

JA Careers with a Purpose™

Program for students from Grades IX through XII, in India

Introduction

About Junior Achievement Worldwide

JA Worldwide™ (Junior Achievement) is the world's largest organization dedicated to educating students about work readiness, financial literacy and entrepreneurship, through experiential, hands-on programs. The organization is dedicated to inspiring and preparing young people to succeed in a global economy. Since its founding in 1919, JA has contributed to the business and economic education of 79 million young people around the world.

JA Worldwide reaches to approximately 7.5 million students per year in 305,000 classrooms and after-school locations. JA programs are taught by volunteers in more than 115 countries around the world. Some of the world's best known organizations support JA Worldwide. Examples include Accenture, Citibank, Deloitte, Dell, ExxonMobil, GE International, Genpact, Hewitt Associates, HP, HSBC, Intel, KPMG, Microsoft and several more well respected organizations.

In partnership with businesses and educators, JA brings the real world to students, opening their minds to their potential and providing a proven bridge between education and business. Through age-appropriate curricula, JA programs teach students how they can impact the world around them as individuals, workers and consumers. JA Worldwide appreciates the commitment shown by its volunteers and teachers to make this program a success.

JA Careers with a Purpose: Program Overview

JA Careers with a Purpose™ program caters to students of grades IX through XII introducing them to the world of business, organizations and industries and introducing limited business and economic concepts. The program creates a context in which professionals engage with students about various options that are available to them in the working world and how they can choose the career that serves their purpose the best. These professionals are experienced volunteers from different industries who have some knowledge about the industry and understand the personal and professional qualities needed for succeeding in their work.

The program has two important dimensions. Without adequate match between the two, the full potential of the student and the industry will not be realized reducing chances of success. The first component is knowledge about the working world. The volunteer engages the students in a series of exercises through which they understand how the working world is organized, and about careers in this working world. Students understand the role of professions in the larger economic, business and social environment.

The second component is frameworks to analyse personal and professional qualities that an individual student has. One set of these [job requirements] qualify him for a job. The other set of qualities [internal preferences] guide the direction of his career path. Included in this are various facets of professional ethics, decision making and conduct.

The program uses tools/techniques to expand student's awareness of the opportunities available, analyze various opportunities for developing the capabilities they seek, and assess the opportunities that fit their particular, individual characteristics; understand issues of professional ethics and conduct; and finally make decisions.

The volunteers, in a series of classroom sessions, undertake a variety of experiential activities that help students appreciate the inter-relationship between education, work, individual and the environment. During their visits to classrooms, volunteers also serve as role models to students.

For module wise details, please refer the detailed program note below.

Module 1: What is the purpose of work?

In the first session, students are provided a basic understanding of the importance of work in life. They get an insight into what is 'work'. There are different reasons or objectives for people to work.

Module 2: What is your sense of the working world?

Objective of this Session:

- To help students structure the world of work [role, function, industry and economy]
- To help students begin to reflect on some future work avenues that they would like to explore

Students are exposed to the real, working world that they have to join. Industry volunteers engage students on a range of knowledge from the professional world using a model working place such as a factory. They explore what goes into the manufacture of a product or delivery of a service, what is an industry, what is economy. They also identify functions/departments, roles, careers and how they interlink at all levels. Through this, they develop a more grounded understanding of the working environment and what actually happens in it.

Understanding how one moves across industries and functions is an important part of understanding opportunities and making decisions. Students learn to differentiate a job from a career and are able to envision career paths. They realise that education is only one dimension. Though doing well in education is necessary to qualify in a career, other factors also play a role in their career path. Students reflect on how they are choosing their career, and what would be needed of them to succeed in it.

Module 3: How can I think about what career will fulfil my purpose?

Objective of this session:

- To help students analyse a job opportunity
- To help students articulate their individual preferences

This module focuses on providing frameworks that help the students analyse the world of their opportunities and understand job requirements as well as reflect on their personal attributes that will determine which career will suit their purpose best.

When choosing a career, two models help. One is the **SEEK™** [Skills, Education, Experience and Knowledge] model. The SEEK model allows students to proactively analyze a particular job opportunity, identify their individual gaps and see what they can do to prepare for it. It matches outside job requirements and student aspirations. Students know the personal and professional qualities that certain careers demand.

The other model is **VISTA™** [Values, Interests, Strengths, Talents and Attitudes]. This model is oriented toward student decision-making. It helps analyze the inner dimensions of the individual so as to help decision-making on the career path. Students realize that they have some inherent preferences for certain careers depending on their individual profile of qualities.

The greater the harmony between the SEEK of the job and VISTA of an individual, the greater the potential unleashed. The individual wants to do what the industry would like him / her to do, with greater chances of success.

Module 4: How can I move forward?

The more prepared students are to use opportunities and overcome challenges that the changing Indian economy is throwing up, the more successful they will be in their career. One critical insight to not lose track of while making decisions is the interlinks in career paths.

Students realise that the economy of the country is rapidly changing. This has thrown up both opportunities and challenges. It is important to recognize opportunities, value them, and be prepared. Awareness of individual SEEK and VISTA models help this preparation. So does knowledge and experience of a particular industry.

Students understand the process of good decision-making. This enables them to take right decisions proactively to be in a career that serves their unique purpose best. They realise that the more consideration they give to their decision, the more successful the outcome of the decision will be. Hence they research, think, plan and act well to be on their career path.

For more information about JA Worldwide programs for undergraduate students, high school and above, middle, and elementary grades visit JA online at <http://india.ja.org>.