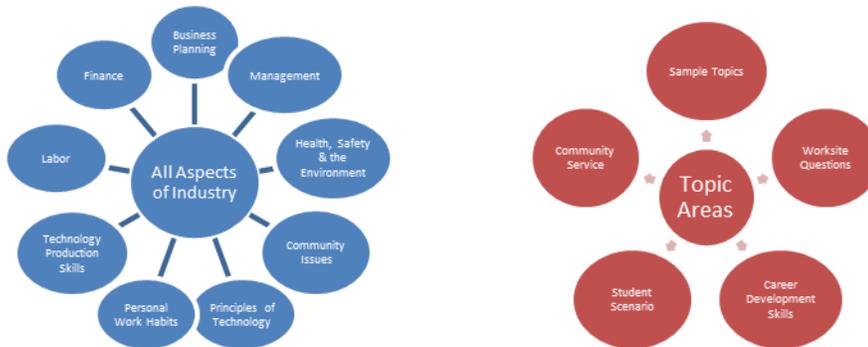


## All Aspects of Industry Resource Guide

### What is All Aspects of Industry (AAOI)?

AAOI is connected to the Carl D. Perkins Vocational and Applied Technology Act. A provision in this act calls for all students to have a strong experience in and an understanding of those aspects of industry the students are preparing for a career in.

This Resource Guide will direct teachers how to meet the **All Aspects of Industry** competencies listed in their course outline. Teachers: use this resource guide in conjunction with *Assessment Worksheet for CTE Teachers and the AAOI Pathway Map*. Follow the **5 topic areas** for each competency and record grades on all AAOI assignments.



### AAOI Competencies:

#### Business Planning: Strategic planning; establishing goals & objectives; performance assessments

- **Topics**
  - Why businesses and industries need to plan how to respond to customer's needs and expectations
  - Delivering products v. services
  - How employees influence company decisions
  - Benefits in anticipating technology and market trend changes
  - Regulatory laws and their impact on business' operations
  - How a political organization can impact how a company operates
  - Assessing a company's competition
- **Worksite Questions**
  - What evidence is there of department and company-wide strategic planning?
  - What specific roles does management play in the strategic planning process?
  - How is customer satisfaction measured?
  - Is there an organizational plan, business plan, market assessment, advertising plan and/or year-end reports available?
- **Career Development Skills**
  - What are needs, wants, values, goals, standards used in the decision making process?

- Describe the types of decisions that are classified as economic, technical or social
- List the steps in the decision making process
- Describe the components of problem solving skills
- **Student Scenario**  
You are planning on expanding your home business to a brick and mortar facility. Besides the \$25,000 you have saved for this venture you will need additional funds for personnel, equipment, machinery, training, rent, insurance, etc. Create a business plan including a detailed timeline to achieve your goal.
- **Community Service Project Opportunities**  
Select a small business in the city of Vista and meet with the director or manager. Arrange for a meeting and learn about the business and what you could do to implement a student driven community service project. Ideas:
  - Develop an employee recognition program
  - Create a volunteer employee of the year program
  - Organize a web portal for carpooling
  - Start a depository for collecting goods for the homeless
  - Plan an ethnic awareness day
  - Set up a health fair
  - Produce and electronically publish a company newsletter
  - Conduct an energy audit and provide solutions

#### **Management: Organizational structure and culture; mission statement, employee handbook**

- **Topics**
  - What are key components of a company's mission statement?
  - What is a "chain of command" and how does it work?
  - Understand the significance of a workplace culture
  - Identify how a company organizes its departments
  - What employee communication structures are in place?
  - Cite examples of why a worker should adjust to different management styles.
  - Describe the importance of achieving internal and external customer satisfaction.
  - Explain what written policies are and why they need to be in place
  - Identify resources available from professional organizations.
  - Identify examples of how cultural diversity can affect an industry.
  - Identify how roles and responsibilities in a family business are different than in larger companies.
  - List benefits a worker can get by participation in meetings.
  - Describe how a company's marketing affects all its employees.
- **Worksite Questions**
  - What kind of work atmosphere is there and how does it affect employee morale?
  - How does the company mission statement impact the business?
  - How are employees expected to communicate within the organization? E.g., emails, telephone calls, in-person meetings, by appointment only
- **Career Development Skills**
  - Outline the procedures for ordering supplies and equipment
  - Describe the inventory management plan

- Find out who the company vendors are and why they were chosen
- **Student Scenario**

You have been hired as the manager of a fast food shop at the local food court mall. Your tasks as manager are many. You need to develop a work schedule then create a plan of how much food and beverages will be needed. You must develop a list of safety and industry standards to meet health inspector regulations. You will check for fresh food and supplies, dishes, silverware, cooking utensils and cleaning products. You will supervise the kitchen and resolve customer complaints. You will oversee staff training and keep records of purchases, time sheets and pay suppliers. Write a management plan for your first week of work.
- **Community Service Project Opportunities**
  - Organize a community garden project and calculate how much it will cost to launch and maintain
  - Organize a campaign to raise money to buy and install new playground equipment for a park

### **Health, Safety & the Environment: Regulatory Issues; Workplace Safety; Environmental Issues**

- **Topics**
  - What is the importance of complying with state and federal agency regulations?
  - Describe why it is important to avoid job-specific health threats.
  - What are the major components of a Material Safety Data Sheet; what do they mean?
  - Explore basic safety training techniques.
  - What are the benefits of preventative medicine programs?
  - Identify methods and benefits of handling stress effectively.
  - What are ergonomics and why are they important?
  - Identify any effects weather could have on an industry.
  - What are management's responsibilities for a safe workplace?
  - Describe key implications for a company that grants credit.
  - Describe how a company estimates and bids for a contract.
  - Describe how paycheck deductions affect a worker.
  - Describe the importance of cost containment in a company.
- **Worksite Questions**
  - What federal regulations apply to this company?
  - How is basic safety training delivered?
  - Are there any specific job-specific health threats related to this company?
- **Career Development Skills**
  - Identify standard work based policies related to personal leave and absences, substance abuse, employee theft, and causes for termination
  - Evaluate what skills are expected for the safe use of tools and equipment
- **Student Scenario**
  - You are working after school in a local pizza parlor. A colleague tosses you a large ball of dough and when you try to catch it, you smack your hand on the corner of the prep counter, sustaining a hand injury. Neither a first aid kit nor emergency health instructions can be found. Upon hearing of this incident, your supervisor is upset and asks you and your colleague to develop a set of

instructions for medical emergencies to be presented at the next manager's meeting.

- **Community Service Project Opportunities**
  - Collect aluminum cans and donate the money to a favorite charity.
  - Create a children's nature garden at a local elementary school, labeling plants and trees.
  - Get together with other students and create conservation posters.
  - Work with your local health care providers to set up free general health screenings at your school
  - Create posters that show what poisonous spiders, plants, and flowers look like in your area

**Community Issues:** Impact of the company on the community; impact of the community on the company

- **Topics**
  - Describe the importance of recognizing that workers may contribute special skills through volunteer work.
  - Identify key ways a company helps its community.
  - Explain why a company's public perception is important
  - Describe the importance of providing for the access needs of the physically challenged.
- **Worksite Questions**
  - How does the company maintain a good public image?
  - What community projects does the company participate in?
  - How is the facility modified to be accessible to the physically challenged?
  - What policies are in place for employee advancement and professional development?
- **Career Development Skills**
  - Contact your local Chamber of Commerce and find out how they work with their local education programs
  - Locate and enlist industry experts to be part of your CTE advisory board
  - Analyze the impact of family influence upon one's personal development
- **Student Scenario**
  - You are a student representative on a community committee that is responding to the recommendation of starting a sports complex in your city. Some people in the community are concerned a new sports complex will increase traffic, crime and noise. You have been tasked to prepare a report listing alternative suggestions to help alleviate the fears of the community. You will present your report at a community meeting next month.
- **Community Service Project Opportunities**
  - Contact Habitat for Humanity to see how you can support them in your community
  - Research local historic sites and use software to create maps of locations for your visitor's bureau and community agencies
  - Design a mural highlighting important aspects of the community

**Principals of Technology:** Technology in the workplace; continued professional training

- **Topics**
  - What are the key characteristics of the technology used in your industry?
  - Describe the importance of analyzing new equipment for possible use.
  - Describe the importance of continuously upgrading one's job skills.
  - Analyze and describe the importance of adaptability and learning from experience.
  - Describe the importance of acquiring and analyzing information effectively and making sound decisions.
  - Describe the importance of cross training.
- **Worksite Questions**
  - How has technology transformed the company's operation?
  - How does the company use the following technologies: communication, production, transportation, and bio-related?
  - How is technology utilized throughout the company?
  - How is technology used in making decisions regarding production or other matters?
- **Career Development Skills**
  - Identify potential health hazards created by technology in the workplace.
  - Utilize computer technology as a recordkeeping device to document progress toward reaching a solution to technology problem.
  - Draw and label a systems diagram depicting the systems approach solution to a problem.
- **Student Scenario**
  - You work in the public relations department of your company. A recent study indicated that your company's advertisement in the yellow pages is inadequate. Customers seldom use it because it does not clearly specify what products or services your company provides. You are tasked to design a new ad that is attractive, clear and specifies what products and services your company offers.
- **Community Service Project Opportunities**
  - Create a technology literacy one-hour workshop for the community and hold a workshop at your local library, high school or district office.
  - Design a Social Media 101 presentation and market it to local teachers and businesses.
  - Create a Public Service Announcement (PSA) for high school students describing critical resources and informational websites for the city of Vista. Present your PSA to your high school Broadcast Journalism class to be used in their morning bulletin announcements.

**Personal Work Habits:** Positive attitude; personal fitness & appearance; readiness for work

- **Sample Topics**
  - Share how to recognize the dignity of all work.
  - Describe why it is importance to be fit for work (no drugs, no alcohol, etc.)
  - Why is it important for an employee to demonstrate a good attitude, enthusiasm, and integrity?
  - Why is it important for all employees to have good grooming and appearance?
  - Can one's personal finance skills affect their work? If so, why or how?

- **Worksite Questions**
  - What are examples of a company's quality control techniques?
  - How would you characterize the company's expectations regarding attitude, appearance, and fitness?
  - How would you know if an employee's work is really valued? Cite examples.
- **Career Development Skills**
  - Know why it is important to comply with company policies regarding information dissemination and related security matters.
  - Define and explain the importance of transferable skills and flexible work attitudes.
  - Describe an ideal worker.
  - Define employee rules, regulations, and policies in a given occupational area.
  - How will you develop a sensitivity to cultural differences?
- **Student Scenario**
  - You work at a popular cupcake shop in the mall that has been thriving for the last five years. They have just opened their 10<sup>th</sup> shop across the United States. The CEO wants to go undercover and find out what his employees are really like on the job and how they treat their customers. The boss has asked you to design a list of criteria he should look for and questions he should ask.
- **Community Service Project Opportunities**
  - Develop a policy for employees to take time off to do volunteer work.
  - Write a conflict mediation plan to assist human resources to encourage employees work through office conflicts.

**Technology Production Skills:** Team player skills; specific production skills

- **Topics**
  - What are the basic skills in math, communications, computer, time management, thinking skills, specific skills for production, interpersonal skills needed within an organization?
  - What are team player skills and why are they important to the success of any company?
  - Define specific production skills and the role they play in any organization.
  - Define technical training available for your industry at a local company.
  - What are quality control techniques?
  - What are delegation skills and why are they used by supervisors?
  - Why is it important to cross train employees?
- **Worksite Questions**
  - How does a company test their potential new hires for basic skills?
  - What team skills assessments are used in the company?
  - Which personality assessments are available online that would help supervisors understand their employees team player skills?
  - What work elements are time driven?

- What are some major causes of work stoppages?
- How does the company invest in training, retaining and advancing their employees?
- **Career Development Skills**
  - Locate information and select the materials, tools, equipment, or other resources to perform activities needed to accomplish specific tasks.
  - Define how to set priorities or the order in which several tasks will be accomplished.
  - List routine tasks related to equipment operation and/or maintenance in your industry.
  - Analyze an inventory report.
  - Read and interpret technical manuals.
- **Student Scenario**
  - You just got a new job working at the City's Visitor's Bureau and historical Society. Your first assignment is to develop a new guide just for teens that depicts the local sites and attractions in the city. You will use digital photography, computer technology and videography to develop the guide.
- **Community Service Project Opportunities**
  - Students at your high school discovered that many senior citizens are having a hard time grasping computer concepts. Develop a Power-point presentation that teaches the basic skills. Include time to practice and a project they can produce showing their new skills.
  - Your high school needs an online school newspaper. Partner with a local paper to turn this project into a professional project.

**Labor:** Employee's rights and responsibilities; roles of labor organizations

- **Topics**
  - Why do businesses and industries need to plan how to respond to customer's needs and expectations?
  - What are the differences between being self-employed and employed by a company?
  - What role do labor organizations play in industry?
  - What are the advantages/disadvantages of hourly and salaried pay?
  - Why are written job descriptions important?
  - What is sexual harassment and why is employee training mandatory?
- **Worksite Questions**
  - How is the division of labor accomplished?
  - Who defines the worker's roles, responsibilities, and rights? How is this process governed?
  - Why is cultural sensitivity important in the workplace?
  - What hours can students under the age of 18 work? Do they need special insurance or work permits?
  - Does the worksite offer internships for students? If so, are the students paid or unpaid?
- **Career Development Skills**
  - Define criteria for selecting, evaluating, promoting and terminating employees.
  - Define legal issues for hiring and/or termination.

- Identify skills needed to maintain effective work relations with colleagues.
- Demonstrate negotiating skills.
- Provide examples of constructive criticism.
- **Student Scenario**
  - A television production team has been coming to your school to film the auto technology class prepare for a county-wide GoKart race/competition. You find the work of the television production team extremely interesting and decide you want to pursue a job in this industry. Your teacher has asked you to create a career exploration plan defining the job titles, duties, education required, and potential salaries of employees in this field.
- **Community Service Project Opportunities**
  - Your company has nominated you to organize a food drive for the homeless. Research and develop an implementation plan including costs and organization of volunteer labor.
  - The front of one of your local elementary schools needs new landscaping. Create a landscape design plan that uses drought tolerant plants. Price out costs for materials and labor.
  -

**Finance:** Capital acquisitions; financial operations

- **Topics**
  - Key factors in determining profit and loss
  - Finding capital
  - What is the importance and depth of accounting in a business?
  - What are the implications for a company extending credit?
  - How does a company estimate and bid for contracts?
  - What is cost containment in a company?
  - Why personnel and labor costs offer flexibility for financial adjustment
- **Worksite Questions**
  - How does the company acquire capital (money) to operate?
  - What are some of the fixed and variable expenses?
  - How has technology increased or decreased operational costs?
- **Career Development Skills**
  - Explain the concept of supply and demand.
  - Describe what a petty cash fund is and how and why it is used.
  - How does the company process a payment with a credit card?
  - Analyze and report out what the existing budget is.
  - List the steps of an accounting cycle.
  - Explain how to operate a cash register.
  - Determine cost, time, or resources needed to complete a task within an industry or occupation.
- **Student Scenario**
  - Even though you are still in high school your parents want you to get a job. There is no convenient public transportation close by. Your parents will help you with the down payment on a used car. They have tasked you with purchasing an American made car but you want a European sports car. Investigate the advantages and disadvantages of both cars and create chart that depicts total

costs including purchase price, insurance, gas mileage, registration, and maintenance estimates. Prove how you arrived at a logical decision.

- **Community Service Project Opportunities**

- Create a budget to fund a new solar parking structure at your high school.
- Analyze the budget of a small business of your choice and develop a fair and equitable plan to cut operating costs by 10%.

**\*Career Technical Student Organizations (CTSO's):** CTSO's are youth organizations designed to support students in CTE programs. Students in CTSO's further their competency mastery in their programs of study, learn leadership skills and explore college and career options. Teachers provide curriculum based activities and experiences to help CTSO students become outstanding employees and citizens. As teachers address the components of AAOI, it is recommended they consider starting a CTSO which will enhance course competencies and encourage student engagement. CTSO's that are supported by the Carl D. Perkins Act of 2006 include:

California DECA: Marketing Association (formerly Distributive Education Clubs of America); Future Business Leaders of America (FBLA); Future Farmers of America (FFA); Future Homemakers of America-Home Economics Related Occupations (FHA-HERO); Health Occupations Students of America (HOSA); Skills USA (formerly Vocational Industrial Clubs of America-VICA).

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