

## Company Visit

The company visit activity offers students the opportunity to engage with and gain insight into real work environments. It enhances their understanding of the values, attitudes, skills, and knowledge (VASK) associated with specific professions, while also motivating them to learn. This activity bridges the gap between classroom learning and workplace realities, deepening students' understanding of professional settings and improving their employability and career readiness.

### Tools - Company Visit Preparation Template

#### Step 1: Define Goals and Needs

- Determine visit objectives:** Clearly outline the educational goals and expected outcomes of the company visit, such as understanding the operations of a specific industry, recognizing workplace skills, and learning about professional ethics.
  
- Understand student needs:** Identify the focus and content of the visit based on students' ages, academic backgrounds, and career interests.

#### Step 2: Choose the Visiting Company

- Confirm the date and time of the visit:** Coordinate with school teachers to determine the specific date and time for the visit, ensuring it does not disrupt the company's normal operations.
  
- Confirm visit content:** Discuss specific arrangements for the visit with school teachers, including the visit route, explanation content, and interactive segments.

### Step 3: Preparation Work

- Develop a visit plan:** Create a detailed visit plan based on the confirmed content, including itinerary arrangements, transportation methods, and safety measures.

#### **Design visit content:**

- Visit route:** Determine the specific route for the visit, covering the company's main departments, work areas, conference room designs, and equipment, allowing students to experience a real workplace environment.
- Explanation content:** Arrange for company employees to explain the functions of each department and their workflows, introducing the company culture and values, work atmosphere, and communication patterns among employees.
- Interactive segments:** Design interactive segments that allow students to ask questions and communicate with company employees, learning about their work experiences and career development.
- Practical activities:** Arrange for students to participate in simple practical activities, such as simulating work tasks or engaging in team collaboration projects, enabling them to experience the work environment firsthand.
- Prepare students:** Before the visit, introduce the background of the visiting company and industry characteristics to the students, emphasizing visit discipline and safety precautions.
- Prepare materials:** Gather necessary materials and tools for the visit, such as notebooks and questionnaires.

#### Step 4: Visit Activity

- Lead the visit:** Guide students through the visit according to the plan, ensuring they fully understand the company's operations and work environment.
- Interactive communication:** Encourage students to actively ask questions and communicate with company employees to learn about their work experiences and career paths.
- Record feedback:** During the visit, document students' feelings and suggestions to provide references for future activities.

#### Step 5: Post-Activity Summary

- Reflection and summary:** Allow teachers and students to reflect and summarize, sharing their visit experiences and insights, and writing a visit report.
- Collect feedback:** Gather opinions from teachers and students to assess the effectiveness and shortcomings of the visit activity.
- Improvement plan:** Based on the feedback, enhance future visit plans to ensure the activities are more comprehensive and meaningful.

**Tools - Appendix 1: Educational Goals and Expected Outcomes for Workplace Visits:**

(The following examples are potential goals and outcomes when students from elective courses such as BAFs/Economics/ITC visit companies in the marketing planning industry.)

Visit Goals			Expected Outcomes	
VASK Indicator Reference:	School's Visit Goals:	EA/ Company's Visit Goals:	School's Expected Outcomes:	Company's Expected Outcomes:
Values	<ul style="list-style-type: none"> <li><input type="checkbox"/> Cultivate awareness of business integrity (e.g., discussion on the authenticity of advertising)</li> <li><input type="checkbox"/> Establish a respect for intellectual property</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Convey the "customer first" service philosophy</li> <li><input type="checkbox"/> Establish a foundational understanding of business ethics</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Students can mention the importance of "advertising authenticity" in their reflection reports</li> <li><input type="checkbox"/> Students will have a substantial concept of "infringement risks" in future courses</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able to identify key service phrases after the visit (We understand your needs, we will handle it immediately, etc)</li> <li><input type="checkbox"/> Students will have a certain understanding of the ethical boundaries of advertising after the visit</li> </ul>
Attitudes	<ul style="list-style-type: none"> <li><input type="checkbox"/> Develop a spirit of independence</li> <li><input type="checkbox"/> Strengthen students' inclusiveness towards different cultures/ backgrounds</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Demonstrate collaboration in cross-departmental work</li> <li><input type="checkbox"/> Showcase flexibility in creative proposals</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Students can raise specific follow-up questions in their reflection reports</li> <li><input type="checkbox"/> Students can observe corporate communication etiquette</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Students can actively participate in discussions/take notes during the visit</li> <li><input type="checkbox"/> Effectively communicate the company's collaboration philosophy/social responsibility</li> </ul>

Skills	<input type="checkbox"/> Train logical data interpretation  <input type="checkbox"/> Enhance visualization presentation skills (chart design)	<input type="checkbox"/> Introduce tools for market data research (Google Trends/ SurveyMonkey)  <input type="checkbox"/> Train skills in AI content generation applications (Canva+Chat GPT)	<input type="checkbox"/> Reinforce students' knowledge in the elective subject through practical observation  <input type="checkbox"/> Students will be able to use Canva to design at least one report in the future	<input type="checkbox"/> Students will effectively grasp the current level of technology application among peers
Knowledge	<input type="checkbox"/> Connect the Economics subject "4P Theory" with pricing strategy examples  <input type="checkbox"/> Connect data analysis models from ITC  <input type="checkbox"/> Expand career exploration horizons	<input type="checkbox"/> Deconstruct project processes: needs analysis → proposal → execution  <input type="checkbox"/> Teach industry terminology (KPI/ ROI/CTA)	<input type="checkbox"/> Students will successfully apply examples in future classroom case analyses  <input type="checkbox"/> Students can schedule career consultations	<input type="checkbox"/> Enable students to identify three core positions  <input type="checkbox"/> Reserve possible talent for the future workplace  <input type="checkbox"/> Enable students to identify three core positions  <input type="checkbox"/> Reserve possible talent for the future workplace

Other Visit Goals:

**Tools - Appendix 2: Company Visit Planning Form**

## Workplace Visit Planning Form

**Company Name:**

School Name:

Student Age:

Subjects/Extracurricular Activities/  
Clubs Related to This Visit:

Primary Language Used:

Number of Participants:

Special Needs (if applicable, food allergies/special education needs/ accessibility needs):

Visit Date and Time:

Transportation:

Arranged by the school (if company parking is needed, license plate number):

Arranged by the company

Public transportation/walk

Other:

**Specific Arrangements for the Visit**

Visit Route (covering the company's main departments, work areas, conference room design, and equipment):

Sharing Content (general theme and method):

Theme:

Method: