, Jobs can be searched by Job Title or SOC Code.	Nebraska Departments of Education, Labor and Economic Development
O*NET OnLine www.onetonline.org	Occupation information: knowledge, skills, abilities, Career Interest profile, job outlook and wages	U.S. Department of Labor, Employment and Training Administration (sponsor) Developed by the National Center for O*NET Development
My Next Move www.mynextmove.org/	Condensed version of information from O*NET OnLine	
Occupational Outlook Handbook www.bls.gov/ooh/	Nationwide data on occupation pay, work environment, job outlook, similar occupations, and more	Bureau of Labor Statistics
Nebraska Reality Check https://www.education.ne.gov/nce/career-readiness-videos/	Lifestyle cost information and occupations in corresponding wage range	Nebraska Department of Education

IN-DEPTH		
Website	Type of Resources Available	Produced & Sponsored By
CareerOneStop www.careeronestop.org	Variety of resources related to career planning, job training, and job searches	U.S. Department of Labor, Employment and Training Administration (sponsor)
GetMyFuture (section of the CareerOneStop website) www.careeronestop.org/GetMyFuture	IResources tailored to students and young adults such as career exploration, information on finding education and training programs, and how to conduct a successful job search.	U.S. Department of Labor, Employment and Training Administration (sponsor)

Instructions: Question 1 may be answered by watching **all** three sections of the virtual industry tour.

1. List eight careers mentioned during the virtual industry tour:

- | | |
|---|---|
| 1. Sr. Manager for Fuel Operations | 5. Marketing Research and Marketing Specialist |
| 2. Operations Manager | 6. Public Relations Specialist |
| 3. Military Fuel Supply Specialist | 7. Business Owner |
| 4. Marketing and Brand Ambassador | 8. Facilities Maintenance |
- Supervisor Administrative Service Manager**

Instructions: The following questions are specific to the Union Pacific section of the virtual industry tour.

2. What is the main function of Union Pacific?

To transport goods from one place to the next

3. What percentage of interns become full-time employees? **More than 50%**

4. What are the daily responsibilities for a fuel operations manager?

- **Look at fuel inventories to ensure there is enough fuel**
- **Be sure suppliers deliver the fuel**
- **Watch for alarms/warnings about low fuel**
- **Be on call 24 hours per day**

5. What natural weather phenomena can have the largest impact on fuel inventories nationwide?
Explain why.

- **Hurricanes because the gulf is home to numerous oil production rigs, refineries and pipelines.**

Instructions: The following questions are specific to the RTG Medical section of the virtual industry tour.

6. Where is RTG Medical located? **Fremont, NE**

7. What is RTG Medical?

- **Veteran owned medical staffing agency focused on contracting traveling and permanent healthcare professionals**

8. What are the responsibilities of a marketing and brand ambassador?

- **Increase brand awareness**
- **Work with community partners**
- **Build relationships**

9. To build a positive work culture, what features does RTG Medical provide for employees?

- **Shuffleboard**
- **Fully stocked breakfast and lunch bar**
- **Popcorn**
- **Starbucks**

Instructions: The following questions are specific to the Duncan Aviation section of the virtual tour.

10. Where is Duncan Aviation located? **Lincoln, NE**

11. What is Duncan Aviation?

- **The world's largest privately owned business jet support facility**

12. How many employees work for Duncan Aviation? **1,250**

13. What are the job responsibilities of a facilities maintenance supervisor?

- **Provide clean, safe conditions for employees and customers**
- **Oversee lighting, bathrooms, floors and more**

14. What are the top five O-NET skills for administrative service managers?

1. **Active listening**
2. **Speaking**
3. **Coordination**
4. **Reading comprehension**
5. **Time management**

15. What type of opportunities does Duncan Aviation offer its' employees?

- **Career advancement**
- **Working in different departments**

Instructions: Respond to Question 16 after watching all three sections of the virtual industry tour.

16. Which of the careers introduced in the virtual industry tour best fit your skill set and interests? Explain.

- **Answers will vary**

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ABOUT THIS PROJECT

The virtual industry tours provide a unique opportunity for students, parents and job-seekers to experience Nebraska-based industries without leaving the home or classroom.

The videos showcase different businesses and industries in each of the sixteen Career Clusters plus Entrepreneurship in the Nebraska Career Education Model. In addition to the tour of the business or industry, the videos also contain interviews with employees and managers discussing work requirements, education levels, salary and job prospects. The videos provide an accurate picture of today's workplace, breaking down stereotypes and assumptions while emphasizing the knowledge and skills required to be successful.

The teacher and student guides are designed to enhance student learning for each virtual tour. For the students, a guided notes worksheet is included to help them record important information about the career cluster. The teacher's guide includes a lesson plan complete with anticipatory set, introductory questions, and discussion questions to follow the virtual tours.

Discussion Guides and Career Readiness Resources are available at:
WWW.NEBRASKACAREERCLUSTERS.COM/RESOURCES



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