

Explore your  
possibilities



With the opportunity to earn college credits\* and industry certifications, the **General Management Career Pathway** prepares students for opportunities in the Business Sector beyond high school.

#### Post-secondary Education Programs

- Certificate, Business Analytics
- Certificate, Small Business Management
- Associates of Applied Science, Accounting
- Associates of Applied Science, Business Studies
- Bachelor of Science, Accounting
- Bachelor of Science, Business Administration
- Bachelor of Science, Entrepreneurial Studies
- Bachelor of Science, Global Business
- Bachelor of Science, Management or Marketing
- Bachelor of Science, Supply Chain Management

#### General Management Careers

- Entrepreneur
- Brand Specialist
- General Manager
- Senior Manager
- HR Manager
- Finance Director
- Payroll Specialist
- Buyer
- Operations Manager
- Small Business Owner
- Marketing Manager
- Business Analyst
- Facilities Manager
- Sales Representative
- Retail Store Manager
- Business Consultant
- Management Analyst
- Account Executive

*\* Students who complete Entrepreneurship I & II may be eligible to receive college credits from MCCC.*

**Career & Technical Education  
Student Organization (CTSO)**



~Future Business Leaders of America~

For additional information on CTE, Career Clusters® & Pathways, FBLA, and Labor Market data visit:

#### NJ Department of Education

[www.nj.gov/education/cte](http://www.nj.gov/education/cte)  
[www.nj.gov/education/cte/career](http://www.nj.gov/education/cte/career)

#### NJ Department of Labor & Workforce Development

[www.nj.gov/labor/career-services](http://www.nj.gov/labor/career-services)

#### US Bureau of Labor Statistics Occupational Outlook Handbook

[www.bls.gov/ooh/home.htm](http://www.bls.gov/ooh/home.htm)

#### Future Business Leaders of America

[www.fbla-pbl.org](http://www.fbla-pbl.org)



### Contact Us



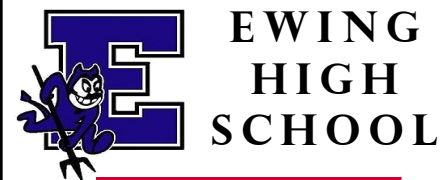
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## Career & Technical Education (CTE)

2021-2022  
Career Pathway Guide  
for

**Business  
Management &  
Administration**



ideas competition market teamwork  
sales profit  
team  
venture BUSINESS PLAN  
innovation customer support opportunities goals strategy performance  
marketing

Follow Your Dreams to become an **Entrepreneur**...  
 ...in the ***Business Management & Administration CTE Program!***

• **CAREER CLUSTER & PATHWAY DESCRIPTION** •

The **Business Management & Administration CTE Career Cluster** and **General Management Career Pathway** prepares learners for careers in planning, organizing, directing and evaluating business functions essential to efficient and productive business operations through the allocation and use of financial, human, and material resources.

• **PATHWAY COURSE SEQUENCE** •

The **General Management Career Pathway** is sequenced according to knowledge and skills. The sequence includes **introductory**, **concentrator**, and **capstone** courses which should be taken in order.

**General Management Career Pathway Course Sequence**

**Business Organization & Management**

This course is designed to help the student acquire an understanding of business organization, procedures, and management. It is further designed to help individuals who will work in business, who may manage a business, and who may eventually own their own business. **OR**

**Principles of Marketing**

Principles of Marketing introduces students to the foundations and functions needed to successfully market goods, services and ideas to consumers. While students study business foundations, economics, selling, human relations, communications, logistics, promotion, and pricing, they will also see marketing as a career choice from a "big picture" perspective.

**Entrepreneurship I**

Entrepreneurship I is designed to provide students with the skills and knowledge currently needed to successfully own and operate a successful business in today's global business world. Through the Virtual Enterprise (VE) platform, students learn to become successful future businesswomen and businessmen by transforming classes into companies and bridging the divide between the classroom and the working world. Through hands-on curricula and under the guidance of a teacher-facilitator, the students create and manage all aspects of their virtual company.

**Entrepreneurship II\***

Delving deeper into the concepts of business ownership, this course will focus on expanding students' knowledge of sound entrepreneurial practices to sustain longevity in the competitive market. Students continue to grow their Virtual Enterprise (VE) business and emphasis is placed on trading internationally as well as focusing on advanced marketing strategies for increasing profits. Professional employment skills are honed to prepare students to be college and career ready.

\* **NOCTI** **General Management Pathway Assessment industry credential will be administered.**

**Did you Know?**

**Career & Technical Education**

• Career and Technical Education (CTE) is an education pathway that **provides students with academic and technical skills needed to be successful** citizens and workers in a global economy.

• **CTE gives purpose to learning** by emphasizing real-world skills and practical knowledge.

• CTE programs consist of a series of courses that **prepares learners for high-wage, high-skill, and in-demand careers** that are aligned with workforce needs.

• Students enrolling in **CTE programs develop workforce skills employers need most:** teamwork, critical thinking, professionalism, decision-making, and interpersonal communication.

• High School **CTE programs equip students with the competencies to pursue postsecondary training or higher education.**

• In CTE, **students can explore 16 Career Clusters® and 79+ Pathways.**

