

THE WORLD OF BUSINESS - EDUCATION FOR EMPLOYMENT

PURPOSE

This three-credit workshop offered by the University of Wisconsin-Whitewater is designed for teachers, counselors, and career educators who want to increase their understanding of business trends locally, nationally and internationally.

Knowledgeable business people, suggested readings, and tours of area businesses provide students with information in a wide variety of specialized business fields.

PROGRAM

The workshop will meet Wednesdays from 4:15 to 6:45 p.m. at the selected sites of businesses serving as hosts. The first session will be Wednesday, January 18, 2012, at the Workforce Development Center on the grounds of Waukesha County Technical College (WCTC), Pewaukee main campus, room 108. The last session will be Wednesday, May 9, 2012.

PRESENTERS

The presenters will represent various businesses, providing information about specific facets of the course and special areas of the world of business and the world of work. Each presentation will be held on-site at selected businesses, followed by a tour of the facility (where appropriate), and by a special seminar from which the class will obtain additional information.

STAFF

The workshop will be coordinated by John Pritchett, Waukesha County Technical College (WCTC) Career Counselor. Mr. Pritchett has a strong background in career development, has facilitated groups, taught classes and workshops and provided individual career counseling.

BENEFITS FOR EDUCATORS

Information for Class Use

Through participation, teachers and counselors gain current information about the education, skills and attitudes that businesses are seeking in new employees at all levels of enterprise. Trends such as automation and foreign competition which may affect the future employment picture are discussed with up-to-date statistics. Presenters answer questions about employer expectations from specific academic areas, making it possible for teachers to use the information in curriculum formation and lesson planning.

Solidify Links to the World of Work

Many times the world of the school seems to be isolated from the "real world." Dated materials, limited budgets and other limitations of public-required education separate the school from the business world. To maintain credibility, teachers must know about the world beyond the classroom. The presenters give participants information on current topics related to Education for Employment and provide a network for future communication.

BONUSES

"The World of Business" includes some extras rarely seen in courses within the state university system. You will interact directly with a wide variety of employees of many local businesses including service, manufacturing, and financial. Large and small companies will be included, as well as some governmental representatives and agencies.

APPLICATION, CREDIT & FEES

Enrollment is Limited to 25 Students

Participants must be teachers, counselors, administrators or career educators who are employed by a Wisconsin school system.

Completed pre-registration form and a letter describing reasons for requesting admission are required by December 9, 2011, and should be sent to John Pritchett at the address listed below. Accepted applicants will be notified by December 16, 2011, and will register at the first class session.

Participants will enroll for three (3) undergraduate or graduate credits in UW-Whitewater's Department of Educational Foundations. Course number is EDFOUND 490 (undergraduate) or EDFOUND 690 (graduate).

3 Undergraduate credits (WI resident):	\$899.40
3 Graduate credits (WI resident):	\$1,362.54

FOR ADDITIONAL INFORMATION:

John Pritchett
WCTC Career Development Services
892 Main Street, Suite C
Pewaukee, WI 53072-5811
(262) 695-7847
(262) 695-7865 - fax
jpritchett@wctc.edu

**The World of Business:
Education for Employment**

I wish to apply for admission to the Spring 2012 World of Business workshop for three (3) credits
(check one): undergraduate_____ graduate_____

Enclosed is a letter describing my reasons for requesting admission. I understand that enrollment is limited to 25 students, and that accepted applicants will be notified on or before December 16, 2011.

NAME (please print)_____

ADDRESS_____

CITY_____STATE_____ ZIP_____

PLACE OF EMPLOYMENT_____

POSITION_____

HOME PHONE_____

WORK PHONE_____

E-MAIL_____

**Mail to: John Pritchett
WCTC Career Development Services
892 Main St., Suite C
Pewaukee, WI 53072-5811**

*a Spring 2012 Workshop from
The University of Wisconsin-Whitewater*

The World of Business: Education for Employment

Wednesdays, 4:15 to 6:45 p.m.
beginning January 18, 2012

Workforce Development Center
892 Main Street
Pewaukee, WI 53072-5811
Parking available



ENDORSED BY:

WOW Workforce Development Board
University of Wisconsin-Whitewater
Waukesha County Chamber of Commerce
Waukesha County Education for Employment Council
Wisconsin Job Service