



<p>Program Overview:</p>	<p>The School of Business is designed to capitalize on the trend toward a global market economy in the fields of Finance, Accounting, and Marketing. In addition, students will be enriched through job shadowing, mentorships, and internships in students' career interests.</p> <ul style="list-style-type: none"> • The Marketing and Entrepreneurship program is designed to prepare students for employment in various sales, customer service, advertising/ promotion, and first-line supervisory positions within wholesale, retail, and service establishments. Students are prepared to perform marketing functions and tasks as they relate to selling and retailing. Our Entrepreneurship students learn firsthand what it is like to start a business. All Marketing students are involved in DECA, a Career and Technical Education Student Organization where students learn leadership, personal development, and career exploration skills. • The Finance strand offers classes in Accounting, Banking, Financial Analysis, and Statistics and Risk Management. • The Business Management and Administration program offers Business Computer classes, along with the opportunity for certification in Microsoft Office and dual credit that can be applied to the Business Office Support Systems Associate Degree.
<p>General Requirements:</p>	<ul style="list-style-type: none"> • Students must score in the 50% or above on recent Standardized Achievement tests in Reading and Math. • Incoming 9th or 10th grade students only. • Apply through Skyward. Select Classical and Career – Business, Marketing & Finance
<p>Sequence of Courses:</p>	<p>9th Grade: CCM Business, Marketing, and Finance</p> <p>10th Grade: CCM Accounting I – DC ACNT 1303 & 1304 Business Law – DC BUSI 2301 Digital Media</p> <p>11th Grade: CCM Business Computer Information Management I – DC – POFI 1301 CCM Financial Analysis Advertising and/or Social Media Marketing</p> <p>12th Grade: CCM Business Computer Information Management II – DC POFI 1341 Accounting I, II and/or Entrepreneurship Practicum – DC MRKG 1311</p>
<p>Student Leadership Organization & Accomplishments:</p>	<ul style="list-style-type: none"> • DECA – International Career Development Conference <ul style="list-style-type: none"> ◦ International Qualifier – 2017 ◦ State Qualifiers – 2013, 2014, 2015, 2016, 2017, 2018 • Business Professionals of America • UIL
<p>Post High School:</p>	<ul style="list-style-type: none"> • Most DCCCD campuses offer Associate Degree programs in various business areas. • University of North Texas at Dallas and Denton • Texas A&M Commerce • Tarleton
<p>Instructors:</p>	<p>Christopher Fleming (cjfleming@garlandisd.net) – Mr. Fleming is a 20 year veteran of the marketing and advertising industry. As a former Marketing and Promotion Manager for brands like ESPN, 96.3 KSCS, Walt Disney, Clear Channel Outdoor, and iHeart Media, Mr. Fleming brings years of real world experience to all his classes. Mr. Fleming graduated with an associate degree in Public Relations from Oklahoma City Community College and a bachelor's in arts degree from the University of Oklahoma.</p> <p>Christie Milam (cmmilam@garlandisd.net) – 20 Years in the Financial Industry. She has taught at Lakeview Centennial for 18 years. With her Bachelor's in Business Administration and a Minor in Economics from Southern Methodist University, she is part owner of The Milam Consulting Group, LLC. With the Milam Consulting Group, she helps individuals develop strategic plans to manage their personal finances. Since acquiring her Accounting Clerk Certificate from Richland College, she has helped small businesses and non-profit organizations with their bookkeeping needs.</p>
<p>Testimonials:</p>	<p>Yuvraj Singh – Graduate of Temple University and Deal Closer at JP Morgan Chase in Philadelphia Alontra Evans – Retail Marketing Specialist at PrimeSource Building Products Christina Chapman – Business Systems Analyst – Perspecta Edgar Martinez – Risk Management / Insurance Professional State Farm Brianna Cannon – Fraud Investigator at Goldman Sachs</p>