Our MISSION
Educating today's learners for tomorrow's world.

Our VISION
West Fargo Public Schools prepares all learners with the knowledge and skills to be compassionate, contributing citizens in a rapidly changing world. We are dedicated to continuous improvement, engaging every student to become problem solvers and lifelong learners. Excellence is achieved through practices based in research, and by aligning all resources to support learning.

HIGH-WAGE, HIGH-SKILL, AND HIGH-DEMAND CAREERS

Administrative Support	Administrative Assistant • Office Manager • Customer Service Assistant • Desktop Publisher • Data Entry Specialist • Receptionist • Medical Transcriptionist • Legal Secretary
Business Information Management	Information Systems Manager • Accounting Clerk or Supervisor • Adjuster • Chief Technology Officer • Budget Analyst • Auditor • Business Consultant
General Management	General Manager • Business & Development Manager • Risk Manager • Public Relations Manager • Chief Executive Officer • Entrepreneur
Human Resources Management	Human Resource Manager • Industrial Relations Director • Compensation & Benefits Manager • Corporate Trainer • Personnel Recruiter • Public Relations Manager
Operations Management	Training & Development Manager • Sales Representative or Manager • Budget Analyst • Research & Development Manager • E-Commerce Analyst

PROGRAM OF STUDY: MARKETING

SUBJECT	9th Grade	10th Grade	11th Grade	12th Grade
Choice Ready Planning	Advisory	Advisory	Advisory	Advisory
Language Arts	English Language Arts 1	English Language Arts 2	English Language Arts 3	English Language Arts 4
Math	Algebra I	Geometry	Algebra II	College Algebra/Statistics*
Science	Biology	Physical Science	Environmental Science*	Elective*
Social Studies	World Geography	Western Civilization	United States History	Government/Economics
Pathway Courses	**Fundamentals of Bus/Pathway Elective**	**Business Finance/Business Law**	**Accounting I**	**Accounting II**
PE/Health 9 ELECTIVES 10-12	Health Physical Education	PE/Elective	PE/Elective	Electives
Recommended Electives: 2 per year	**Pathway Electives**: Web Design (0.5), Business Law (0.5), Journalism (1.0), Graphics (0.5), Marketing I (1.0), Marketing II (1.0), Intro to Coding and Gaming (0.5), Entertainment and Sports Marketing (0.5) **Global Electives**: Foreign Language (1.0), Music (1.0), Art (0.5), Public Speaking (0.5), Physical Education (0.5) or any other pathway elective in another Academy that has seats available.			

Student Leadership and Career and Technical Student Organization(s) – FBLA

Future Business Leaders of America is a co-curricular student organization for students enrolled in Business Education courses. FBLA inspires and prepares students to become community minded business leaders in a global society through relevant career preparation and leadership experiences. FBLA focuses on leadership development, academic competitions, high school programs, membership benefits, community services, and awards. Contact your high school FBLA Advisor to learn what it takes to become a member.

College & Career Experiences – Accessible to ALL Academy Program of Study Students

Community Speakers, Career Interest Inventory, College Application, College & Career Fair, College & Career Research, College and Career Speakers, College Presentations, Job Shadow, Mock Interviews, Personal Statements, Professional Interviews, Scholarship & Financial Aid, Senior Capstone, Ten Year Plan

Aligned Early Postsecondary Courses – Accessible to ALL Academy Program of Study Students

AP Seminar, AP Research, AP Lang & Comp, AP Lit & Comp, Fundamentals of Public Speaking, AP Biology, AP Chemistry, AP Environmental Science, AP Physics, Anatomy & Physiology, Microbiology, AP Calculus, College Algebra, Statistics, AP Human Geography, AP European History, AP U.S. History, AP U.S. Gov, AP Microeconomics, Psychology, Sociology

Professional Certification(s)

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Business Education Coordinated Plan of Study – ND Scholarship

Administrative Support		General Management		Accounting	
Course Name	Cr	Course Name	Cr	Course Name	Cr
BCA Exploring Bus. Computer Apps	.5	BCA Exploring Bus. Computer Apps	.5	BCA Exploring Bus. Computer Apps	.5
Fundamentals of Business	.5	Business/Personal Finance	.5	Business/Personal Finance	.5
Accounting I	1	Accounting I	1	Accounting I	1
Accounting II	1	Accounting II	1	Accounting II	1
Web Design	.5	Fund of Business	.5	Fund of Business	.5
Adv. Web Design	.5	Business Law	.5	Business Law	.5

Is This Pathway for You?

- Are you someone who likes to work with data to solve problems?
- Do you like to interact with all kinds of people?
- Do you like to come up with new ideas?
- Do you like to follow directions to complete a task?
- Do you consider yourself a leader who could be part of a team?
- Are you interested in technology and its ongoing innovation?
- Have you ever dreamed of owning your own business?
- Do you enjoy using math to solve problems?
- Are you able to communicate your ideas to diverse audiences?

North Dakota Business Management & Administration Related Post-Secondary Programs

Pathway	Certificate or Associate's Degree	Bachelor's Degree	Master's Degree or More
Administrative Support	☐ Administrative Assistant (BSC, DCB, LRSC, NHSC) ☐ Bookkeeping (DCB) ☐ Business/Office Technology (CCCC, NDSCS, SBC, UTTC) ☐ Computer Applications (CCCC) ☐ Computer Support Specialist (BSC, TMCC) ☐ Office Administration (BJCC, DSU) ☐ Reception Services (DCB)		
Business Information Management	☐ Business Management (MaSU, NDSCS, RC, UTTC, WSC) ☐ Computer Information Systems (BSC, DCB, NDSCS) ☐ Information Processing Specialist (BSC) ☐ Information Tech/Management (DCB, LRSC, NDSCS, NHSC, RC, SBC, WSC) ☐ Management Information Systems (NDSCS) ☐ Small Business Management (DCB)	☐ Applied Business Information Technology (MiSU) ☐ Business Communication (UM) ☐ Business Process Integration Management (VCSU) ☐ Computer Information Systems (MaSU, UM, UND) ☐ Information Technology Management (RC, UM) ☐ Management Communication (NDSU) ☐ Management Information Systems (MiSU, NDSU)	☐ Information Systems (MiSU)
General Management	☐ Business Administration transfer (BSC, CCCC, DCB, LRSC, NDSCS, NHSC, SBC, TBC, TMCC) ☐ Business Education transfer (BSC, DCB) ☐ Computer Support Specialist (BSC, TMCC) ☐ Entrepreneurship (BSC, CCCC, NDSCS, SBC, TMCC) ☐ Management (BSC)	☐ Applied Management (MiSU) ☐ Business Administration (DSU, MaSU, NDSU, SBC, TBC, UTTC, UJ, UM, VCSU) ☐ Business Education (DSU, MiSU, UM, VCSU) ☐ Entrepreneurship (UND) ☐ International Business (MiSU) ☐ Management (MiSU, NDSU, RC, UND, VCSU) ☐ Public Administration (UND)	☐ Business (UM) ☐ Business Administration (NDSU, UM, UND) ☐ Management (MiSU) ☐ Project Management (UM) ☐ Public Administration (UM, UND)
Human Resources Management	☐ HR and Organizational Leadership (RC)	☐ Human Resource Management (DSU, UND, VCSU) ☐ Human Resources and Organizational Leadership (RC)	
Operations Management		☐ Business Economics (UND) ☐ Business Management (RC, UM) ☐ Business Systems Analysis (RC) ☐ Management Communication (NDSU) ☐ Operations & Supply Chain Management (UND)	