

# **BCPS Field Trip Request ID # 9869**

Trip Request By	Jo Perkins - BEHS
Trip Name	Universal Studios Business Learning/Leadership Conf
Trip Date	11-19-2019
Approx. Pick-up Time	3:00PM
Return Date	11-26-2019
Approx. Return Time	9:00PM
Class/Group	FBLA & SLAM
Student Count	30
Chaperone Count	3
Number of Vans/Buses	1
Common Carrier	Southwest Airlines
Cost to Students	900
How will you pay for students who cannot afford the fee?	Fundraising

## **Place of Departure**

Name:	BEHS
Address:	11450 Hwy 44E
City:	Mt. Washington
State:	KY

## **Destination**

Name:	Universal Studios
Address:	6000 Universal Blvd
City:	Orlando
State:	FL

## **Lesson Plans**

### **LESSON PLANS for UNIVERSAL STUDIOS ORLANDO BUSINESS LEARNING TRIP**

After discussing this opportunity with various teachers around the state of Kentucky, we have decided to ask for approval to attend the Universal Studios Orlando Business Learning, Education, Marketing Series. The trip has been highly recommended by other FBLA and business leaders about the educational value at Universal Studios.

We will be out of school no more than 3 days and use the weekend to travel as well. We are requesting more days than this because airfare and hotel may be cheaper on certain days. Due to this we are requesting a range of 7 days. However, we will not miss more than 3 days of school and hope for the majority of students to only be out of the classroom setting for 2 days.

This program provides real world experience and leadership opportunities to our students.

The standards covered in these classes involve employability skills, career exploration, marketing and decision making. They will also participate in Education Tours that allow the students to go behind the scenes and see how each park runs from a variety of standpoints, including marketing and finance. There are 6 different classes that the students will attend. Each classes run 2-3 hours and will provide a unique experience to our students. The classes are as follows:

#### **BUSINESS LEARNING SERIES**

Inspired by CNBC's The Profit featuring Marcus Lemonis

##### **Class #1 - CAREER EXPLORATION & PREPARATION**

Covers the entire process from application to interview and personal brand to work values.

##### **Class #2 - LEADERSHIP SKILLS & PERSONAL DEVELOPMENT**

Students take a look at their spheres of influence & assess the impact they may make on others.

##### **Class # 3 - BUSINESS DEVELOPMENT: PEOPLE, PROCESS, PRODUCT**

Introduces these principles & builds upon them to teach about the internal & external factors that affect businesses.

#### **Education Tours**

Tour #1 - BEHIND THE ADVENTURE TOUR (Universal's Islands of Adventure)

Enjoy behind-the-scenes experiences and more.

Tour #2 - SPECIAL F/X TOUR (Universal Studios Florida)

Enjoy behind-the-scenes experiences and more.

#### **Marketing**

##### **Class #1 - MARKETING IS UNIVERSAL: KEEPING THE GUEST AT HEART**

Students learn first-hand of the marketing strategies used to promote Universal Orlando Resort

#### **Academic Expectations:**

2.30 Students evaluate consumer products and services and make effective consumer decisions.

2.36 Students use strategies for choosing and preparing for a career.

2.37 Students demonstrate skills and work habits that lead to success in future schooling and work. Students demonstrate skills such as interviewing, writing resumes, and completing applications that are needed to be accepted into college or other postsecondary training or to get a job

2.38 Students demonstrate skills such as interviewing, writing rÃ©sumÃ© and completing applications that are needed to be accepted into college or other postsecondary training or to get a job.

3.6 Students demonstrate the ability to make decisions based on ethical values.

5.4 Students use a decision-making process to make informed decisions among options.

EL		LIFELONG LEARNING
EL	1	Acquire current and emerging industry-related information
EL	2	Demonstrate commitment to learning as a life-long process and recognize learning opportunities
EL	3	Seek and capitalize on self-improvement opportunities
EL	4	Discuss the importance of flexible career planning and career self-management
EL	5	Employ leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, shared vision)
EL	6	Recognize the importance of job performance evaluation and coaching as it relates to career advancement
EL	7	Accept and provide constructive criticism
EL	8	Describe the impact of the global economy on jobs and careers

Sample Itinerary:

Students will fly Southwest air and stay on site at Universal Studios.

Day One:

Travel to Orlando

Check in Hotel

Meet with Universal Studios and get directions moving forward.

Business Learning Series Class #1

Day Two:

Education Tour #1

Business Learning Series Class #2

Day Three:

Education Tour #2

Business Learning Series Class #3

Day Four:

Marketing Class

Return to Bullitt East High School

This could be extended to a fifth day for some students due to airfare and hotel costs. Students will not miss more than 3 days of school and the hope is the majority of the students will only miss 2 days of school. This will depend on airfare and hotel costs.

Thank you for considering allowing our students to participate in this program. We are trying to provide our students with real world experience. This trip would not be offered again the following school year.

Copyright 6/3/2019 - All rights reserved.

T.R.I.P. - v1.0.5 [Debug](#)