

WK6 - Resources, Overheads and Handouts

Presenter Handout

HO1 – Student Handout: Career Profiles

HO2 – Student Handout: Essential Skills

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Presenter Handouts

Presenters may provide handouts and information, this will vary from region to region.

HO1 – Student Handout: Career Profiles

FINANCE

Occupations in the finance sector include accountants, auditors, financial and investment analysts, financial planners, securities agents, investment dealers and traders, to name just a few. And then, of course, there are also the bankers.

It has become increasingly difficult to work in the financial services sector without a post-secondary education, and even an undergraduate degree is not always enough to secure advancement in an organization. Job Futures reports that most of the 194,000 people employed in the occupational category of "auditors, accountants and investment professionals" are required to have a college diploma or a degree in economics, commerce, business administration or a related field, in addition to industry courses and on-the-job training.

Here are some examples of financial sectors with strong demand:

Accounting

Accounting is the study of how businesses track their income and assets over time. Accountants engage in a wide variety of activities besides preparing financial statements and recording business transactions, including computing costs and efficiency gains from new technologies, participating in strategies for mergers and acquisitions, quality management, developing and using information systems to track financial performance, tax strategy, and health care benefits management. The field is normally divided into three broad areas: auditing, financial/tax and management accounting.

The future of accounting is bright according to the US Bureau of Labor Statistics which projects a 34% increase in job openings by the year 2005. Much of this reflects the increasing complexity of corporate transactions and growth in government. Demand is especially high in the tax and health care areas. An important new way of thinking about accounting in the 1980s was activity-based costing. Now firms are focusing on activity-based management, process-view analysis, constraint checking and business process analysis as well. The world of management accounting is evolving rapidly and there is high demand for accountants who are knowledgeable about these trends. There is high demand for individuals who can go beyond technical skills and display good interpersonal abilities, legal knowledge, sales abilities and foreign language skills.

Requirements: In Canada there are three professional accounting designations: Chartered Accountant (CA), Certified General Accountant (CGA) and Certified Management Accountant (CMA). Although the process of becoming a CA varies in different provinces, the Canadian Institute of Chartered Accountants (CICA) says that all CAs must complete a rigorous educational program that includes obtaining a university degree, being employed for 30 months in an office designated to train CA students and completing a week-long staff training program at the School of Accountancy at the University of Waterloo. They must also pass a test called the Uniform Final Exam (UFE).

Wage range: \$18-\$25/hour (This is an average range for a small firm. Salaries can rise up to \$90,000/year and above for senior accountants in larger firms).

More info:

<http://www.careers-in-accounting.com>

Canadian Institute of Chartered Accountants
<http://www.cica.ca>

Certified General Accountants Association of Canada
<http://www.cga-canada.org>

Commercial Banking

Commercial banks are in the business of providing banking services to individuals, small businesses and large organizations. While the banking sector has been consolidating, it is worth noting that far more people are employed in the commercial banking sector than any other part of the financial services industry. Jobs in banking can be exciting and offer excellent opportunities to learn about business, interact with people and build up a clientele.

Today's commercial banks are more diverse than ever. You'll find a tremendous range of opportunities in commercial banking, starting at the branch level where you might start out as a teller to a wide variety of other services such as leasing, credit card banking, international finance and trade credit.

Requirements: A university degree or college diploma in business administration, commerce, economics or a related field is usually required. A master's degree in business administration (MBA) or finance may be required for the management of large commercial loans. Completion of company or other management training programs is usually required. Several years of experience within the industry, including supervisory experience, are required.

Wage range: \$17-\$27/hour

More info:

<http://www.careers-in-finance.com/cb.htm>

Canadian Bankers Association
<http://www.cba.ca>

BUSINESS

Business administration includes the following areas: human resources, marketing, operations management, information systems and leadership, among other more specialized areas. Business management skills can be applied in a number of contexts, including large and small companies, government and even non-profit settings.

Here are some examples of jobs in business for which there is strong demand:

Managers in Sales, Marketing, Advertising and Public Relations

Sales managers plan, direct and evaluate the activities of sales departments of commercial, industrial, wholesale, and other non-retail organizations. Marketing managers direct and evaluate the activities of organizations that develop marketing strategies to promote the sale of products/services, and establish distribution networks for these products/services. Advertising managers plan, direct, and evaluate the activities of organizations that develop and carry out advertising campaigns to promote the sale of products/services. Public relations managers direct and evaluate the activities of organizations that develop/implement communications strategies/information programs, publicize activities/events, and maintain media relations on behalf of clients. With experience, you may move up the ranks to become a senior manager. Many recent entrants have an undergraduate university degree, and almost 1 in 10 has a graduate degree.

Demand is increasing because consumers/businesses have increased spending, and companies need to compete in a global marketplace.

Requirements: You need a college diploma or university degree for these positions. To be a sales or marketing manager, you need a college diploma or university degree in business administration or a related field with a sales or marketing specialization. You also need several years' experience as a sales or

marketing representative. To be an advertising or public relations manager, you must have a college diploma or university degree in public relations, communications, marketing, journalism or a related field. You also need several years' experience in advertising, public relations or communications.

Wage range: Hourly wages (\$28.06) are above the national average (\$16.91). These earnings are above average for occupations in the sales and service sectors and are close to the average for all managerial occupations.

More info:

<http://www.careers-in-business.com>

American Marketing Association

<http://www.marketingpower.com>

Human Resource Managers

Human Resource Managers plan an organization's human resource needs by consulting with other managers, co-ordinate training/recruiting, develop and implement labour relations policies/procedures, and negotiate collective agreements, administer employee development, language training, and health/safety programs, oversee occupational classification/rating, organize and participate in the design and implementation of compensation and benefit packages, and advise other departmental managers on interpretation and administration of personnel policies/programs. Human resource managers work in human resource and personnel departments in business/government.

Requirements: It is highly recommended that you obtain a university degree in a field related to personnel management (business administration, industrial relations, commerce, psychology) or complete a professional development program in personnel administration. You also need several years' experience as a personnel officer or human resource specialist. With experience, you may move up the ranks to become a senior manager. Many recent entrants have an undergraduate university degree, and about 1 in 10 has a graduate degree.

Wage range: Hourly wages (\$29.89) are above the national average (\$16.91). These earnings are above average for occupations in the business, finance, and administration sectors and are close to the average for all managerial occupations. These wages grew at a significantly above-average rate from 1999 to 2001.

NATURAL RESOURCES

Natural resources industries include forestry, mining, oil and gas exploration, fishing and farming. Specific occupations within those sectors include diamond drillers, fishing boat captains, fruit and vegetable farmers, mining engineers, park rangers, petroleum geologists, forestry technologists and fish-farm managers, to name just a few. This sector is one of the most productive, high-tech sectors in the global economy. Forums with government and employers have revealed common staff shortages in skilled labour and professionals across the different natural resources sectors. Engineers with specific experience and scientists are in short supply, as are technicians and skilled tradespeople, because production facilities and primary and secondary processing of raw materials requires all sorts of equipment operators, industrial electricians and processing machine operators.

More info:

Natural Resources Canada (NRCan)

<http://www.nrcan-rncan.gc.ca>

The Natural Resources Institute

http://www.umanitoba.ca/institutes/natural_resources

Here are some examples of natural resources sectors with strong demand for workers:

Mining

Operating in all provinces and territories, the minerals and metals industry is one of Canada's most productive industrial sectors. It is a major contributor to the country's ongoing economic prosperity and diversity and one of the few industrial sectors where Canadian knowledge, technology, expertise and corporate leadership play a significant international role.

Jobs in mining are varied and include geologists, geochemists and geophysicists, electrical and electronics engineers, metallurgical and materials engineers, mining engineers, geological engineers, geological and mineral technologists and technicians, drillers and blasters, machine operators, mineral and metal processing, inspectors, testers and labourers in mineral and metal processing.

In the next five years, 50-70% of the mining workforce may retire. The industry is not attracting enough younger people to replacing the exiting workforce. It is in need of both technical and professional expertise.

The burgeoning diamond-mining industry in the Northwest Territories is expected to create more than 1,500 jobs at three existing and potential mines near Yellowknife, which now calls itself the "Diamond Capital of North America."

Requirements: Job requirements vary depending upon the type of position. Engineers require a university degree in engineering, and may need a licence from a provincial/territorial association of professional engineers to approve engineering drawings/reports and to practise as a professional engineer (P. Eng.). Technicians and technologists require a college or technical institute diploma and may also require certification by a professional organization, which is usually obtained after a two-year supervised work period.

For more specific info on job requirements, go to:

http://www.core-percer.ca/WebForms/JS_IT_OccupationalProfiles.aspx

Wage range: In 2001, average weekly earnings in the metal mining industry were \$1,169 compared to \$831 in forestry, \$801 in construction and \$600 in the Canadian economy as a whole.

More Info:

Mining Industry Training and Adjustment Council-Canada (MITAC)

<http://www.mitac.ca>

Mining Association of Canada (MAC)

<http://www.mining.ca>

Wood Products

The advanced wood products processing sector is comprised of value-added industries where computer technology is applied in the context of order input, design and manufacturing. The advanced wood products industry has been one of the principal areas of growth within Canada's forest sector and is an increasingly important component of Canada's national economy. The industry is comprised of thousands of companies, employing some 94,000 Canadians. Between 1995 and 1999 exports grew by 140% (to \$6 billion) and Canada is ranked first in terms of exports of value-added wood products amongst ECE countries. Canadian wood processing companies are high-tech and ship their products the world over.

Specific occupations in the sector include:

- Management: general manager, plant manager, sales manager, engineering manager, quality manager, manager of logistics and systems, director of operations
- Supervisors: quality control, finishing end, yard supervisor, quality process, maintenance, production, shop
- Skilled trades: millwright, electrician, welder/fabricator, machinist, carpenter, cabinet maker

- Production: CNC operator, machine operator, grinder person, optimizing saw operator, moulder operator, finished product grader, packager/charge hand, forklift operator, lathe technician, wrapper/shipper-receiver, bagger, fingerjoint operator, laminator
- Professional: engineer, CNC programmer, product planner, CAD/CAM operator, mechanical engineering technologist, draftsman, production and freight coordinator.

Requirements: The wood industry needs people with a whole range of educational backgrounds—computer experts, technologists, machine operators, engineers, accountants, sales people, communications people, product designers and others. But wood products companies also want employees who understand wood—where it comes from, how it performs and what you can do with it. They want people who understand the wood industry and they want practically skilled people who are comfortable working with technically sophisticated equipment in a manufacturing operation.

As a technical institute or college grad with a wood processing diploma, your employment prospects are good. You may even land a junior supervisory position. Technical institutes (and some colleges) also offer programs in the skilled trades (ie: millwrights, electricians, welder/fabricators etc.). Good trades people are always in demand and the wages are good. If you're interested in management, find a wood processing program at the university level—one that combines wood engineering with general business education.

Several new college and university programs are being developed specifically for the wood industry. Check out the list of schools at: http://www.woodlinks.com/Careers/Cmain_fr.html

Wage range: Wages vary greatly in this industry, depending on the type of position. See the following Web site for more than 50 unique career profiles which provide salary information: http://www.woodlinks.com/Careers/Cmain_fr.html

More info:

Wood Links
<http://www.woodlinks.com>

Wood Manufacturing Council
<http://www.wmc-cfb.ca>

HEALTH

There is a growing, and sometimes bewildering, range of jobs to choose from in the health care field--a quick search of *Job Futures* reveals more than 20 occupational groups and dozens of specific job titles. According to HRDC, the number of jobs in the health sector is expected to grow at a rate of two percent yearly, slightly higher than other sectors, with much of that growth in private practices and medical laboratories.

People in this field are social. They like to teach, inform, train, cure or enlighten others and are interested in personal relationships. They enjoy teamwork, and like caring for other people's needs. They tend to be helpful, kind, generous, understanding, patient and co-operative.

Here are some examples of jobs with high demand:

Specialist Physicians

Specialists in clinical medicine diagnose and treat diseases and physiological or psychiatric disorders. Specialists in laboratory medicine study the nature, cause, and development of human diseases. Specialists in surgery perform and supervise surgical procedures to correct physical abnormalities/deficiencies and repair injuries.

Demand has increased because our growing and aging population requires more health care; technology advances have created a need for highly trained/specialized physicians and health care insurance covers more treatments/procedures. Technology advances have also increased demand because they allow the detection/treatment of once untreatable diseases. The number of job openings exceeds the number of recent graduates/immigrants.

Requirements: You must complete a bachelor of science degree or, in Quebec, a college program in health science, and one year of pre-medicine university studies. You must graduate from an approved medical school with training in your chosen area of specialization. You must complete the certifying examinations of the Royal College of Physicians and Surgeons of Canada and obtain a licence from the licensing authority in the province/territory where you'll work. You also need to complete an additional period of supervised fieldwork/practical training or specialty residency program. The minimum residency program duration is four years and must be taken at a designated teaching hospital recognized by the Royal College of Physicians and Surgeons of Canada. You may also need to complete two additional years of subspecialty training.

Wage range: 25 –200K for generalists and 45 – 900K per year for specialists

Nursing Supervisors and Registered Nurses

Head nurses and supervisors supervise and coordinate the activities of registered nurses/other nursing personnel. Registered nurses provide nursing care to patients and may specialize in surgery, neurology, emergency care, intensive care, obstetrics, gerontology, or other areas of health care.

An aging workforce, the declining number of recent graduates, increasing recruitment outside of Canada, and lack of immigrants to fill positions has resulted in more job openings than qualified people to fill them.

Requirements: You must have a college or university registered nursing diploma/degree. You must also obtain a provincial licence and you may need a membership in a professional association. To be a head nurse or supervisor, you need experience as a registered nurse and may need a university degree or other studies in management or administration. To be a specialized registered nurse, you must have additional academic training or experience. The Canadian Nurses Association (CNA) offers a national certification credentialing program in 12 specialties; this program, with mandatory exam, recognizes registered nurses as specialists in their field of work. Most provinces will require a baccalaureate degree in registered nursing as entry to practice in the coming years.

Wage range: Hourly wages (\$23.07) are above the national average (\$16.91).

TECHNOLOGY

Technicians and technologists can be found in numerous and diverse occupations: from meteorological technologists, to forestry technicians, to civil engineering technologists working in fields such as structural engineering, municipal engineering, construction design and supervision, or highways and transportation engineering. There are literally hundreds of occupational titles associated with technicians and technologists.

Technicians and technologists typically have a common and core set of skill competencies which enable them to analyze and solve problems, assist in or develop equipment, processes or systems, compile data, reports and technical drawings, specify and conduct tests, and inspect projects. These core competencies rely on a common background of strong math, science and literacy skills.

People who are attracted to this field are methodical. They like having clear rules and expectations. They pay attention to detail and want clear instructions. They are well-organized, conscientious, careful, efficient, orderly, persistent and practical.

Computer Systems Analysts

Computer systems analysts analyze and find computer solutions to clients' information processing, database or computation needs, write requirement specifications for computer programs, identifying steps in the program and required algorithms, test and implement computer programs and provide user training, plan and implement computer security systems for database access control, analyze databases, develop database directories and generate/maintain databases, supervise computer programmers or other systems analysts or serve as project leaders. The number of job openings exceeds the number of job seekers. Many new entrants are recent graduates.

Requirements: You usually need either a bachelor's degree in computer science, mathematics, commerce or business administration, or a college program in computer science. You may also need experience as a computer programmer. If you wish to specialize in commercial or engineering and scientific applications, you must take specific college or university courses or obtain experience in those areas. With experience, you may move up the ranks to become a supervisor or data processing manager. Most recent entrants have an undergraduate university degree, and almost 1 in 10 has a graduate degree.

Wage range: Hourly wages (\$25.46) are above the national average (\$16.91). These wages grew at an above-average rate from 1999 to 2001.

Technical Sales Specialists

Promote sales to existing clients, and identify/solicit potential clients, assess the needs/resources of clients and recommend appropriate goods/services, develop reports/proposals and deliver presentations, troubleshoot technical problems, may train customers' staff in the operation/maintenance of equipment, may conduct sales through Internet-based electronic commerce, prepare and administer sales contracts, may specialize in selling scientific/industrial products, telecommunication/computer services, and other particular products/services. The employment growth rate has been well above average because of strong growth in business spending on scientific, telecommunication, and computer products/services.

Requirements: To be a technical specialist, you need a university degree or college diploma in a program related to the product/service being sold, you may need experience in sales or in a technical occupation related to the product/service being sold. You may need fluency in a specific foreign language and foreign work or travel experience to obtain employment with a company that imports/exports technical goods/services. To be a technical sales supervisor, you need experience as a technical sales specialist. With additional training or experience, you may move up the ranks to become a sales manager. Most recent entrants have an undergraduate university degree.

Wage range: \$17-\$19/hour

More info:

Canadian Technology Human Resources Council
<http://www.cthrb.ca>

Software Human Resources Council
<http://www.shrc.ca>

TRADES

With more than 200 careers to choose from, the skilled trades sector offers something for everyone. As an apprentice, you receive post-secondary education through on-the-job training and in-school learning. This

provides you with the skills to work almost anywhere in Canada. Skilled tradespeople are in demand all across the country. As the Baby Boom generation retires, this demand is only going to increase.

People in this field like to understand how things work and how they are built. They enjoy working outdoors and with tools and machinery. They tend to be persistent, practical, honest, genuine and skillful.

Managers in Construction

Construction managers plan and direct the operations of organizations engaged in residential, commercial, institutional, and industrial construction. Residential home builders and renovators plan and direct the activities of their own companies. They prepare bids for projects; consult with customers, architects, and engineers, employ subcontractors, prepare work schedules and oversee work.

Requirements: To be a construction manager, you usually need a college diploma in construction technology or a university degree in civil engineering and several years' experience. To be a residential home builder or renovator, you usually need extensive experience in residential construction. You'll likely also need a trades ticket in a construction trade.

Wage range: Hourly wages (\$26.64) are above the national average (\$16.91). These earnings are above average for occupations in the trades, transport, and equipment operations sectors and are close to the average for all managerial occupations. These wages grew at an above-average rate from 1999 to 2001.

Welders

Welders operate welding equipment to weld metals following blueprints and welding process specifications. They may specialize in certain types of welding such as ship building, aerospace precision welding, and pipeline construction welding. They repair worn parts of metal by welding on extra layers.

Welding machine operators use welding machines to fabricate/repair metal parts. Brazing and soldering machine operators bond metal parts and fill holes, indentations, and seams in metal articles with solder. Welding and brazing machine operators also start up, shut down, adjust, and monitor robotic welding production lines and may adjust tooling or welding heads according to work specifications. Construction of new industrial buildings has increased demand for welders, and investment in electronic/electrical products has increased demand for soldering machine operators.

Requirements: To gain trade certification, welders usually need to participate in a three-year apprenticeship program or have a combination of more than three years' experience and some college or industry courses in welding. You must have trade certification to work as a welder in Alberta. It is available, but voluntary, in Nova Scotia, Newfoundland, Prince Edward Island, New Brunswick, Manitoba, Saskatchewan, British Columbia, the Northwest Territories, and the Yukon. Qualified welders may also obtain interprovincial (Red Seal) trade certification that provides job mobility throughout the country. To be a welding, brazing or soldering machine operator, you usually need several months' on-the-job training and may require experience as a machine operator helper.

Wage range: \$14-\$21/hour

More info:

Careers in Trades

<http://www.careersintrades.ca>

Canadian Apprenticeship Forum

<http://caf-fca.org>

HO2 – Student Handout: Essential Skills

ESSENTIAL SKILLS:

- Help people perform the tasks required by their occupation and other activities of daily life
- Provide people with a foundation to learn other skills
- Enhance people's ability to adapt to workplace change

Essential Skills are not technical skills but rather the skills people use to carry out a wide variety of everyday life and occupational tasks.

For example, writing skills are required in a broad range of occupations. The complexity and frequency of writing varies, of course. Some workers fill out simple forms every day, while others write daily or monthly reports.

Workers must have Essential Skills in order to do their work. For example, repair persons may have to read and understand written work orders before they can do the repairs.

Workers who have Essential Skills at the levels required for their desired occupations will have enhanced employability. However, other factors such as honesty, persistence and a positive attitude to change also enhance employability.

The Essential Skills Are:

- ✓ Reading Text
- ✓ Writing
- ✓ Numeracy (Math)
- ✓ Oral Communication
- ✓ Working with Others
- ✓ Computer Use
- ✓ Continuous Learning
- ✓ Document Use
- ✓ Thinking Skills
 - Problem Solving
 - Decision Making
 - Job Task Planning and Organizing
 - Significant Use of Memory
 - Finding Information

HO3 – The Skills Most Sought By Recruiters in Small- and Medium-Sized Organizations.

Skill	Description
Knowing the business	Act with "common sense" in the work context. This means acting in a way that is sensitive and responsive to customer expectations and needs, dealing effectively with customers; talking and writing in a way that is relevant to the organization through knowledge of the business and its activities; identifying with the company.
Exploiting information technology	Be willing to learn new uses of information technology.
Behaving appropriately	Act ethically and with integrity; be productive, cooperative, accountable, responsible, flexible and positive (especially about change).
Speaking and listening	Receive, comprehend and interpret complex instructions; talk with, provide to and seek and clarify information from co-workers, customers, clients and those in authority, in person and by telephone.
Writing	Write clearly, concisely and to the point, consistently conforming to grammatical conventions and using correct spelling.
Maintaining personal standards	Be concerned with personal well-being; maintain standards of hygiene and dress which conform with an organization's expectations.
Handling numbers	Extract and record numerical data and carry out calculations with high levels of accuracy, involving addition, subtraction, multiplication, division and the use of percentages.
Responding to problems	Be alert to what is happening at work and be able to identify, investigate, and evaluate potential and actual problems; be able to report them concisely and clearly orally and in writing.
Continually learning	Take responsibility for own learning, learn through working with others, from manuals and from mistakes.
Planning	Manage the use of time; master, plan and undertake a number of activities, which are inter-related or overlap in time.
Working in teams	Work within and contribute to the effectiveness of a team, respecting differences; take responsibility and be willing to make decisions.
Using equipment	Set up and operate equipment that can require selection from options or different settings.
Reading	Read to extract information and to interpret instructions from short notes and prose.

Source: Employability Skills for British Columbia, Executive Summary, Table 1—The Skills Most Sought by Recruiters in Small and Medium-Sized Organizations (Human Resources Development Canada, BC Labour Force Development Board and BC Institute of Technology, July 1996). <http://www.sunshine.net/www/200/sn0253/lfdb/ess1.htm>

HO4 – Student Handout: Q&A

The following sample questions may be used during the question and answer period, or you can use the blank space below to jot down your own questions. You will have an opportunity to ask your questions at the end of the formal presentation section.

- Why did you choose this sector?
- What was your first job and how did you get it?
- What do you like about your job? What do you dislike?
- How much can I expect to earn at the entry-level?
- What's the best way to find a job in this industry?
- What skills are critical to your position?
- What types of skills/knowledge do you need for this position that you don't learn in school?
- Which schools offer programs in this field? Do employers prefer any particular school/program?
- How do you recommend getting started/gaining experience in this industry?

My questions: