

YOUR “TYPICAL DAY” AS A BUSINESS EDUCATION TEACHER: REAL WORLD, REAL RELEVANCE

As a business educator, you teach a curriculum that is relevant to everyone, whether your students are planning to attend a four-year college, enroll in a community college or technical training school, or seek a job immediately after high school. You will work with students like these:

- Deanna, who wants to build her business skills to prepare for a career as a pediatrician or dietitian;
- Lina, who plans to work with computers because she enjoys them and technology jobs pay well;
- Massoon, who wants to start an air-conditioning technician business and is learning accounting as part of his training; and
- David, who wants to major in business administration at the collegiate level and eventually work for a Fortune 500 company, and is studying marketing and management.

You become the bridge between your students and the business community. Partnerships with local businesses are a natural, and in most cases, a required, part of every business education program. Your students work on projects in which they learn by doing. They work in teams, refine their people skills, and establish business contacts. In one “typical” day—although no day as a business educator is ever typical—you might:

- Consult with students who are designing, creating, and publishing menus for a local restaurant, and with others who are creating and maintaining Web sites for community nonprofit organizations and arts centers.
- Work with a bank as you guide students through all aspects of applying for a loan.
- Coach students who are presenting a workshop at a local conference on employment practices.
- Observe students at work sites where you have placed them in cooperative education programs.
- Advise students who are writing a business plan for a neighborhood fitness center and those who are developing marketing materials for the neighborhood jeweler.
- Manage any of a dozen different individual study or extracurricular projects, such as launching a new magazine about sports activities at your high school, designing business cards for school faculty, or organizing the publicity and photographs that will be used to create a brochure for your school's soccer tournament.

The Bigger Picture

Just like any career, business education has its benefits:

- You work with students who are enthusiastic and motivated, managing their internships, apprenticeships, cooperative work programs, job shadowing initiatives, and service learning activities.
- You teach skills that students want to learn, but it can be stressful trying to be available for everyone who needs your help—especially if they all need you at once!
- You may work with the latest and greatest technology—but machines can also break down when you most need them (for example, when your students are printing their final exams).
- You are more highly paid than some workers, and less well compensated than others.
- You may have to meet the needs of students with widely different ability levels, and you may not cover all the content you intended to.