

Amazon Future Engineer Facilitator's Guide Amazon Music: Careers Behind the Beats



career
tours

1. Purpose & Outcomes

Career Tours are short, movie-like videos created by Amazon Future Engineer. They are made for teachers to use in class, so students can see how technology works, meet professionals, and imagine careers of the future. The Amazon Music Career Tour helps students understand what happens when someone uses a music streaming app. Students follow Komal and Jr. Darshan as they meet the teams that build and run Amazon Music. Students will also meet real Amazon employees who explain their jobs in simple words and why their work matters. The video feels like a short story and is fun and easy to follow.

By the end of the session, students will be able to:

- Explain what an app is and how Amazon Music helps users find and play songs.
- Understand that pressing play uses code, servers, data, and streaming.
- Describe the roles of Product Managers, UI/UX Designers, Frontend Engineers, Backend Engineers, and Technical Program Managers.
- Understand how Label Relations connects artists, record labels, and music platforms.
- Explain how machine learning helps the app find songs, even when spellings are wrong.
- Understand why licensing and lawyers are important before songs can be played on an app.
- Recognize that technology careers include engineering, design, science, product, program management, law, and music partnerships.

2. Quick-Start Checklist

- Projector/TV or large screen
- Speakers or adequate volume
- Internet connection
- Printed **Student Worksheet and Key Student Learnings** (Templates provided)
- **Tip:** Watch the video once yourself, before class. The tour is about 25 minutes long.

3. Session at a Glance

1. Warm-up and introduce the tour: 2–3 minutes
2. Play the video and pause after each major idea
3. Ask 1–2 questions after each section
4. Use the “Listen for” notes to support answers
5. Complete the My Reflections worksheet: 4–5 minutes
6. Collect student and teacher/facilitator feedback: 3–4 minutes

4. How to Play the Tour in Class

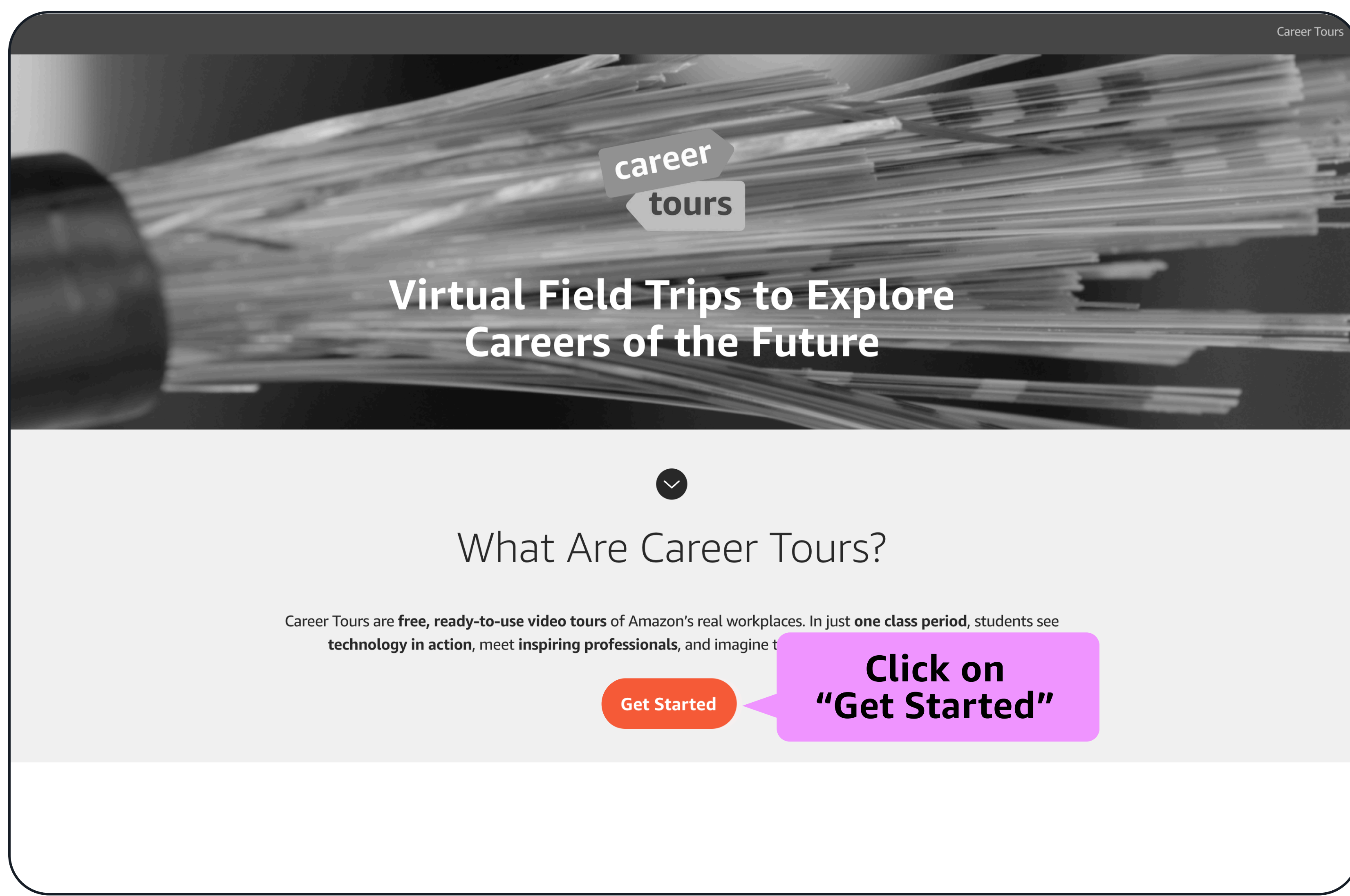
This guide is here to make your job easier. Follow it step by step to keep the session smooth and interactive.

- **Step 1: Play the video** on the big screen for students.
- **Step 2: Pause when the guide tells you.** Use the questions written here. Let students answer in their own words or language.
- **Step 3: Encourage participation.** Remind students there are no “wrong” answers; the goal is to think and talk.
- **Step 4: At the end, ask students** which career or idea they liked most. Invite a few to share.

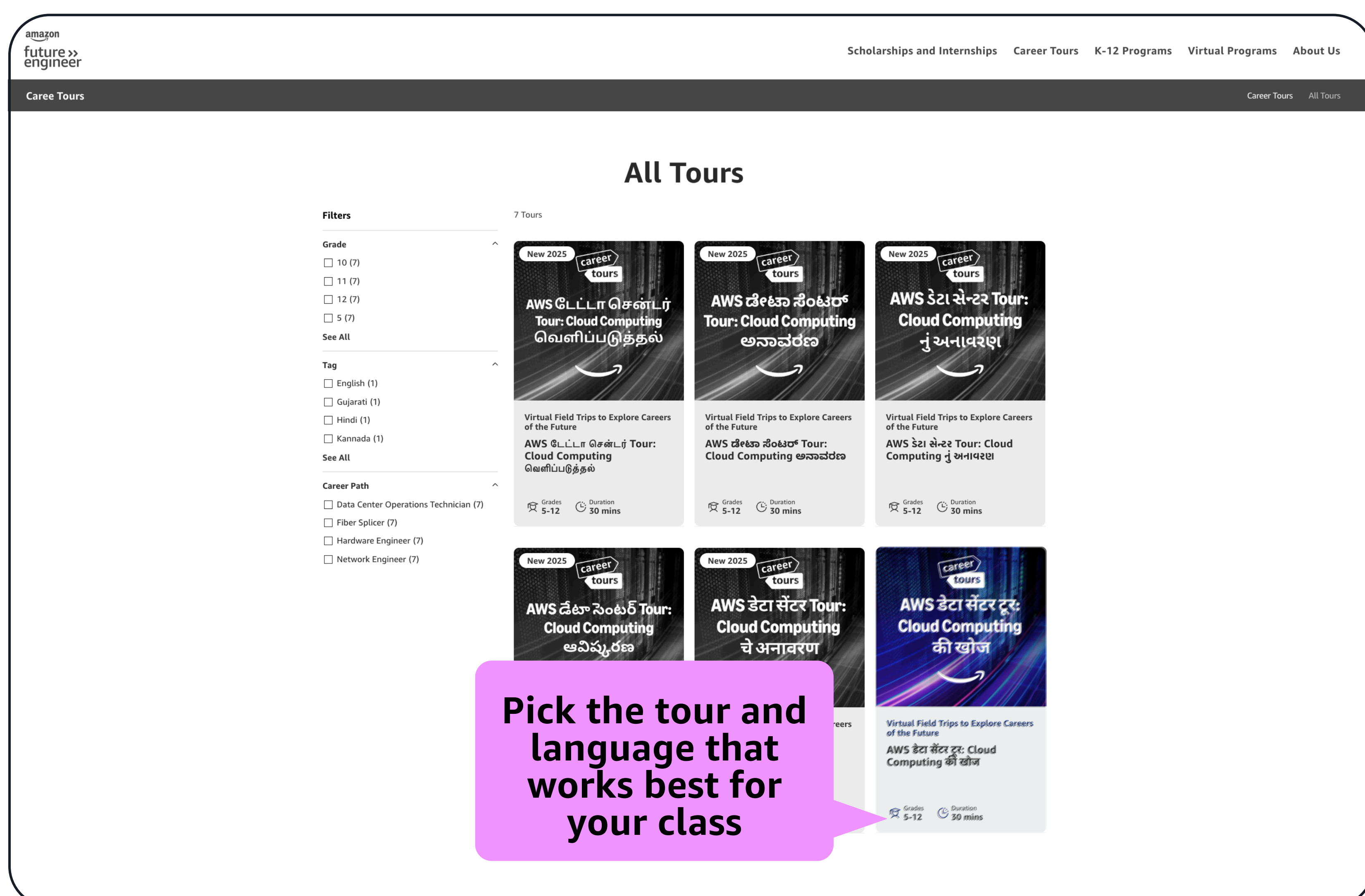


5. Navigating the website

- Step 1: Go to - <https://www.amazonfutureengineer.in/careertours>
- Step 2: Click on “Get Started”



- Step 3: Pick the tour and language that works best for your class





- Step 4: Click on “Start the tour”

career tours

AWS Data Center Tour: Uncovering Cloud Computing

Overview Teacher Toolkit FAQs Resources

From CDs to streaming on your phone—see how far we've come!

Not long ago, we rented CDs or downloaded files to watch a movie or listen to music. Today, with just one tap on your phone, you can stream cricket highlights, attend online classes, or listen to your favorite songs. But how does it all work?

The AWS Data Center Tour takes students behind the scenes to uncover the world of cloud computing. They'll see how massive data centers, optic cables carrying light at incredible speeds keep in anytime, anywhere. Along the way, they'll meet professional Engineers, Data Center Technicians, Fiber Splicers, and make the internet possible.

Watch the Tour

Choose an option:

Career Tour: AWS Data Centre

Teacher Student

Career Tour: AWS Data Centre

▶ Start the Tour

Click on "Start the tour"

- Step 5: Fill up and submit the Teacher Sign-up form

Teacher Sign-up

Name
First and Last Name

Email ID*
Email

Grade

- Grade 5
- Grade 6
- Grade 7
- Grade 8
- Grade 9
- Grade 10

School Name
School Name

School Type
GOVERNMENT SCHOOL

Total students watching the Career Tour today*
Number of students:

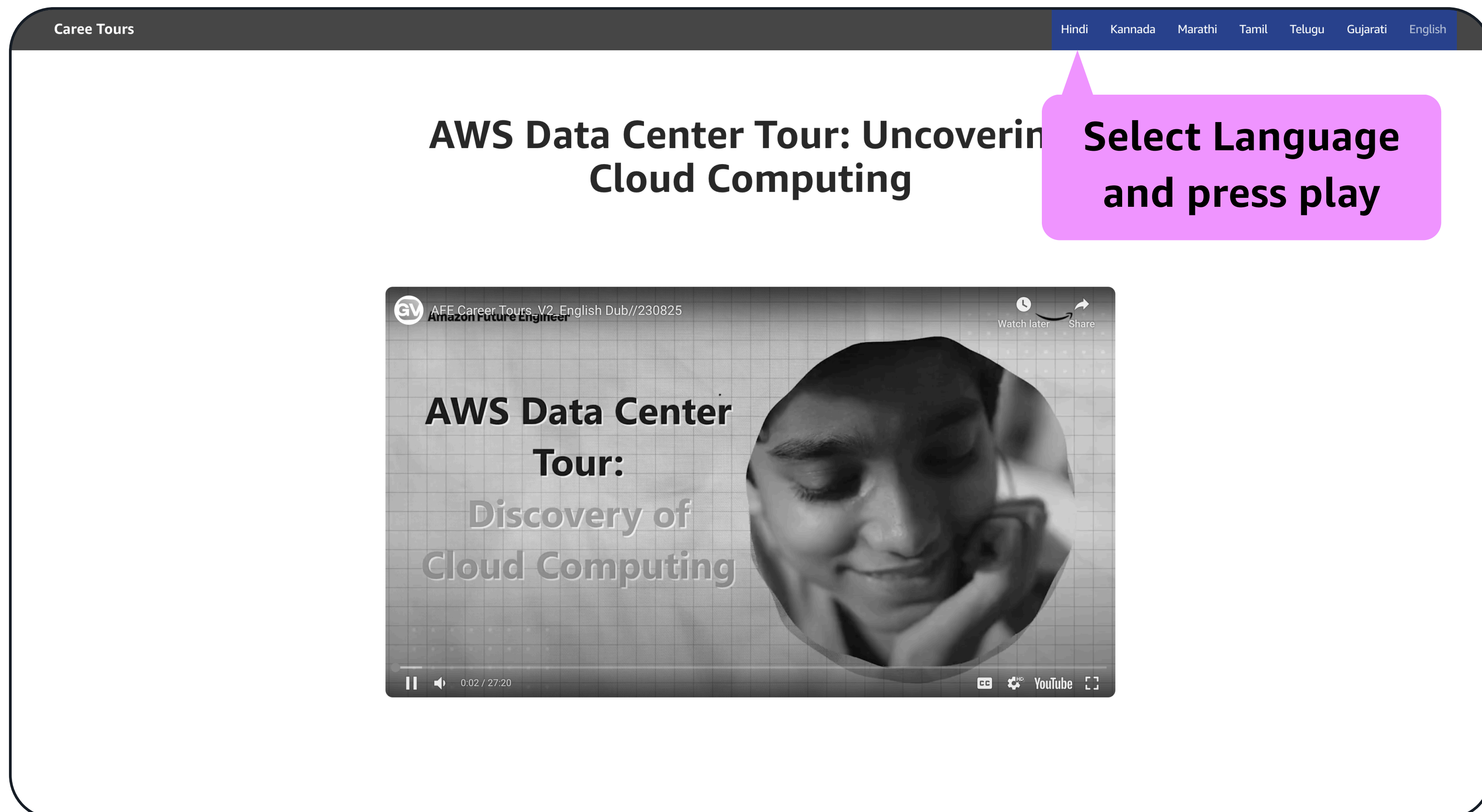
Submit

Submit

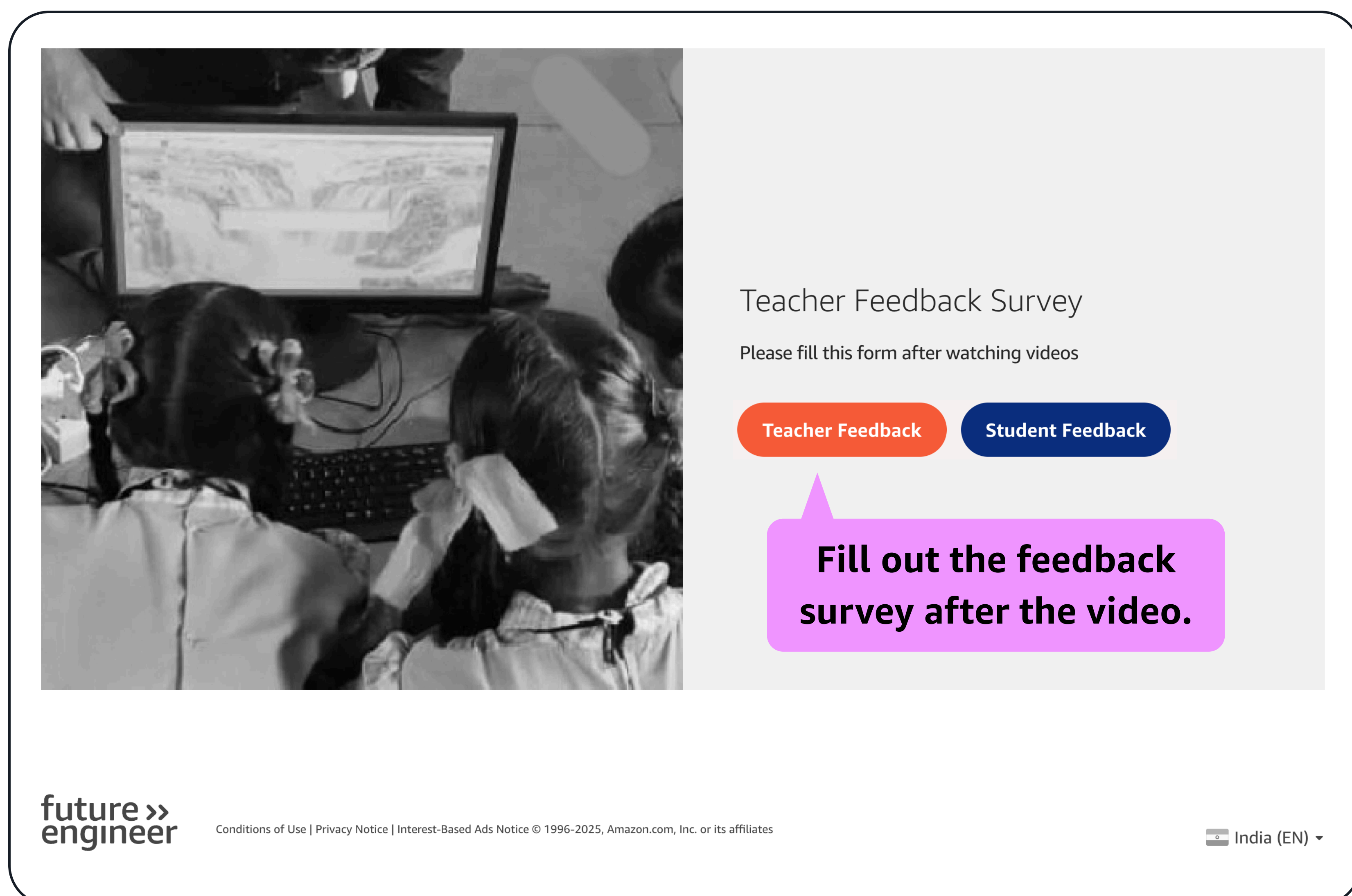
Fill up and submit the Teacher Sign-up form



- Step 6: Select Language and press play



- Step 7: Fill out the feedback survey after the video



This facilitator guide gives you the exact prompts, quiz answers, and discussion tips you need. Keep this facilitator guide open while the video plays.

Each section in this guide follows this order:

1. Teacher says
2. Ask students
3. Listen for / Expected answers
4. Did You Know?
5. Review quiz, if any
6. Key message

Tip: Read the Teacher says line, then pause and ask the questions. Keep it simple. Students can answer in any language.

This guide does not use timestamps. It follows the chapter order of the video. Use the “Listen for” notes to guide answers.

Amazon Future Engineer

Step-by-Step Guide to Facilitate the tour

Amazon Music: Careers Behind the Beats



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SECTION 1: The Melody Begins: Meeting Future Darshan

Teacher says:

“Watch how Komal and Jr. Darshan enter a future world and meet Darshan’s future self. Think about what Jr. Darshan likes today and what he could become in the future.”

Ask students:

- What does Jr. Darshan enjoy doing on the computer?
- Have you ever thought about what you might become in the future?
- Can something you enjoy today become a career later?
- Why does Sr. Darshan say Jr. Darshan has always liked computers?

Listen for / Expected answers:

- Jr. Darshan likes computers, games, and solving things on screen.
- Students may mention interests like drawing, music, games, science, maths, sports, or helping people.
- Help students see that interests can connect to careers.
- Sr. Darshan says this because Jr. Darshan was curious about computers from a young age.

Did You Know?

- 💡 Many technology careers begin with simple curiosity, asking questions, solving problems, or wondering how something works.
- 💡 Students do not need to know their exact career now. Knowing what they enjoy is a good first step.

Review Quiz:

No formal quiz in this section.

Key Message:

Curiosity can be the first step towards a future career.

SECTION 2: What is Amazon Music and What is an App?

Teacher says:

“Listen as Sr. Darshan explains what an app is. Notice how a simple action, like searching for a song or pressing play, uses many systems behind the screen.”

Ask students:

- Which apps do you use or see people using?
- What does a calculator app help us do?
- What does a music app help us do?
- What do you think happens after we press play on a song?

Listen for / Expected answers:

- Students may mention WhatsApp, YouTube, Google Maps, games, camera, calculator, payment apps, or music apps.
- A calculator app helps us calculate. A music app helps us find and play songs.
- After we press play, the app finds the song, connects to a server, and streams the song to the device.
- A server is a powerful computer that stores information and sends it when the app asks for it.
- Streaming means the song plays from the internet without downloading the full song first.

Did You Know?

- 💡 “App” is short for application software. It helps users do a specific task.
- 💡 When you press play, the app connects to servers and sends the song to your device in seconds.

Review Quiz:

No formal quiz in this section.

Key Message:

An app may look simple, but many systems work together behind the screen.



SECTION 3 –The Orchestra of App Development

Teacher says:

“Watch the Amazon Music team perform like an orchestra. Each person has a different role, but they all work together.”

Ask students:

- Why is app development compared to an orchestra?
- What happens if one musician does not follow the rhythm?
- What can happen if app teams do not work together?
- Which role did you notice first — Product Manager, Designer, Frontend Engineer, Backend Engineer, or Program Manager?

Listen for / Expected answers:

- An orchestra needs many people playing together. An app also needs many teams working together.
- If one musician misses the rhythm, the music may not sound right.
- If app teams do not coordinate, the app may not work well or may be delayed.
- Students may remember different roles. All answers are fine.

Did You Know?

- 💡 One person usually does not build an entire app alone.
- 💡 Apps need ideas, design, code, planning, testing, and teamwork.

Review Quiz:

No formal quiz in this section.

Key Message:

App development needs different experts working together.

SECTION 4 - Beat by Beat: How an App Runs

Teacher says:

“Now meet the people behind Amazon Music. Listen to what each person does and how their role helps the app work.”

Ask students:

- What does a Product Manager decide?
- What does a UI/UX Designer make easier for users?
- What does a Frontend Engineer build?
- What does a Backend Engineer do behind the scenes?
- Why does a Technical Program Manager need to understand technology and timelines?

Listen for / Expected answers:

- A Product Manager decides what features should be built and how they help users.
- A UI/UX Designer makes the app easy and enjoyable to use.
- A Frontend Engineer builds the parts users see and use, like screens and buttons.
- A Backend Engineer builds the systems behind the app, like search, servers, streaming, and data.
- Data means information. In a music app, data can include song names, artist names, playlists, and listening patterns.
- A Technical Program Manager helps teams stay aligned and finish work on time.

Did You Know?

- 💡 Frontend means the part of the app users see and use.
- 💡 Backend means the systems behind the app that help it work.
- 💡 A Technical Program Manager helps teams plan and complete technical work.

Review Quiz:

Q1. Who decides what features should be built in the app?

- A. Designer
- B. Engineer
- C. Product Manager
- D. Tester

Q2. Who makes sure the app works from behind, like searching and playing songs?

- A. Frontend
- B. Backend
- C. Designer
- D. Manager

Key Message:

A useful app needs product, design, engineering, and program teams working together.



SECTION 5 – Connecting with Label Relations

Teacher says:

“Now let us understand where the songs come from. Watch how Sharon explains Label Relations.”

Ask students:

- What is a music label?
- Why do artists and record labels connect with a music platform?
- Why is Label Relations compared to a bridge?
- Who connects different groups of people in your school?

Listen for / Expected answers:

- A music label helps artists record, release, and promote songs.
- Artists and labels connect with music platforms so listeners can find and play their songs.
- Label Relations is like a bridge because it connects artists and record labels with Amazon Music.
- Students may mention a teacher, class monitor, principal, coordinator, or team captain.

Did You Know?

- 💡 Record labels help release and promote songs.
- 💡 Label Relations teams help new music reach listeners smoothly.

Review Quiz:

Q1. Who connects artists, record labels, and the music platform?

- A. Engineer
- B. Designer
- C. Label Relations Manager
- D. Singer

Q2. Before putting a song on a platform, where should the artist go first?

- A. App
- B. Music Label
- C. Playlist
- D. Server

Key Message:

Label Relations connects artists, record labels, and Amazon Music

SECTION 6 – The Search: Finding the Right Song

Teacher says:

“Watch what happens when Jr. Darshan types a song name with the wrong spelling. Notice how the app still finds the correct song.”

Ask students:

- Have you ever typed something wrong and still got the correct search result?
- How do you think the app guesses what you meant?
- What patterns might the app learn from many users?
- Why is search important in a music app?

Listen for / Expected answers:

- Students may mention Google, YouTube, music apps, or shopping apps.
- The app learns from many examples of searches and spelling mistakes.
- A pattern is something that repeats. For example, many people may spell the same song name in different ways.
- Search is important because users may not know the exact song name, spelling, artist, or language.
- The app is not “reading minds.” It is learning from examples and patterns.

Did You Know?

- 💡 Search systems can learn common spelling mistakes and still show the right result.
- 💡 Good search helps people find songs quickly and easily.

Review Quiz:

No formal quiz in this section.

Key Message:

Search helps users find the song they want, even if they do not type it perfectly.



SECTION 7 – Machine Learning and AI

Teacher says:

“Now meet Pavni, an Applied Scientist. Listen to how she explains machine learning using the example of practising math problems.”

Ask students:

- Why do teachers give many practice problems?
- What happens after we practise the same type of problem many times?
- How is this similar to a computer learning from examples?
- Where else have you seen apps recommend something to you?

Listen for / Expected answers:

- Practice helps us learn and improve.
- After practising, we can solve similar problems faster.
- Machine learning is similar. A system learns from many examples and uses that learning in new situations.
- Students may mention video recommendations, music recommendations, shopping suggestions, maps, games, or social media.
- A machine learning model is a system trained with examples so it can make better guesses or suggestions.
- In Amazon Music, machine learning can help correct spelling mistakes, find songs, and suggest songs a listener may enjoy.

Did You Know?

- 💡 Machine learning means a system learns from examples.
- 💡 A machine learning model can help with search, spelling corrections, and song recommendations.
- 💡 Applied Scientists train and test these models.

Review Quiz:

Q1. What does machine learning help the system do?

- A. Draw
- B. Learn
- C. Sleep
- D. Dance

Q2. What does the app use to find the correct song from different searches?

- A. Pattern
- B. Color
- C. Shape
- D. Sound

Key Message:

Machine learning helps apps learn from examples, find patterns, improve search, and suggest songs.

SECTION 8 – Rights Behind the Rhythm: Licensing

Teacher says:

“Now let us understand why Amazon Music needs permission before playing a song. Listen to Sanyukta explain licensing.”

Ask students:

- Why should we ask before borrowing someone’s pen, book, or idea?
- Who might own a song?
- Why does a music app need permission before playing songs?
- What could happen if rules are not followed?

Listen for / Expected answers:

- We ask permission because something belongs to someone else.
- A song may be owned by artists, lyricists, composers, singers, music labels, or other rights holders.
- A music app needs permission because songs are creative work.
- Licensing is that permission. It explains how, where, and for how long music can be played.
- If rules are not followed, it can be unfair to creators and may create legal problems.

Did You Know?

- 💡 Licensing is like a permission slip from the song owner.
- 💡 Songs can involve many people, including lyricists, composers, singers, artists, and music labels.
- 💡 Corporate lawyers help make sure agreements follow the law.



Review Quiz:

Q1. What do we need before playing a song on the app?

- A. Password
- B. License
- C. Code
- D. Design

Q2. Who makes sure all licensing rules are followed?

- A. Engineer
- B. Designer
- C. Lawyer
- D. Singer

Key Message:

Music apps need permission before playing songs. Lawyers help make sure music is used legally and fairly.

SECTION 9– Outro and Career Reflection

Teacher says:

“Komal and Jr. Darshan return to the computer lab. Now they have seen the people and technology behind Amazon Music. Think about what changed for them.”

Ask students:

- Which career did you find most interesting and why?
- What surprised you most about what happens when a song plays?
- Did this tour change how you think about apps or music?
- What is one skill you would like to learn after watching this tour?

Listen for / Expected answers:

- Students may mention engineering, design, product, program management, applied science, label relations, or law.
- Students may say they were surprised that one song needs servers, code, machine learning, licensing, and many teams.
- Students may say apps are not magic; people build and manage them.
- Skills may include coding, design, communication, problem-solving, maths, law, music, teamwork, or creativity.

Did You Know?

💡 Technology careers are not only about coding. They also include design, science, product thinking, program management, law, and partnerships.

💡 Big dreams can begin with small interests.

Review Quiz:

No formal quiz in this section.

Key Message:

Behind every song are people, technology, creativity, and teamwork. Students can imagine themselves in many future careers.

Final Wrap-Up Activity: My Reflections

Ask students to turn to the “My Reflections” section in their Key Student Learnings sheet.

Give students 3–4 minutes to complete the prompts:

- One new thing I learned
- How I use Amazon Music or any music app every day and why
- A career that inspired me and why

After students finish writing, invite 2–3 students to share their answers with the class.

Facilitator note: Students can answer in their own words or language. The goal is to help them connect the tour to their interests, daily life, and future possibilities.



Student and Teacher/Facilitator Feedback

Please collect feedback at the end of the session, after students complete the My Reflections page.

1. Student feedback

Ask students to complete the student feedback form or survey shared by the program team.

If a digital form is not available, ask these three questions by show of hands or on paper:

- Did you enjoy the Amazon Music Career Tour?
- Did you learn something new about technology or careers?
- Which career or idea did you like most?

2. Teacher/Facilitator feedback

After the class ends, the teacher or facilitator should complete the teacher/facilitator survey shared by the program team.

This feedback will help Amazon Future Engineer understand:

- Which sections students enjoyed most
- Which concepts needed more explanation
- Which careers students responded to
- Whether the guide and worksheet were easy to use
- What can be improved for future Career Tours