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Business Look for Youth Management Guide Book  
Michigan State University Cooperative Extension Service  
4-H Club Bulletin

NOTE: This bulletin was created with a double outer cover, scan was created as the document appears

N.A.

Issued June 1964

9 pages

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A black and white photograph of a school bus and a group of people walking on a path. The bus is in the upper left, and a group of people is walking down a path that curves to the right. The background shows trees and a hillside.

# BUSINESS LOOK

## For Youth

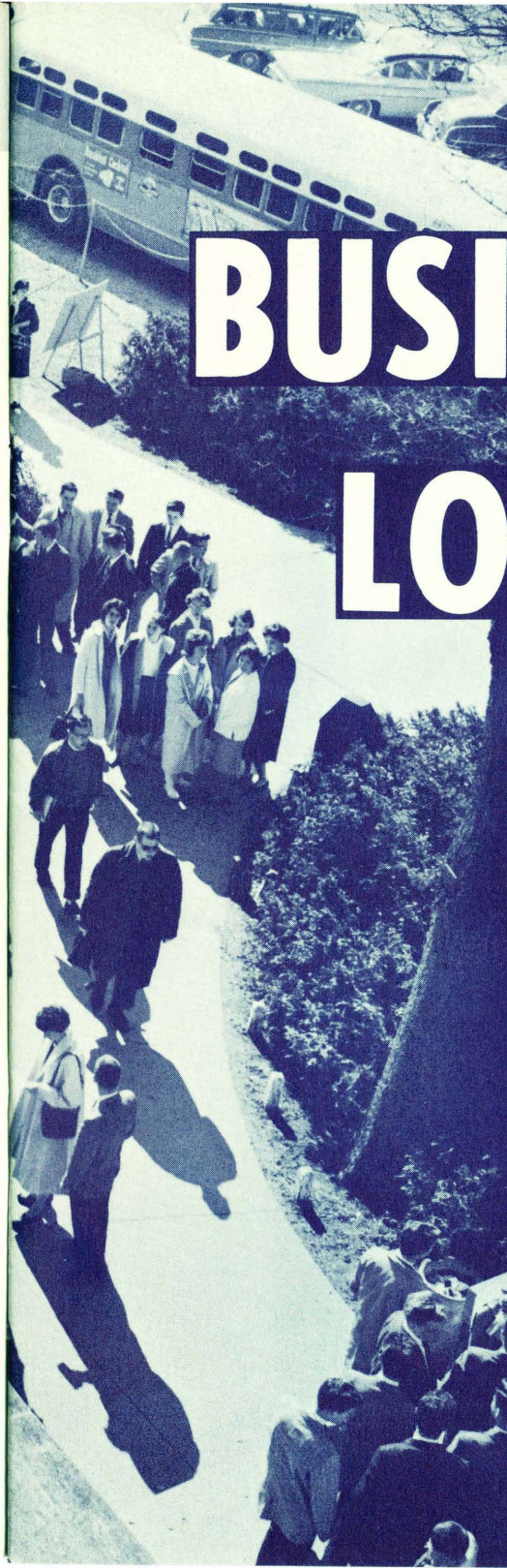
management  
guide  
book

COOPERATIVE  
EXTENSION  
SERVICE

MICHIGAN  
STATE  
UNIVERSITY

## BACKGROUND

The youth who will be visiting your plant, business firm, or public institution, will usually be high school people. They have been (or will be) participating in similar visits to other firms in the area to learn about career opportunities. The things observed in their visit will be discussed later at formal meetings held by the group. Parents may be participating in this tour because of their interest and influence in youths' decisions.



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## PURPOSE OF THIS BOOKLET

This material has been prepared to assist the host who will conduct youth tours through a plant, business firm, or public institution.

The purpose of the group's visit is educational—to learn about career opportunities, and to develop better understanding of business.

The young people are interested in the people employed by your firm—what they do, why they do it, their qualifications, and the satisfaction which they enjoy.

The group is interested in learning about the product that is being processed, manufactured, or the particular service rendered.

## OBJECTIVES OF AN EDUCATIONAL TOUR

To help young people:

- Gain a greater understanding of business in our American society.
- Explore the employment opportunities available in a business, industry, or public institution such as the one you represent.
- Appreciate the needs and benefits of training and education for youth who anticipate employment in your type of business, industry, or public institution.
- Understand how employment advancements are made and the financial rewards or other satisfactions which can be expected.

## SUGGESTIONS FOR A SUCCESSFUL EDUCATIONAL TOUR

Arrange for the group members to be met when they arrive. Conduct the group to a conference room or office for the initial discussion.

Hand out company literature (at the initial discussion or final question and answer period).

There are two major phases for a successful tour through a plant, business firm, or public institution.

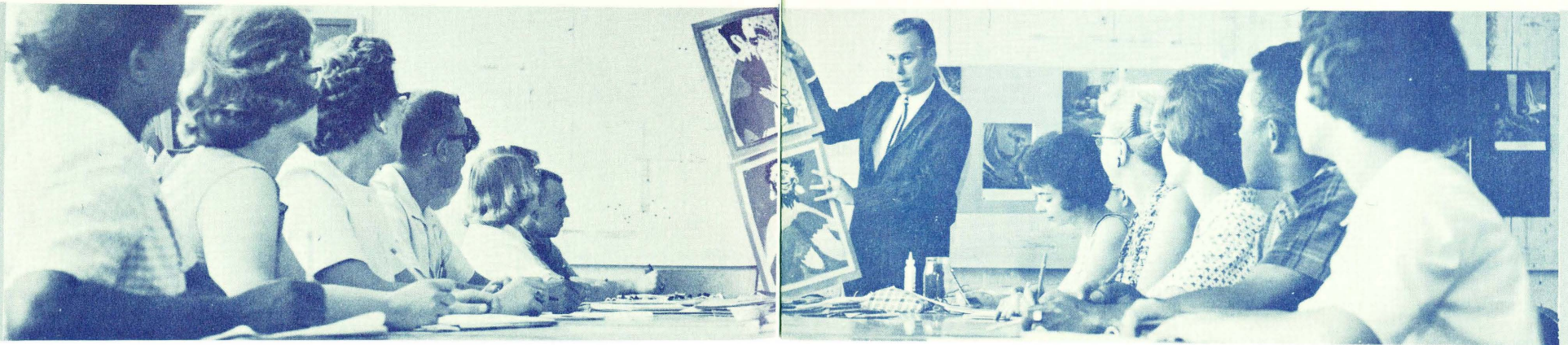
A. Meeting in conference room where the following steps will be discussed.

1. Explain the product or service
2. Explain employment opportunities
3. Outline tour

B. Tour

Follow the stages in the business operation and point out the various jobs

Return to conference room for questions and answers



**1. Explain Your Product or Services**

Discuss what you produce or the service you render

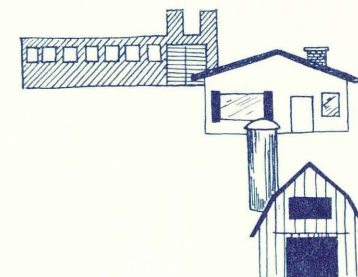
Explain the product or service in its development (chart, blackboard, movie, slide set)

Give a brief history of your company or service—discovery, development, successes, failures, aspirations

Discuss marketing and type of sales

Relate the effect of your company or service on the community (payroll, standard of living, taxes)

*Jot down ideas  
you want to discuss*



## 2. Explain Employment Opportunities

State the job opportunities within your plant, business, or service.

What do you look for in potential employees (attitudes, abilities, educational requirements, etc.)

How to apply for a job.

Explain fringe benefits (pension plan, stock participation plan, insurance, etc.)

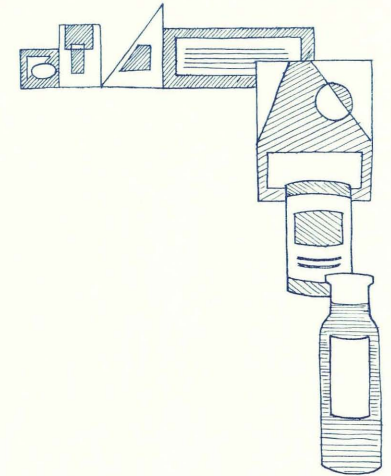
Give a brief explanation of wage structure.

Explain promotion policies, training programs, and opportunities for advancement.

## 3. Outline The Tour

Point out various operations the group will see during tour of your company (use outline or map).

*Jot down ideas  
you want to discuss*



#### 4. Tour the Plant (Business or Public Institution)

Divide visitors into small groups  
Have a guide for each group.

Follow the various stages in production and sales of your product or service in a logical order.

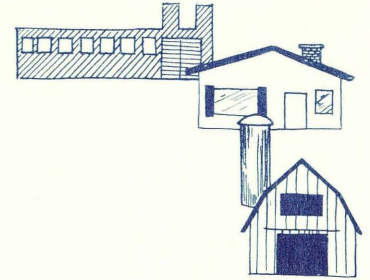
Point out various jobs and explain the education, training, advancement, salary for each.

Where practicable, make out a time schedule and allot proper time for each station.

#### 5. Review the Day

Return to the conference room for questions and answers (desirable option).

*Jot down ideas  
you want to discuss*





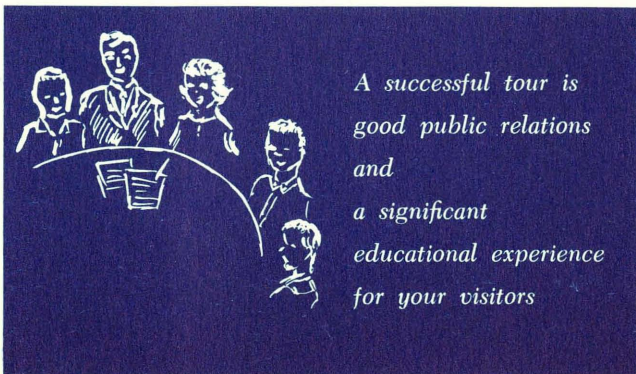
## HELPFUL SUGGESTIONS

Provide name tags for hosts and guides

Enthusiastic guides make a tour interesting and effective

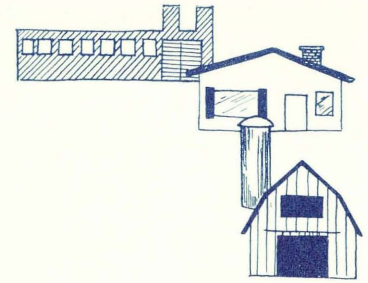
Guides must be informed, interested and audible  
 show *Why* as well as *How* you do things  
 indicate the cost of major machines  
 ask employees to explain their jobs  
 use megaphones or public address systems  
 if necessary

Provide opportunity for a visit to restroom facilities



*A successful tour is  
 good public relations  
 and  
 a significant  
 educational experience  
 for your visitors*

*Jot down ideas  
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