



www.imaginend.com



Career Cluster:

Business, Management and Administration careers encompass planning, organizing, directing and evaluating business functions essential to efficient and productive business operations.

North Dakota Entrepreneurs

Introduction

There are thousands of challenging educational and training opportunities within the high-skilled world of Business, Management and Administration. This activity will give the student an opportunity to experience the resources and opportunities that exist in the state of North Dakota in Business, Management and Administration. Business, Management & Administration career opportunities are available in every sector of the economy.

Warm-Up Activity

Make the following statement to the students, “Imagine that you and two of your friends have decided to enter the business world as entrepreneurs. As a native of the great state of North Dakota, you realize the unlimited potential and resources to operate your own business here. You realize that some people view North Dakota as a desolate place from which to escape. You, on the other hand, view North Dakota, not as desolation, but untapped potential. Therefore, you and your business associates have decided to begin an “Ecotourism Business.” Ecotourism is tourism with a primary focus on visiting natural areas to gain a greater understanding and appreciation. It is one of the fastest growing types of tourism. Many people today live in urban or suburban areas yet still want to enjoy the outdoors and nature, which North Dakota has in abundance. Activities such as bird watching, hiking, and touring natural areas are types of ecotourism. In this lesson, you will learn about some ecotourism businesses and how these businesses earn a profit. The three of you will develop a business plan for an ecotourism business in which you will present your ideas to your classmates and teacher in both oral and written formats.

Each of you will have to research specific areas and then compile your information in a logical manner.”

Survey the students about any nature-related activities they have participated in over the last year. Brainstorm with the students the types of businesses that could be started that would serve people’s enjoyment of these nature-related activities.

To assist the students in their understanding of being an entrepreneur you may wish to visit the following websites and do the activities in the classroom.

<http://www.econedlink.org/lessons/index.cfm?lesson=EM264> “The Entrepreneur in You?” and <http://www.econedlink.org/lessons/index.cfm?lesson=EM228> “What Makes an Entrepreneur?”

Students should visit www.imaginend.com and go to the Entrepreneurial Company Profiles section to view the videos and visit the websites of North Dakota entrepreneurs.

Procedure

Direct students to the following website:

<http://www.econedlink.org/lessons/index.cfm?lesson=EM313> “From Butterflies to Buffaloes.” Discuss why some ranchers and farmers are becoming eco-tourist entrepreneurs. Ask the students if they know of any ecotourism related businesses in North Dakota. “Can you think of any possibilities for developing profitable ecotourism sites or activities in this state? Would you need a special license or permit from the state to start this business? Where would you look to find such information?”

Person #1 – Your task is to research existing ecotourism businesses and determine which one would be profitable in North Dakota. You may also come up with your own idea.

http://www.prairiepublic.org/features/ecotourism/rethinking_self-image.html
http://dakotawestadventures.com/link_results.asp?keywords=Eco-Tourism
<http://www.ashley-nd.com/HTML/eco-tourism.html>

Person #2 – Your task is to research the laws and regulations that would impact the nature of your business.

Person #3 – Your task is to work out the logistics of your business plan. This website will help you learn what a business plan is and what it should look like.

<http://www.growingnd.com/>
http://www.fermatainc.com/lonetree/pdf/lonetree_report.pdf

Students will present their plan in a 15-20 minute presentation to the class. They will also provide their teacher with a hard copy of their presentation materials on CD-ROM or paper portfolio.

Assessment

The presentation and process may be assessed with a rubric that includes participation as a group member. A resource for generating rubrics for evaluation and assessment can be found at the following website: <http://www.4teachers.org/>

Standards

This activity addresses the following North Dakota Social Studies Standards:

Standard 3: Economic Systems

8.3.1 – Understand the principles governing economic decision making at the state, national, and international levels.

8.3.3 – Know the key features of the various kinds of specialized institutions that exist in market economies.

Standard 6: Geography

8.6.2 – Understand the relationship between the characteristics of various world places and regions and historical events and people.

8.6.3 – Understand how Earth’s physical system influences human systems.

Time Frame

This lesson will take approximately five class periods.

Resources

This lesson was taken from “Marco Polo: EconEdLink” and modified to meet the needs of ImagineND. It is recommended to visit this website and use the links provided to complete this lesson. <http://www.econedlink.org/lessons/index.cfm?lesson=EM313>

<http://www.econedlink.org/lessons/index.cfm?lesson=EM264>

<http://www.econedlink.org/lessons/index.cfm?lesson=EM228>

<http://www.4teachers.org/>

North Dakota Tourism Business Resources

<http://www.ashley-nd.com/HTML/eco-tourism.html>

http://dakotawestadventures.com/link_results.asp?keywords=Eco-Tourism

http://www.prairiepublic.org/features/ecotourism/rethinking_self-image.html

North Dakota Entrepreneurship

<http://www.growingnd.com/>

<http://www.imaginend.com/content/profiles.shtml>

The Cluster/Pathway Model for Business, Management & Administration outlines the pathways and occupations as well as the related cluster knowledge and skills. This model can be located by clicking on Career Clusters at www.imaginend.com.

Career Cluster: Business, Management & Administration

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.

Sample Career Specialties / Occupations	Entrepreneurs•Chief Executives•General Managers•Accounting Manager•Accounts Payable Manager•Assistant Credit Manager•Billing Manager•Business & Development Manager•Compensation & Benefits Manager•Credit & Collections Manager•Payroll Manager•Risk Manager•Operations Managers• Public Relations Managers• Human Resource Managers• Management Analysts• Facilities Managers•Association Managers •Meeting & Convention Planners• Administrative Services Managers• Sports & Entertainment Managers•Hospital Management•Government Management•Public Organization Management•Manufacturing Management•Purchasing Management• First Line Supervisors•Public Relations Specialists•Senior Managers•Management Trainees•	Accountants•Accounting Clerk•Accounting Supervisor•Adjuster• Adjustment Clerk•Assistant Treasurer•Auditor• Bookkeeper•Budget Analyst•Budget Manager•Billing Supervisor•Cash Manager•Controller• Merger & Acquisitions Manager•rice Analyst•Top Collections Executive•Top Investment Executive•Treasurer• Chief Financial Officer•Finance Director•Certified Public Accountant•Accounts Receivable Clerk•Cost Accountant•Financial Accountant•Billing Clerk•Payroll Accounting Clerk	Human Resources Managers•International Human Resources Managers•Human Resources Coordinators•Industrial Relations Director•Compensation & Benefits Managers•Employment & Placement Managers•Employee Assistance Plan Managers•Training & Development Managers•Human Resources consultant•Corporate Trainer• Training & Development Specialists•Conciliators/Mediators/ Arbitrators• Employer Relations Representatives•Labor & Personnel Relations Specialists•Affirmative Action Coordinators•Equal Employment Opportunity Specialists•OSHA/ADA Compliance Officer•Pay Equity Officers•Interpreters & Translators•Organizational Behaviorists•Occupational Analysts•Compensation, Benefits & Job Analyst Specialists•Human Resources Information Systems Specialists•Meeting & Convention Planners•Employment Interviewers, Private or Public Employment Service•Personnel Recruiters•Human Resources Assistants•Payroll Professional•Assignment Clerks•Identification Clerks•Human Resources Generalist•Human Resources Clerks	Systems Analyst•E-Commerce Analyst• Requirements Specialist•Marketing Analyst•Operations Research Analyst•Business Consultant•Business Analyst•Budget Analyst• Product Manager•Price Analyst	Marketing Manager•Assistant Marketing Manager•Sales Engineer•Sales Manager•Sales Representative•Broker•Agents•Assistant Store Manager•Department Manager•Assistant Department Manager•Salesperson•Customer Service Supervisor•Customer Service Consultant•Counter Person•Customer Service Clerk•Product Manager•Project Manager•Research & Development Manager•Research & Management Supervisor•International Marketing Manager & Supervisor•International Merchandising Manager & Supervisor•Marketing Manager•Property, Real Estate and Association Manager & Supervisor•Small Business Owner & Entrepreneur•E-commerce Manager & Entrepreneur•Wholesale & Retail buyer•International Distribution Manager•Warehouse Manager•Logistics Manager/Supervisor•Logistics Manager/Coordinator•Market Researcher•Marketing Information Manager•Public Relations Specialist•Public Relations Writer•Copywriter•Media coordinator•Art Director•Graphic Designer•Event Manager•Advertising Salesperson•Route Salesperson•Distribution Worker•Wholesale ,Freight, Stocking, Handling, Material Moving and Packing Worker•Traffic, Shipping, & Receiving Clerk•Demonstrators and Product Promoter•Retail Salespeople & Associate•Telemarketer	Administrative Assistant•Executive Assistant•Office Manager•Administrative Support•Medial Front Office Assistant•Information Assistant•Desk-top Publisher•Customer Service Assistant•Data Entry Specialists•Receptionist•Communications Equipment Operator•Computer Operator•Court Reporter•Stenographer•Dispatcher• Shipping & Receiving Personnel•Records Processing Occupations including Library Assistant & Order Processor• Word Processor•Typists•Medical Transcriptionist•Legal Secretaries•Paralegals
Pathways	Management	Business Financial Management & Accounting	Human Resources	Business Analysis	Marketing	Administrative & Information Support
Cluster K&S	Cluster knowledge and skills ♦ Academic Foundations ♦ Communications ♦ Problem Solving and Critical Thinking ♦ Information Technology Applications ♦ Systems ♦ Safety, Health and Environmental ♦ Leadership and Teamwork ♦ Ethics and Legal Responsibilities ♦ Employability and Career Development ♦ Technical Skills					