

Bridge to Careers in Business, Management, and Administration

Course Overview

The business management and administration industry employs millions of people and is continually seeking high-skilled workers. The Workforce Access *Bridge to Careers in Business, Management, and Administration* online course is aimed at helping learners develop an understanding of the industry-specific competencies needed for careers in business and to build the academic and workplace skills needed for success in postsecondary or career training. Students are introduced to different jobs in the following sectors:

- Management
- Marketing
- Human Resources
- Product Planning and Sales
- Information Technology

Learning Outcomes

While taking this course, students will learn to:

- Describe the four stages of the business cycle and the relationship between businesses and consumers
- Discuss the importance of international trade in a global economy, the forms of international trade, and the role of trade agreements and alliances
- Analyze the role of ethics and social and environmental responsibility in business
- Explain how to become an entrepreneur and the impact of small businesses on the economy
- Describe the risks that can affect businesses, and identify strategies to manage risks
- Discuss the purpose of management, the qualities of a leader, key management skills, and the role of teamwork
- Explain the role of human resources in hiring and developing employees and promoting cultural diversity
- Describe the role of information technology in the workplace and the role of e-commerce in a global economy
- Describe the scope and function of marketing and marketing research
- Identify the steps and purpose of product planning and operations management
- Develop reading for information, locating information, and applied mathematics skills contextualized to the field of business, management, and administration

Modes of Course Delivery

The Workforce Access *Bridge to Careers in Business, Management, and Administration* course can be used as a core curriculum or as a supplement to enhance regular instruction. Because of this flexibility, the course can be delivered in a self-paced or a customized mode. Custom mode allows instructors to assign individual lessons and assessments and set the pace for the course.

Pacing and Course Duration

Sample 10-week and 12-week pacing guides are provided in the Teacher Planning Guide. The pacing guides can be used as is or adapted to account for shorter or longer terms to suit individual needs. Each of the lessons requires approximately 40-50 minutes of study. Additional academic skill support lessons, discussion prompts, and writing activities can be used to enhance students' learning.

Assessments and Reporting

Assessments for the course include interactive formative assessments within each lesson, as well as scored pretests and posttests for each lesson. Teachers and students can generate reports to show progress and mastery of industry and academic knowledge of skills.

How to Access Workforce Access *Bridge to Careers in Business, Management, and Administration*

When you order *Workforce Access Bridge to Careers in Business, Management, and Administration*, you will access everything you need in the ConnectED Learning Management System, including the core lessons, academic skill support lessons, teacher planning guide, lesson plans, and other useful resources. For more information on this or other *Workforce Access* courses, please go to www.workforceaccess.com.

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