



# Chalk Talk

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## Letter from the Editor

Dear Educators,

***The time is always right to do what is right***  
— Martin Luther King Jr.

With all the debating and campaigning that is going on, I admit I've caught a bit of election fever. There is no escaping the colourful signs that line the streets, mail boxes stuffed with glossy brochures, and smiling candidates who appear at busy street corners to shake your hand and ask for your vote. Radio and television coverage is 24/7, airwaves are rife with streaming headlines and screaming commentary from political pundits before, during and after every speech, every debate, every controversy, every poll and every crisis-producing gaffe.

I think it's all starting to get to me. In this election season, I seek substance, reason, sense, vision, and honesty. I find innuendo, empty promises, negative attacks, misquotation, fear-mongering and twisting of the truth. I long for the clarity, simplicity, and certainty I felt when I was young when issues seemed more straight-forward. I'm filled with the wry self awareness that Bob Dylan expressed in *My Back Pages*, — 'I was so much older then, I'm younger than that now.'

Martin Luther King Jr. was a great leader who possessed an excellent ethical compass. It's difficult to do what's right unless you know what is right. By casting our vote, we place trust in our leaders to do the right thing by making ethical decisions in the best interest of our people, our nation, and our world.

This week's issue of **Chalk Talk** features classroom resources and career planning programs that provide insight and guidance for high school students to learn about the business world and the important role ethical behaviour plays in achieving success. CoEd Communications is dedicated to supporting the important work of teachers by providing resources on a range of topics for the classroom. We invite you to visit our website at [www.4edu.ca](http://www.4edu.ca) to view the many free resources on offer.

[Let us know what you think!](#)

Mary Kovack

## Teaching Ethics in the Business Classroom

Educators know that ethics plays an increasingly important role in business today. People believe that companies should act with honesty and integrity, and be responsible for and respectful of their employees, their customers and their communities.



### Insurance Institute

Launched in Spring, 2007, **You're IN Business** is a seven-lesson educational resource created for Canadian teachers and students that promotes "business literacy" by transferring the real-world knowledge of

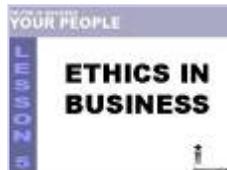
the insurance industry directly into the business studies classroom. This timely resource offers opportunities for students to create an insurance business using real-world business models, financial plans and marketing strategies while exploring the concepts of risk, liability, and how insurance protects them from the perils inherent in both. **Educators are invited to order their own free copy of *You're IN Business*, online at [www.career-connections.info](http://www.career-connections.info).**

**You're IN Business** is a great way to incorporate ethics into the classroom curriculum. **Lesson 5: 'Your People'** teaches students to:

- Explain concepts of ethical responsibility
- Assess ethical dilemmas in the workplace
- Explain controversial business issues
- Analyze the attributes of an ethical entrepreneur
- Describe ethical and legal issues related to information and communication technology.



**NOW AVAILABLE!** Educators can [download a brand new PowerPoint presentation](#) designed for use with **Lesson 5: 'Your People'**. Visit the website to learn how this curriculum-based resource can bring the real world into your classroom!



**NOTE:** The Insurance Institute, in partnership with the OBEA, is sponsoring the return of their "**Ethics in Business**" contest, based on Lesson 5 of *You're IN Business*. In addition, the Institute is pleased to announce that this contest, with the support of the BCBEA, will now be available to British Columbia educators and their students. For more information see special feature, below.

***"Management is doing things right.  
Leadership is doing the right things."***  
— Peter Drucker, Economist

## Website of the week



Insurance Institute

### Curriculum & Career Connections: *Bring the Real World into Your Classroom*

The Insurance Institute of Canada's website offers a series of free curriculum based classroom resources aimed at improving the understanding of insurance, illustrating its role in society and highlighting the variety of skilled professions available in the property & casualty insurance industry. Visit [www.career-connections.info](http://www.career-connections.info).

#### Know Your Risk

This eight module teacher resource helps students in grades 5 and up learn about risks in their lives, within the context of the role ethics plays in their personal decision-making. Know Your Risk is also essential for educators of life skills, health and at-risk teenagers (40 pages).

#### Risk Responsibility Reality

Based on 3 humorous vignettes this classroom resource enables teachers of law, family studies, and life skills to introduce students to concepts of personal and social responsibility, legal liability, and ethical behaviour. For grades 9 to 12 (68 pages, includes 18min DVD).

#### Career Connections Kit - A World of Possibilities

This resource, with a complementary DVD video, shows a host of insurance professionals on the job discussing their experiences and their role in the industry. This Kit will show the industry's opportunities, variety, and rewards for those considering a fulfilling career. Applications in career studies, CALM, cooperative education, and guidance counselling.

#### ADDITIONAL RESOURCES — New Online PowerPoint Presentation Downloads

**Insurance Basics**, a new series of downloadable PowerPoint presentations designed to teach basic knowledge of the complexities of Business, Homeowners and Auto Insurance, are to be used in conjunction with the Insurance Institute's array of classroom resources ([Click Here to Order](#)) and should be of interest to teachers and students alike.

[Source: Insurance Institute of Canada]



## **You're IN Business — Ethics in Business Online Contest 2008-2009**

The Insurance Institute is pleased to sponsor the ETHICS IN BUSINESS Online Contest again this year. Open to students grades 9-12 in Ontario & B.C., the contest will run from November 15 to December 15, 2008 (Fall) and April 15 to May 15, 2009 (Spring).

Using Lesson 5: "Your People" from *You're IN Business*, teachers can lead their students through a learning and interactive exercise on business ethics using real world examples, testing their knowledge in an on-line quiz that can be done in class, assigned as homework, or completed individually. This contest consists of two parts. The first part is a quiz that contains 21 randomly generated multiple choice questions evaluating student's understanding of the concepts presented in Lesson 5: "Your People". The second part presents a scenario and asks students to provide a 250-word answer.

The "Ethics in Business" contest runs for grades 9-12, with two separate divisions; one contest runs for grades 9 & 10 and one for grades 11 & 12. The 9 & 10 contest asks students to consider ethics from the employee perspective while the 11 & 12 contest asks students to consider ethics from the employer/entrepreneurial perspective.

Teachers are encouraged to build in an ethics segment mid-way through the course and to enable students to complete the contest online within the Fall or Spring contest timeframes. There is no cost to teachers or students to enter.

**Note:** This contest, brought to you in partnership with the OBEA and BCBEA, is open to all Business Studies students from grades 9-12\*. For complete details, contest and prize information, please go to [http://www.career-connections.info/en/CC\\_contests.asp?pid=45](http://www.career-connections.info/en/CC_contests.asp?pid=45). (\*Some conditions apply.)



## MARK YOUR CALENDARS — Upcoming Opportunities for Educators

### Ontario

- Ontario Secondary School Teachers Federation Conference 2008, October 23 & 24, Markham ON
- Ontario Co-operative Educators Association Fall Symposium, October 26 & 27, Huntsville ON
- Ontario Business Educators Association Fall Conference 2008, November 1, Peterborough ON
- Ontario School Counsellors Association Conference 2008, November 2 & 3, Toronto ON
- Ontario History & Social Studies Educators Association Conference 2008, November 6 & 7, Toronto ON
- Ontario Family Studies and Home Economics Educators Association Conference 2008, November 8, Vaughn ON

### Saskatchewan

- Saskatchewan Career Work Educators Association, October 23 & 24, 2008, Moose Jaw SK

### Alberta

- Alberta Career Education Network Summit 2008, October 6 & 7, Edmonton AB
- Alberta Teachers Association Guidance Counsellors Conference 2008, November 20 & 21, Banff AB

### British Columbia

- British Columbia School Counsellors Association Conference 2008, October 22-24, Richmond BC
- British Columbia Business Educators Association Conference 2008, October 24, Richmond BC

**The Insurance Institute invites you to visit their exhibits  
and participate at their workshops at these Fall conferences!**  
**Don't miss out!**  
[For complete event information, [click here.](#)]

### Education News & Related Articles

[Apprenticeships - for the skill of it; Colleges have modernized the traditional apprenticeship model with a program designed to head off a skilled-trades shortage](#) – Brett Popplewell, *TheStar.com*, **Schools Guide**, August 25, 2008

“With the current shortage of skilled trades workers anticipated to get worse over the next decade and with more and more tradespersons acquiring a postsecondary education, the age-old apprenticeship model has been modernized with the help of local colleges and the Ontario government. With such a high demand for apprentices (the Ontario Chamber of Commerce expects a shortfall of 100,000 trade workers over the next 15 years), and competitive wages (more than \$100,000 a year for many certified tradespersons), the government hopes to avoid a serious lack of skilled labourers through the co-op diploma apprenticeship program.”

[Degree, diploma or both? It can be tough to choose between one or the other. Fortunately, you no longer have to](#) -- Noor Javed, *TheStar.com*, **Schools Guide**, August 25, 2008

“Most students find themselves struggling to choose between schools. But when Sonika Arora graduated from high school, she found herself stuck on a more fundamental issue: degree or diploma? While she wanted a degree from an accredited university, she also wanted the close and personal touch some colleges are known for. So instead of opting for one or the other, she found an institution in Greater Toronto that allowed her to get the best of both: Guelph-Humber, a hybrid of the University of Guelph and Toronto's Humber College.”

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