



Business Careers: Business Management

Course Description:

The Business Management program is a fast-paced, hands-on experiential learning environment designed to help students understand the world of business in four key areas: business knowledge, business communications, functions of management and leadership, and retail operations.

- Instructional emphasis is on management and leadership within the business world.
- Will utilize the Gallup strengths program to develop their talents for future success.
- Hands-on learning of the retail process through management and operation of the **Port 31** school store and **Port Dash** (similar to DoorDash) using skills learned in the classroom.
- Operating and managing social media for the **Port 31** school store including data analytics, content creation, promotions, etc.



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Students who would benefit from this program are those who enjoy working with people and are willing to take risks. Students will leave class with increased confidence, better leadership skills, a professional online presence, and a deeper understanding of their strengths and talents.

High School Credit: Students will earn elective credit at their high school upon completion of this course. Please see a high school counselor (based on district decision) for eligibility towards 4th-year math-related credit, VPAA credit, and waived credits for third year science and second year world language.

College Credit: Articulated and direct credit may be earned through Muskegon Community College (9+); Baker (up to 6) and Davenport (up to 9).

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LENGTH OF PROGRAM

1 year

Instructor:

Lori Grams
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ParaPro:

Amanda Bauer
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Related Careers with 2022 Median Annual Pay from O*Net

■ Marketing Manager	\$140,040
■ HR Specialist	\$ 64,240
■ PR Specialist	\$ 67,440
■ Bookkeeper	\$ 45,860
■ And many more	

Experience the CTC Difference!



TO ENROLL

bit.ly/CTCenroll



QUESTIONS?

Contact Jannette Bole
jbole@oaisd.org



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Careerline Tech Center

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Course Outline:

1st Semester: Production (economics), finance, operations, marketing and management, retail operations: Port 31 team development, marketing aspects, management and leadership.

2nd Semester: Deeper dive into management (planning, organizing, staffing, directing, controlling, leadership/communications) and business operations of Port 31.

Resources Used:

EmpowerED Program, Junior Achievement, NRF, Retail Sales Academy, Canva, Google Suite.

Port 31: Digital communications including social media and POS Clover/Big Commerce Systems.

Postsecondary Partners:

Baker College, Davenport University, and Muskegon Community College

Work-Based Learning: All students at CTC have the opportunity to participate in experiences (such as guest speakers, tours, and work experiences) that connect them with local employers in their program area.

Safety & Certification Trainings Provided:

Communication Skills in Business, Microsoft Office, National Retail Federation Customer Service, eFoodhandlers, and OSHA 10-Hour General Industry. Also may earn certification in Microsoft Office Excel, Word and PowerPoint.

Student Leadership Opportunities: Students can participate in activities with classmates and outside community partners to strengthen their leadership skills through becoming team leads and store supervisors, community service projects and work with organizational partners.

Capstone: Upon course completion and with teacher recommendation, qualifying students may extend their learning through Capstone. This highly independent course has rigorous attendance and employability requirements. Enrollment starts in May. See your work-based learning coordinator for more information.