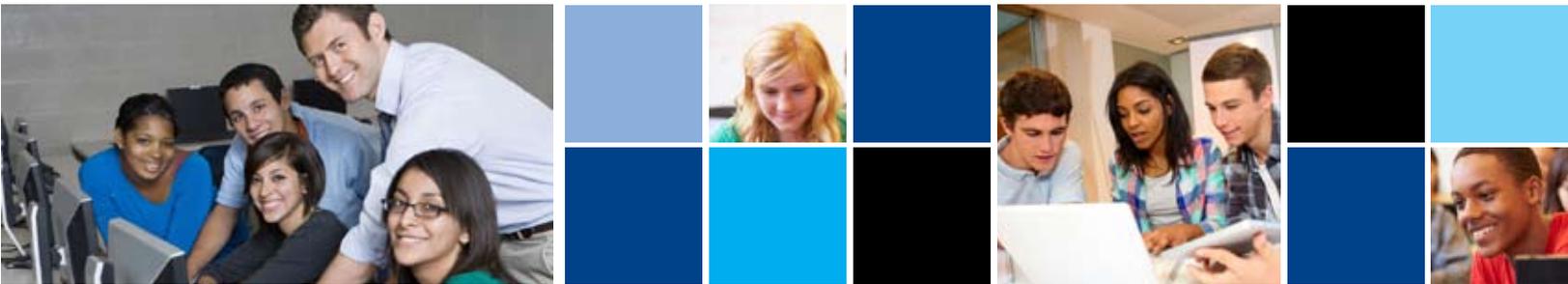


CLH

CRAIGHEAD, LANGE AND HOUGH, PC
CERTIFIED PUBLIC ACCOUNTANTS

Careers in Business and Marketing Instructional Guide



Real People. Real Jobs. Real Opportunity.



Purpose of READY NWI Video Series and Instructional Guide

The READY NWI video series offers an opportunity for viewers to look inside a company to discover and learn about their mission, daily operations, and what their scope of service entails. The videos posted on the READY NWI webpage offer advice and guidance on how to begin pursuing each career, while providing information on the “ins and outs” of the company. Employers discuss such topics as character traits required for employment, expectations for intern performance, the importance of a college education, and how to determine what career may be a good fit when looking through the lens of a potential employee.

Goal Attainment for READY NWI Video Series

Learners are to watch the videos, participating in discussion while retaining pertinent information about the company being viewed.

Outline for Students, Parents, Instructors, and Classrooms

*Topics and Discussion Points
(target 9th – 12th grade students)*

1 DEFINITIONS

- A. Certified Public Account
- B. Links to Related Terms

2 QUESTIONS FOR VIDEO COMPREHENSION

- A. This section ensures concepts from the video are understood.
- B. Requires pen and paper

3 TEACHING SESSION RECAP

- A. This is the student’s specific takeaway
- B. Requires pen and paper

NOTES FOR THE INSTRUCTOR OR FACILITATOR

Here are several spring-boards for discussion to be used in conjunction with the READY NWI Videos:

Be professional
Honor the employees who hired you
Try to volunteer at a company



About the Company:

Craighead Lange and Hough PC is an accounting firm located in Michigan City, Indiana. They are a full service CPA firm providing auditing and financial statement preparation services, business, and individual tax preparation, business valuations, tax planning, merger and acquisition services, estate planning, and business consulting services.

1 DEFINITIONS

The following section is for discussion with the students prior to watching the video. First, read the definition for Certified Public Accountant (CPA) below, and then further explain the definition by requiring the students to define the underlined terms.

Certified Public Accountant or CPA – is the statutory title of qualified accountants in the United States who have passed the Uniform Certified Public Accountant Examination and have met additional state education and experience requirements for membership in their respective professional accounting bodies and certification as a CPA. Individuals who have passed the Exam but have either not accomplished the required on-the-job experience or have previously passed but have allowed a lapsed in required continuing professional education units are, in many states, permitted the designation “CPA Inactive” or an equivalent phrase. In most U.S. states, only CPAs who are licensed are able to provide to the public attestation (including auditing) opinions on financial statements. The exceptions to this rule are Arizona, Kansas, North Carolina, and Michigan where the “CPA” designation and the practice of auditing are not restricted.

2 QUESTIONS FOR VIDEO COMPREHENSION

The following section requires a writing utensil and a paper, or a computer. The learner, after viewing the video, should be able to answer these questions, ensuring they understood the video. The activity is best completed by each student individually, but can also be done as a pair discussion.

1. Small or Large Firms

1. Can firms be large or small?
2. Can we define large firms versus small?
 - A. What makes a firm, large or small?
 - B. Does the size of the office and number of workers make you interested or uninterested in being an employee?
 - C. What are you more concerned about: the amount of employees or the amount of money being earned by the firm?

2. Values

1. Can values be equated with virtue?
2. Can values can be interpreted and blended with ethics?
 - A. Can virtues be blended with ethics?
 - B. What values do you like about being an accountant at Craighead Lange and Hough?
 - C. What types of beliefs do you think full time employees have at this firm?
 - D. Is being honest, open minded and persistent the type of values that this firm values?

3. Working with Others

1. If you could be mentored by one person in this video, who would it be?
2. How do you see yourself speculatively fitting into the company?

4. Career

1. What skills across different fields of studies in college would benefit a potential worker at this firm?
 - A. What would you study in college to promote yourself to be a better business person; accounting, finance, marketing, economics?
 - B. What other courses or training are helpful to enhancing a resume for a job like this?
 - C. What has the most long term benefits, volunteering or being a part time employee?
2. Where can potential employees go to in N.W.I. for training?
 - A. Can this be coordinated with internships at different non-profits or for profit firms?
 - B. Does volunteering for a firm make you more aware of how small businesses work?

3 TEACHING SESSION RECAP

After the group discussion and video comprehension sessions have been completed, each student should have a pen and paper in order to engage in the next process. The goal of the Recap is to integrate ideas spawned during discussion with comprehension questions administered.

1. What was your favorite segment of the video?
2. What did you learn about this genre of work?
3. Was there a new idea or concept that you now understand?
4. Could you work in this field?
5. If you could ask an employee at Craighead Lange and Hough PC one question, what would it be?

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