

Case Study Lesson Plan

Case Study Objectives

- Understand human capital and the relationship between education and career opportunity.
- Explore the skills and education necessary for a career of interest.

Note: Best taught AFTER [CS: Interest, Skills & Careers](#)

For Jump\$tart & Math Common Core Standards Alignment click [here](#).

Materials

- [Build Your Human Capital case study](#).
- For the Challenge:
 - Internet access and 1:1 devices for individual students to go to [Your 🔥 Job](#). Troubleshooting tips for the platform can be found on pages 10-11 of this [Educator Guide](#).
 - Students will need individual email addresses to register for [Your 🔥 Job](#). If they have previously registered, they will need their username and password.

Key Terms

- Associate, Bachelor, Master's, Professional, Doctoral Degrees
- Educational Attainment
- Unemployment
- Occupation

CASE STUDY (40 MIN)

- **Situation/Case Study:** (10 min) Ask students, “Why are you encouraged to get a college degree? What benefits does it have? What are the costs or risks associated with a college degree?” Lead a brief discussion of student answers, highlighting that a college degree can increase your lifetime earnings, but may also saddle you with debt. Students should read, individually or as a group, the components of the [Build Your Human Capital case study](#).
Note: It is important to remind students that these weekly earnings are not guaranteed, but a statistical median (the middle value) of the range of earnings.
- **Questions:** (10 min) Have students answer the case study questions, and as time permits, begin the challenge task.
- **Challenge (can include Presentation & Share):** (15 min) Have students look at the Industries and Jobs on [Your 🔥 Job](#). NOTE: If students have not signed up for [Your 🔥 Job](#) or you have not taught CS:Interest, Skills, & Careers_TFK V5, then use the Challenge from this [Case Study](#). Students should choose one of the professions and design a poster advertising that job to other students.
- **Reflection (Closing/Synthesis/Feedback):** (5 min) Ask students whether this information changed or reinforced their ideas about the purpose, worthiness and importance of college.

Assessment

- Evaluate accuracy and completeness of student answers to the questions and challenge using the [Teacher Answer Key](#)

Extensions/Connections

- Have students complete the Skills Explorer and experience other modules of [Your 🔥 Job](#)
- Check out a full lesson on human capital [here](#) and an exceptional exploration of human capital [here](#).
- Share the [Family Conversation Guide](#) for this lesson
- At home, have students interview a person who is in a career of interest and create a timeline that shows the progression of their education, training, and job experiences. Then have them share out in class what they found! (This is also a suggestion in the Family Conversation Guide and in the CS: Interest, Skills, & Careers)

Build Your Human Capital

WHAT IS HUMAN CAPITAL?

Whether you choose a job or career, it is important to review your skills, abilities, experience, and interests because they help determine how successful you are with your choice.

Those skills, abilities, experience, and interests are called **human capital**. They are the resources you take with you to work and help determine the occupation you qualify for and the income you earn.

Building your human capital is an ongoing process. So, how can you improve upon what you have today? One of the best ways is education or training. Education allows you to increase your knowledge, your skills and your access to better paying occupations (jobs or careers).

HOW CAN EDUCATION INFLUENCE YOUR CAREER?

Look at the following data from US Department of Labor Statistics 2021:

Unemployment Rate	Educational Attainment (highest level of education finished)	Median Weekly Earnings
1.5%	Doctoral Degree (highest academic degree)	\$1,909
1.8%	Professional Degree (prepares for a specific career in law, medicine or teaching for example)	\$1,924
2.6%	Master's Degree	\$1,574
3.5%	Bachelor's Degree	\$1,334
4.6%	Associate's Degree	\$963
5.5%	Some college, no degree	\$899
6.2%	High School Diploma	\$809
8.3%	Less than a high school diploma	\$626

EDUCATION AND EARNING SCENARIOS

Karen wants to work for her dad's landscaping company. He promises to hire her right out of high school if she earns her diploma. He also wants to offer services for treating diseased plants but needs to hire someone with a college degree in Botany. Karen must decide whether to work right after high school or go to college for a degree in Botany.

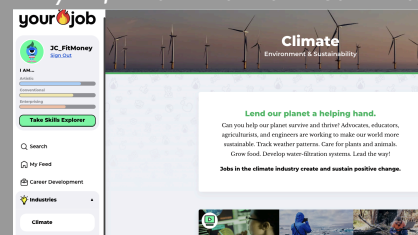
Ben dreams of becoming an English teacher. He has his Bachelor's degree in English and is getting a Master's degree in Education. He's deciding if it's worth \$125,000 in extra debt to get a doctoral degree. A doctoral degree is not required to teach and may not increase his pay.

QUESTIONS:

1. Create a graph or chart to illustrate the relationship between median weekly earnings and educational attainment. Create a new one to show the relationship between unemployment rate and educational attainment.
2. What does your chart or graph tell you about how your education attainment influences your chances of getting a job (being employed) and your income (earnings)? Why do you think that is?
3. Knowing there are 52 weeks in a year, calculate the median *yearly* earnings (salary) for someone with a doctoral degree and then for someone with some college but no degree? Find the difference between the two salaries?
4. What advice would you give to Kim and Ben? Do you think these degrees will improve their human capital, productivity, and income earning potential?

CHALLENGE:

Check out [Your Job's Industries](#) tab. Click on an industry that interests you the most, and design a poster advertising a career you find there to other students.



- Why would they want this job?
- How should they prepare themselves for a job like this?
- What would they need to do in/after high school to prepare?