



Industry Spotlight Series

Teachers Guide

Industry Spotlight is a contemporary series of Interactive Careers DVD's backed up by an informative website covering a wide range of industries.

The navigation of the DVD is very simple and easy to use.

The first option is an introduction which gives a brief rundown of the industry and also points out the benefits of the Industry Spotlight series. In addition, there are four case studies on each DVD showing candidates from various levels of academic achievement, demonstrating the diverse opportunities within the industry. Each case study highlights the opportunities available and the lifestyle afforded to workers in each of the featured industries.

There is also a "Find out More" section which gives further information about the industry; an animated timeline of possible career paths; links to college and university web sites and profiles of companies involved in the relevant industry.

The web site is located at www.industryspotlight.org.uk and can be used either on a group or individual basis and at home with parents. The teaching support materials are also available to download from this site.

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Suggestions for use of DVD

The DVD can be used either as a teaching resource for a whole-class lesson or pupils can be given individual access to work through the exercises on their own. Suggestions for both scenarios are given below:

Whole Class Presentation

- *Teacher selects DVD on a particular industry*
- *Pupils divided into groups to brainstorm what they know about the chosen industry*
- *Play 'Introduction' section of DVD*
- *Whole-class discussion of information presented – has anything new been learned? Have the pupils' views of the industry changed?*
- *Split class into two groups – half fill in grid on company information; other half fill in grid on people featured.*
- *Play first two case studies*
- *Feedback from pupils on what they have learned*
- *Groups swap to fill in different information*
- *Play case studies three and four*
- *General feedback from class*

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Individual / Group Presentation of DVDs

- *Give class list of DVD topics*
- *Divide class into small groups based on interest*
- *Give pupils DVD on chosen topic*
- *Work through worksheet in groups*
- *Whole-class feedback*

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Web Site Lesson

This can be done before using the DVDs as an introduction to the different types of industry covered in the series. Alternatively, it can be done after the pupils have had a chance to watch one of the DVDs to consolidate and expand on what they have learned.

- *Divide class into groups of three or four*
- *Pupils work through worksheet in their groups*

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DVD Workshop

Your teacher will show you an Industry Spotlight DVD dealing with a particular area of employment. Before you watch the DVD, make a list of some of the facts you already know about the industry.

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Now watch the introduction on the DVD and discuss any new information you have learned.

You will now watch the first two case studies giving information about the companies and people working in this industry. Complete the information in the grid – your teacher will tell you if you should be filling in the “Company” or “People” section.

Next, you will watch the last two case studies and you will fill in the details on the other half of the grid.

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Company	People
<p><i>Name</i></p> <p><i>Location</i></p> <p><i>What company does</i></p> <p><i>How long established</i></p>	<p><i>Name</i></p> <p><i>Job</i></p> <p><i>Duties</i></p> <p><i>Life outside work</i></p>
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DVD Worksheet (Individual / Group)

Watch the introduction on the DVD you have chosen and note down three facts about the featured industry:

Industry:

1

2

3

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Now watch the four case studies and complete the following information for each one:

Name(s)	Name(s)
Company	Company
Educational Background	Educational Background
Current Job	Current Job
Future Opportunities	Future Opportunities
Name(s)	Name(s)
Company	Company
Educational Background	Educational Background
Current Job	Current Job
Future Opportunities	Future Opportunities

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Web Site Presentation

- *Pupils should have computer access individually or in small groups*
- *The first part of the worksheet should be done before logging onto the web site*
- *Pupils log onto web site and work through worksheet*

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Web Site Worksheet

Later you are going to check out the information about careers on the Industry Spotlight web site but before you log onto the site, test your knowledge by answering the following questions:

Match the following job titles to the correct industry:

Energy	Medical Sales Representative
Construction	Firefighter
Finance	Solicitor
Travel & Tourism	Fashion Designer
Pharmaceuticals	Electrical Technician
Retail	Chef
IT	Waiter / Waitress
Food & Beverages	Bricklayer
Law	Web Designer
Public Sector	Actuary

Write a definition for each of the following jobs:

Architect

Holiday Representative

Careers Advisor

Social Worker

Computer Games Artist

Market Researcher

Now log onto www.industryspotlight.org.uk and check your answers.

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Use the web site to answer the following questions:

1. How much would a mechanical engineer expect to earn in their fifth year of working?

- a) £28k b) £40k c) £45k
-

2. What type of material would a glazier work with?

- a) wood b) metal c) glass
-

3. Which of the following provides 62% of employment in the finance industry?

- a) insurance b) banking c) pensions
-

4. At what age would you expect to become a manager in a large pharmaceutical company?

- a) 30 b) 40 c) 50
-

5. What is the general salary for a chef?

- a) £15k b) £20k c) £25k
-

6. What name is given to someone who works with the ambulance service and deals with emergencies?

- a) paramedic b) ambulance driver c) nurse
-

7. What qualifications must a multimedia programmer obtain?

- a) computer science degree b) animation degree c) HND in multimedia technology
-

8. What percentage of the UK workforce is employed in the retail industry?

- a) 3% b) 9% c) 11%
-

9. What is the starting salary of a company secretary?

- a) £21 – 27k b) £25 – 28k c) £30 – 32k
-

10. What is the projected income from tourism in Scotland by 2015?

- a) £4 million b) £100 million c) £6 billion

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Now choose a job which interests you and complete the following information:

Job Title	
Job Description	
Entry qualifications	
Training	
Top Salary	
Companies which offer this type of employment	

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Web Site Worksheet: ANSWERS

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Match the following job titles to the correct industry:

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Construction	Bricklayer
Finance	Actuary
Travel & Tourism	Waiter / Waitress
Pharmaceuticals	Medical Sales Representative
Retail	Designer
IT	Web Designer
Food & Beverages	Chef
Law	Solicitor
Public Sector	Firefighter

Write a definition for each of the following jobs:

Architect	<i>Designs new buildings and spaces around them, will oversee the building process from beginning to end.</i>
Holiday Representative	<i>A holiday representative is responsible for looking after groups of people package holidays at resorts.</i>
Careers Advisor	<i>A Careers Advisor is someone that provides information, advice and guidance for people seeking a job.</i>
Social Worker	<i>Social workers often work with troubled people who made be socially excluded.</i>
Computer Games Artist	<i>Artists create the visual elements of a game, such as characters, scenery, objects, vehicles, surface textures, clothing, props, and even user interface components.</i>
Market Researcher	<i>Market researchers collect and analyse market research information. They collect data from a variety of sources and use it to enable informed decision-making in the retail industry.</i>

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