



SUBJECT and GRADE	LIFE ORIENTATION Grade 10	
TERM 4	WEEK ONE	
TOPIC	Careers and Career Choices	
AIMS OF LESSON	Learners must be able to: • Awareness of trends and demands in the job market: emerging demands or changing patterns of careers and scarce skills and the job market. • Reading the market for trends regarding jobs and identifying niches • Demands of new jobs in line with COVID-19	
RESOURCES	<i>Paper based resources</i>	<i>Digital resources</i>
	• <i>Approved Textbooks (if available)</i> ▪ <i>FOCUS</i> ▪ <i>Viva Life Orientation</i>	• <i>Various links to resources</i>
INTRODUCTION	During previous lessons we learnt about: • diversity in jobs with regard to Sectors within in jobs industry, Work settings, Activities involved in each job, How to manage and prepare the workplace to reduce the spread of COVID 19, identify the safety issues at the workplace • Concepts relating to Skills and competencies: information gathering or analysis and instruction • Various facets of self and integration into the world of work • Opportunities within different career fields including work in recreation, fitness and sport industries • Alignment of personal facets to the new job opportunities that COVID-19 makes available This week we pay attention to: • Awareness of trends and demands in the job market: emerging demands or changing patterns of careers and scarce skills and the job market. Reading the market for trends regarding jobs and identifying niches. • Demands of new jobs in line with COVID-19	

CONCEPTS AND SKILLS	• Global economy: the economy of the world = all countries economies. Those who have the biggest economies influences the global economy • Emerging job market demands: Emerging markets, also known as emerging economies or developing countries, are nations that are investing in more productive capacity. They are moving away from their traditional economies that have relied on agriculture and the export of raw materials. Leaders of developing countries want to create a better quality of life for their people. • Entrepreneurship: The capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses. Entrepreneurship combined with land, labor, natural resources and capital can produce profit. (www.businessdictionary.com) • Scarce skills: A scarce skill refers to the demand for skilled people to fill particular professions or occupations in the labour department. A scarce skill refers to the demand for skilled people to fill particular professions or occupations in the labour department. (skillsportal.sa) • Trend means the way the market is moving / going • Demand means the need for certain types of careers, jobs and skills. To be in demand means to be wanted. • The job market is where people who are looking for employment and those who provide employment, interact / communicate. People seeking jobs and how many jobs are available. ○ It tells you where the work opportunities are, identify career fields and industry sectors, demand education, training, experience. ○ If you do not follow the trend and demands of the job market, you may spend years on irrelevant training and do not possess marketable skills.	
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JOB MARKET TRENDS AND DEMANDS

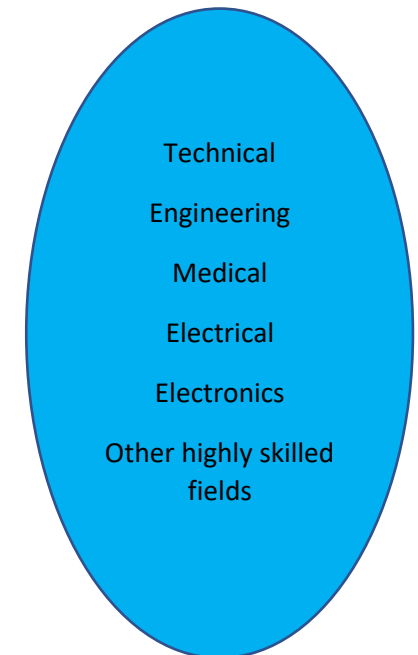
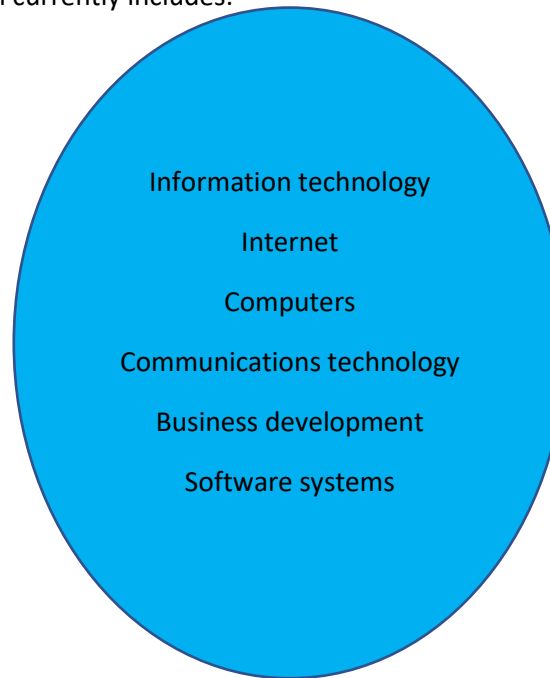
The global economy has followed a particular trend in its development which reminds us of the 3 sectors learnt of earlier. Early economies world wide were driven by:

1. Agricultural Age – primary sector where most jobs were found. Farming was the driver of growth.
2. Industrial age – manufacturing / secondary sector
3. Information Age – our era – knowledge and information drives world economy.

Skills and competencies in highest demand are the ability to keep learning new things, be flexible, find and use information, use and understand technology, understand that technology and communication has brought closer together. The job market is global.

The Emerging demands: (the jobs needed for the economy at a specific time)

Fields of work and occupations displaying major growth currently includes:



Entrepreneurship

- This a one way to overcome unemployment.

- [illegible]

- Inventing a new process, device, equipment

- are self employed
- usually start their businesses on their own
- work from home.

- Hire staff
- Move business premises
- Become investors or business owners

ay.

- Moderate risk taking
- Hard work
- Accountability
- Educated in real sense
- Analytical mind
- Dynamic leadership
- Presence of mind
- Accommodative
- Courageous and tactful
- Maker of right decisions
- Far sighted
- Right perception of things
- Enjoys simple life
- Intuitive and investigative
- Strong desire to succeed
- Innovation
- Self confidence
- Goal setting
- Keen observation
- Sociable
- Loves works
- Loves new ideas
- Team builder
- Clear understanding
- Ability to conceptualize
- Make repeat customers
- All time active and mobile
- Patient and perseverant
- Optimist
- Strategist
- Pleasure of success

PERSONALITY TRAITS

1. Study the infographics on this page Think of each of the characteristics. Is it you? Write down those which fits you.
2. “Entrepreneurship is becoming the growth engine of the South African economy.”
Do you agree with this statement? Provide reasons for your answers.
3. Find TWO successful entrepreneurs in the world. Give an analysis of their personal qualities and competencies that helped them success. What trends and demands of the market did they meet or take advantage of to succeed?
4. Explain the role of Life long learning in their success.

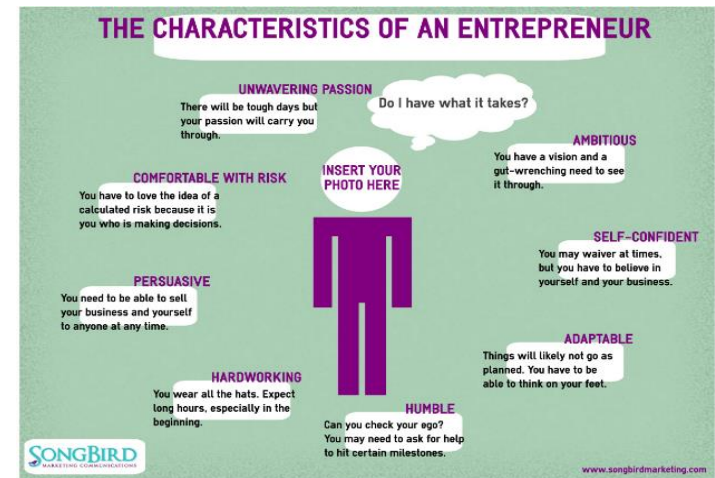
Small Businesses

- Employs 68% of the workforce
- It is a vibrant sector
- Is at high risk of failure

- But there is support:
 - SEDA: Small Enterprise Development Association
 - Develops and promotes small business
 - provide support for growth and sustainability

The Small Business Development Corporation

- Makes money available to viable small businesses
- Banks provide loans to small businesses who show potential growth
- Big businesses support small business by buying their products from them.
- Some offer mentoring and training programmes



Emerging demands of the job market

Competencies:

learn new:

- trends
- skills
- ways of doing things

Lifelong Learning:

Key to unlock a successful career path

Various skills and knowledge training programmes

Eg self development courses; adult education; further studies;

Learning is ongoing

Constantly improving yourself and your skills

Emerging patterns of careers:	Many occupations and career fields are constantly changing or on the decline. This includes the competencies or skills attached to them. The impact is a result of: • Technological advances • New equipment, processes and communications And has led to replacing entire careers and people who work in these fields. Eg typists have been replaced by computers and data capture staff; electricity replaced stokers on steam engines; machines in factories replaced spinners and weavers. In the past a good job with a good company was seen to be a career. The assumption was that workers would remain in that company for life and receive a pension on retirement. The Information Age has changed that perspective. Jobs and careers are changed often. Full time staff is no longer required by companies. Often work is outsourced. Eg call centres are a new phenomenon. Many are based overseas, and calls are rerouted all over the world. Workers are employed on contract or do freelance work. They have their own workspace, equipment, medical benefits, pensions or retirement provisions. Workers have their own hours of work and can be anywhere in the world. Technology has ensured that workers do not have to be in an office to work. They have access to the internet for email, video conferencing, skype, zoom, MS teams and Google meet.	
Scarce Skills	Our country is experiencing many skills shortages, but most severely lacking is a lack of skilled artisans and technicians. Post schooling happens in the universities but do not produced enough skilled and qualified persons required for socio economic development. In South Africa, Universities of Technology and FET colleges offer structured learning at work programmes. These includes programmes which involves work placement, work integrated training, apprenticeships and learnerships. Young people should be encouraged to adopt this route to satisfy the skills our country needs.	

• Skills shortages It's important to understand the demands and to be able to read the job market Reading job market trends and identifying niches.	To help you find out what the skills shortages are, you need to do research to find out: ▪ How many career adverts have there been over the past few years ▪ Do adverts only appear once ▪ How easy is it to get qualified with these skills? ▪ What does Statistics SA say about the skills and the career? ▪ What does the SETA say about the demands and training opportunities? Are you aware that at least 40% - 50% of South Africans between 17 and 25 are unemployed? The following information will enable you to analyse job market information and identify niches: Niches: a place / position that needs someone with specialised skills or a unique combination of skills. Keep yourself informed about social and business issues generally and worldwide. Traditionally you would search for work in magazines, books, newspapers, watching and listening to the news and programmes on TV or the radio. Today the Internet is a main source of information. Various search engines such as LinkedIn and Google, keeps us informed of gaps in the job market. Jobs are advertised by employers on the internet. There are various job sites available to search for jobs like http://indeed.co.za or the internet sites of different companies. Job advertisements are posted on these sites for which you can apply, and you may apply directly for that job online.	
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• Demands of new jobs in line with COVID-19	“The Covid-19 shock has put large portions of the economy into a ‘policy-induced coma’ with hundreds of thousands of job losses now a very distinct possibility, says the South African Reserve Bank.” This problem is not unique to South Africa however, and both Europe and America are grappling with how the coronavirus will impact economies. “We see unemployment rates in the US and Europe getting up well up into the teens,” Peter Hooper, global head of economic research at Deutsche Bank said in an interview. “(https://businesstech.co.za/news/business/387987/coronavirus-shock-could-lead-to-over-370000-job-losses-in-south-africa-reserve-bank/) More than a million South Africans can expect to become jobless over the next few months as a result of the deep recession that is expected to slash economic growth by between 5% – 6%. https://businesstech.co.za/news/business/388629/more-than-a-million-jobs-on-the-line-because-of-covid-19-lockdown-economist/ With an increase in unemployment due to the impact of COVID 19, it has become necessary for employees to redesign their skills. Sectors like the hospitality and lifestyle sectors have been hit hard. Restaurants, tourist guides, tour operators, hoteliers, chefs, entertainers, music industry, etc. had to reconsider ways in which they could keep their employees or stay employed. Many have sought the Online route to survive the pandemic: Online exercise programmes; online food sales ; delivery of essential goods. Some jobs that have become available in different economic sectors includes:	These videos will provide information on jobs post COVID 19 https://www.youtube.com/watch?v=q1WTJvsxOuw https://www.youtube.com/watch?v=Y9FOyoS3Fag https://www.youtube.com/watch?v=JKsVYpRp41w
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	Health workers; Data capturers; Computer analysts; Contact Tracers; Online teachers; Retail workers; banking; etc. Musicians and other entertainers have taken to online performances. Online selling of tickets for these events have blossomed under COVID 19. Radio and TV presenters, news reporters, cameramen covering events and activities under LOCKDOWN have continued to work under different and stringent contingencies. The education sector found itself in the realm off online communication and teaching of learners as well as designing online lessons for engagement. Social media activities provided platforms for influencers to sell their ideas to their media followers. This has led to a change in design thinking. Fourth Industrial Revolution skills rose in demand, forcing workers into remote working scenarios and embracing technology as companies took to the digital root to keep afloat. The post COVID 19 job market will require workers that are : Creative Collaboration Critical Thinkers Able to work independently.	
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ACTIVITIES/ ASSESSMENT	Answer the following exam type questions: <u>SECTION A:</u> 1. Give ONE word for the: 1.1 The way the market is moving / going 1.2 A place / position that needs someone with specialised skills or a unique combination of skills. <u>SECTION B:</u> 2. Job losses have been hugely impacted upon as a result of COVID 19: 2.1 Describe TWO ways you would be able to be employable during the lock down period. (2 X 2) 4 2.2 Define the term SCARCE SKILL and suggest ways in which South Africa can address this. (1+ 2) 3 <u>SECTION C:</u> 3.1 Define the concept of trends and demands of the job market. 3.2 Describe how new jobs emerged as a result of COVID 19 and provide TWO strategies in which you can avoid unemployment during the COIVD 19 pandemic and Lockdown. 3.3 Suggest THREE ways that may help you to understand the impact of emerging demands of the job market.
CONSOLIDATION	• Understand the trends and demands in the job market • The impact of emerging demands or changing patterns of careers • scarce skills and the job market. • How to read the market for trends regarding jobs and identifying niches. • Demands of new jobs in line with COVID-19 • You understand how to read the job market.
VALUES	Confidence, Responsibility, understanding, caring, honesty, respect, reliability; dependability, trustworthy