

BUS 104
Spring 2021
Career Research

Student will research and identify a long-term career that he/she is interested in pursuing.

Instructions:

If you have some career that you like to pursue then you should brainstorm the following:

- List 3 things that interest you the most or that you are passionate about doing (doesn't necessarily have to be a specific job);
- Access the following links for guidance on what to look for in identifying a future profession, or getting an idea where you may excel in:
 - <http://lifehacker.com/top-10-ways-to-find-your-career-path-1628537579>
 - <https://www.helpguide.org/articles/healthy-living/finding-the-right-career.htm>
 - <https://content.wisestep.com/choose-career-thats-best/>
 - Use your personality profile to find what is right for you, see handout on **Career Research Instruction**

Based on the information or insight gathered from the above sites:

- Identify a specific professional title/position you want to work towards (can also be an entrepreneur);
- For students who are still unsure identify any two positions that interest you;
- Based on the profession title(s)/position(s) identified conduct research to determine the following:
 - General Job Description for the profession(s) selected;
 - Requirements for the chosen profession(s);
 - Job outlook for the profession(s) selected.
 - Number of positions available in the U.S. and the medium salary for this career.
- Suggested sites to research this information are:
 - <http://www.onetonline.org>
 - <http://www.dol.gov/dol/topic/statistics/occupations.htm>

Once you have collected these data, write an essay in the following format

First paragraph – Introduction

- Identify the career and state two important skills, two critical knowledge, and two major responsibilities one needs to be in this career.
- Why you are interested in this career.
- Limit this paragraph to no more than 5 sentences.

Second paragraph – Skills and knowledge

- Discuss why the skills identified in the first paragraph are important for this career.
- Discuss why the knowledge identified in the first paragraph are critical for this career.
- Limit this paragraph to between 4 to 6 sentences.

Third paragraph – Responsibility

- Discuss why the responsibilities identified in the first paragraph are its main responsibility.
- Are these responsibilities something that you are willing to do? Are these responsibilities something that you like to do?
- Limit this paragraph to between 4 to 8 sentences.

Fourth paragraph – Outlook for this career

- Is the number of positions increasing, decreasing, or stable in the future.
- What kind of living standard would someone have with this career? Is this living standard what you want from a career?
- Limit this paragraph to between 4 to 6 sentences.

Fifth paragraph – SWOT

Create a SWOT Analysis based on the template provided (see below). SWOT analysis is described in our textbook. You might consider this exercise as part of a marketing plan for your own career. The SWOT analysis should reflect your personal strengths and weaknesses and the opportunities and threats in the career area you have selected. Make a comparison between your current level of skills and knowledge with what is expected for this career. The paragraph should answer the following:

- Identify what you lack and how you might be able to close the gap. For example, is there an education requirement (like a bachelor's degree) or is there a certification requirement (like an exam that one must pass)?
- Do you need to sharpen any skills or learn new skills to enter into this career?
- What is the employment outlook for this career?
- Limit this paragraph to no more than one page.

SWOT Analysis

| | Things that helps you | Things that are obstacles for you |
|----------|---|--|
| Internal | Your STRENGTH What you already know What skills you already have | Your WEAKNESS What you do not yet know What skills you might lack |
| External | OPPORTUNITIES of this career Will there be many more jobs in the future Are there exciting changes for this career | THREATS in this career Are the jobs disappearing? Are there more regulations? |

Sixth paragraph – Conclusion

- After the research, is this career still attractive to you?
- If you do not possess the level of education (or pass the needed certification), how are you planning to get it done?
- If you are pursuing this career, where might you be in this career in five or ten years?
- If you do not like this career any more, what might be your backup plan?
- Limit this paragraph to about ½ a page.

Use **Essay** format and **No more than 3 (Three) pages**.