JUMP START! 2.0 Pathway Brief

BUSINESS MANAGEMENT

For incoming freshmen 2020–2021

BUSINESS MANAGEMENT & ADMINISTRATION

OVERVIEW

The Business Management and Administration Jump Start 2.0 Pathway focuses on careers that plan, organize, direct, and evaluate all or part of a business organization. Students will learn fiscal responsibility when allocating and using financial, human, and material resources. Pathway coursework equips students to give support needed to make all aspects of a business run, whether training new employees or leading as a top executive. This pathway also encompasses social media use as a marketing strategy to promote and keep businesses relevant.

COLLEGE AND CAREER CONNECTIONS

Finding high-wage career opportunities directly out of high school can be challenging. It typically requires advanced capstone credentials accompanied by work experience and/or apprenticeships in the field.

High School to Career	Community/Technical College to Career	University to Career
Administrative Assistant	Executive Secretaries and Executive Administrative Assistants	Management Professional
Customer Service Representative	Human Resource Assistant	Human Resources Director
Payroll Clerk	Business and Office Management	Business and Office Operations Management
Digital Layout Designer	Communications Specialist	Social Media/Market Research Strategist

CAPSTONE CREDENTIALS

In order to graduate, Jump Start students must earn at least one credential from the options below.

Regional (Emerging)	Basic	Advanced
Career and Technical Certificate (LCTCS)*	Certificate of Technical Studies (LCTCS)*	Technical Diploma (LCTCS)*
Customer Service and Sales	**Adobe Certified Professional:** • After Effects • Animate • Dreamweaver • Illustrator • InDesign • Photoshop • Premier Pro	Adobe Certified Professional in Visual Design
	Business Operations Credential	
Louisiana Micro-Enterprise - Regional	CIW Internet Business Associate	Fundamentals of JavaScript, Functional Programming and Web Development, Lvl 2
Microsoft Office Specialist: • Access • Word, PowerPoint AND Excel	Geographic Information System - Entry Level Technician Certification	
	Fundamentals of JavaScript, Functional Programming and Web Development, Lvl 1	
	Louisiana Micro-Enterprise - Statewide	

**Aligned to pathway.*

K16 PATHWAY ALIGNMENT

UNIVERSAL DOCUMENTS

CDF ELIGIBLE COURSES • **JUMP START FUNDING** • **UNIVERSAL COURSE CODES**

Course Name	½ Credit Course Code	1 Credit Course Code	2 Credit Course Code	3 Credit Course Code
Accounting II		040104		
Administrative Support Occupations		040201		
Advanced Finance	080671			
Advanced Javascript, Programming, and Web Development		080520	080526	
Advanced Nutrition and Food	100301	100303		
Advanced Technical Drafting		110590		
Advanced Television Broadcasting I		080000	080002	080003
Advanced Television Broadcasting II		080005	080012	080013
Advertising & Sales Promotion		041042		
Agriscience II		010302		
Agriscience III		010303		
Agriscience IV		010304		
Barber I			312912	312913
Barber II			312922	312923
Barber III			312932	
Barber IV			312942	
Basic Technical Drafting		110560		
Business Communications		040305 OR 125030		
Business Economics	080610			
Business English (Vocational)		040302		
Business Enterprises for the Visually Impaired		080901		
Business in a Global Economy	080660			
Business Math		040307		
Carpentry I		310600	310602	310603
Carpentry II		310605	310612	310613
CIW Database Design		080505		
CIW Internet Business		040405		
CIW Networking Technology		061120		
CIW Website Development		040415		
Coding for the Web: LSU Partnership		040244		
Computer Technology Literacy		040220 OR 061101		
Consumer Finance and Banking		080250		
Cosmetology I		310900	310902	310903
Cosmetology II		310905	310912	310913
Cosmetology III			310914	310915
Cosmetology IV			310916	310917
CTE Internship I (Non-CDF)	110406	110402	110403	
CTE Internship II (Non-CDF)		110404	110405	
Data Manipulation and Analysis (LSU Partnership)		080532		
Desktop Publishing		040207 OR 061114		
Digital Graphics and Animation		061115		
Digital Media I		080800	080802	080803
Digital Media II		080805	080812	080813
Digital Media III		080831	080832	080833
Digital Media IV		080834	080835	080836
Digital Story Telling: LSU Partnership		040241		

Course Name	½ Credit Course Code	1 Credit Course Code	2 Credit Course Code	3 Credit Course Code
Economics		220201		
Economics (Vocational)		040208		
Economics: AP Macroeconomics		220603		
Economics: AP Microeconomics		220605		
Economics: DE - CECN 2213 Macroeconomics		220608		
Economics: DE - CECN 2223 Microeconomics		220609		
Economics: DE - ECON 2113 Economic Principles		220202		
Engineering Economy: LSU Partnership		144200		
Ethics In Business	080640			
Financial Planning	080630			
Financial Services	080620			
Fundamentals of HTML, CSS, and Javascript		080523		
Fundamentals of Industrial Scaffolding		310631	310632	
Fundamentals of Real Estate		041044		
Graphics Arts I		311600	311602	311603
Graphic Arts II		311605	311612	311613
Graphic Arts III		311614	311615	311616
Graphic Arts IV		311617	311618	311619
Hospitality Marketing	080760			
Introduction to Computational Thinking		061141		
Introduction to Computational Thinking for STEM (LSU Partnership)	061140			
Introduction to Social Media		080818		
Keyboarding	040225	040229		
Keyboarding Applications	040226			
Lodging Management I		040502	040503	040504
Lodging Management II		040505	040506	040507
Managerial Accounting	080691			
Marketing Management		041052		
Marketing Research		041053		
Media Arts I		030810		
Media Arts II		030820		
Media Arts III		030830		
Media Arts IV		030840		
Medical Terminology	090149	090151		
Multimedia Productions		061116		
Principles of Accounting	080690			
Principles of Finance	080670			
Principles of Hospitality and Tourism	080710			
Principles of Marketing I		041025		
Principles of Marketing II		041026		
Pro Start I	100306	100307	100308	100309
Pro Start II		100321	100322	100323
Professional Web and Mobile Development				080533
Publications I (Newspaper)		050605		
Publications II (Newspaper)		050606		
Publications I (Yearbook)		050603		
Publications II (Yearbook)		050604		
Retail Marketing		041043		

Course Name	½ Credit Course Code	1 Credit Course Code	2 Credit Course Code	3 Credit Course Code
Speech II		051102		
Sports and Entertainment Marketing		041060		
Tourism Marketing		041081		
Web Design	040210 OR 080830	040211		
Word Processing		040203		