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Business Concepts: Exploring Careers in Business

Instructors/Authors: Mabel Gehrett – (Human Resource Management and Business Management) and Jenny Parker (Accounting)

Together, we developed the new Business Concepts course to be used in the Business Division at Western Technical College. This course is designed to help new students learn more about each individual program in business so they can fully commit to their selected program as they get started. We sometimes see students register for and start a program with very little knowledge or understanding of what they will do in that program or career. Business Concepts will expose these new students to the possibilities in business so they can make the best decision for themselves early on, and switch programs, if necessary, without adding time to their educational plan.

This project has great potential to eliminate unnecessary costs and wasted time for students by offering them an overview of business in general, as well as an overview of each of Western's Business programs. Students will learn what makes up each program area and what possible career opportunities they could expect beyond graduation. By selecting the right program at the start of their college journey, students will experience less frustration and be more engaged knowing they have selected the best program for themselves.

While creating this course, Jenny and I learned that collaborating with someone from a different program can really help to make the course understandable and organized for both faculty and students. Having a second set of eyes reviewing and providing feedback on our materials was so helpful. We also learned more about converting our classes to the 7-week format and the importance of creating a similar framework for each week, which affords both students and faculty to understand the flow of the weekly structure.

Overall, this project has been a great experience for us. We hope to hear positive feedback from faculty and students once this class begins and have offered a place for updates to content so we can improve this course as it is continuing to be used in the division.

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