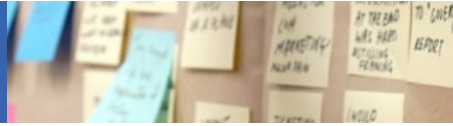


Business, Marketing, and Finance Career Cluster

The Business, Marketing, and Finance Career Cluster focuses on careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations.

Business Management Statewide Program of Study



The Business Management program of study teaches CTE learners how to plan, direct, and coordinate the administrative services and operations of an organization. Through this program of study, students will learn the skills necessary to formulate policies, manage daily operations, and allocate the use of materials and human resources. This program of study will also introduce students to mathematical modeling tools and organizational evaluation methods.

Secondary Courses for High School Credit

Level 1

- Principles of Business, Marketing, and Finance Regular and Dual Credit
- Business Information Management I

Level 2

- Virtual Business
- Business Information Management II Regular and Dual Credit

Level 3

- Business Management Regular and Dual credit
- Global Business
- Human Resources Management Dual Credit

Level 4

- Extended Practicum in Business Management Regular and Dual Credit
- Career Preparation I

Postsecondary Opportunities

Associates Degrees

- Business Administration
- Business/Commerce
- Public Administration
- Business Management

Bachelor's Degrees

- Business Administration
- Business/Commerce
- Public Administration
- Management Science

Master's, Doctoral, and Professional Degrees

- Business Administration
- Business Management
- Public Administration
- Management Science

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities

- Participate in Future Business Leaders of America (FBLA)

Work-Based Learning Activities

- Intern with a local business

Industry-Based Certifications

- Microsoft Office Specialist: Microsoft Access Expert (Access and Access 2019)
- Microsoft Office Specialist: Microsoft Excel Expert (Excel and Excel 2019)
- Microsoft Office Specialist: Microsoft Word Expert (Word and Word 2019)

- Microsoft Office Specialist-Excel*
- Microsoft Office Specialist-Word*

*IBC sunsetting 8/31/24

Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Administrative Service Managers	\$96,138	2,277	21%
Management Analysts	\$87,651	4,706	32%
General and Operations Managers	\$107,640	18,679	20%
Supervisors of Administrative Support Works	\$57,616	14,982	20%

Successful completion of the Business Management program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022

COURSE INFORMATION

COURSE NAME	COURSE NUMBER AND CREDITS	PREREQUISITES (PREQ) COREQUISITES (CREQ)	GRADE
Business Information Management I	8608 (1 credit)	None	9-12
Principles of Business, Marketing, & Finance Regular or DC	8601 OR 8601-6 (1 credit)	Dual Credit: SWTJC requirements	10-12
Business Information Management II Regular or DC	8609 or 8609-6 (1 credit)	Regular/Dual Credit: BIM I Dual Credit: SWTJC requirements	10-12
Virtual Business	8614 (.5 credit)	Principles of BMF	11-12
Global Business	8615 (.5 credit)	Principles of BMF	11-12
Business Management Regular or Dual Credit	8602 (1 credit) OR 8602-6 (.5 credit)	Regular: Prin BMF Dual Credit: SWTJC requirements	11-12
Human Resource Management Dual Credit	8604-6 (.5 credit)	SWTJC requirements	11-12
Extended Practicum in Business Management Regular or Dual Credit	8625 OR 8625-6 and 8625DC (3 credits)	Regular: BIM II or Bus. Mgmt. Dual Credit: SWTJC requirements	12
Career Prep I	8606 (3 credits)	None	12

COURSE DESCRIPTIONS

Business Information Management I:

Students will develop the knowledge and skills of Microsoft Office Applications in order to apply to a personal and/or workplace business situation with the use of a personal computer. The course focuses on word processing documents, developing a spreadsheet, creating a database, presentation management, Internet access, and emerging technologies. Students will also continue to develop keyboarding skills and will develop skills for success in the workplace.

Principles of Business, Marketing, & Finance Regular:

College Credits for DC: BUSI 1301 & BMGT 1301

Principles of Business, Marketing, & Finance Dual Credit

In the first semester, students will create their very own business! Students are given the opportunity to enjoy hands-on learning in all areas of business, including the process of building one from the ground up. The second semester allows students to learn to walk in the shoes of a supervisor. Through discussion, role-play, and group interaction students will gain familiarity with valuable leadership qualities, as well as experience in managing the diverse situations of the workplace.

Business Information Management II Regular:

College Credit for DC: POFI 2301 & POFI 1349

Business Information Management II Dual Credit:

Students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society in order to make a successful transition to the workforce after high school graduation. Students will develop skills to create complex word-processing documents, advanced spreadsheets using charts and graphs, and make an electronic presentation using Microsoft Office 2013 Applications.

Virtual Business:

Students incorporate a broad base of knowledge that includes the legal, managerial, marketing, financial, ethical, and international dimensions of business to make appropriate business decisions. Students will be able to identify steps needed to locate customers, set fees, and develop client contracts. Students will be able to provide administrative, creative, and technical services using advanced technological modes of communication and data delivery. The student builds a functional website that incorporates the essentials of a virtual business.

Global Business:

Students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and to make a successful transition to the workforce and postsecondary education. Students apply technical skills to address global business applications of emerging technologies. Students develop a foundation in the economical, financial, technological, international, social, and ethical aspects of business to become competent consumers, employees, and entrepreneurs. Students enhance reading, writing, computing, communication, and reasoning skills and apply them to the business environment.

Business Management Regular:

College Credit: BMGT 1327

Business Management Dual Credit

The various roles of managers and the corporate hierarchy are explored in this course. Students will focus on managerial concepts, issues, and terminology through communication and group work.

Human Resource Management Dual Credit:

College Credit: HRPO 2301

Students work on projects revolving around Human Resources. Students will build their resume, compete for the title of best interviewee, discover personality types, discover their communication abilities, and resolve real-world cases.

Extended Practicum in Business Management Reg. or DC:

College Credit: BMGT 1382

The course allows students the opportunity to work while still receiving school credit. Students are taught about finding their future careers, keeping, as well as leaving, a job, and how to expound on their employable talents.

Career Prep I:

Career Preparation I provides opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences.

Courses in yellow are advanced courses for endorsement purposes.

