



Business Academy





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What is the Business Academy?





The Business Academy is a program where students will be empowered to succeed in post high school life with an emphasis on business education. They will be able to collaborate and communicate effectively, appreciate multiple perspectives, solve problems, innovate, and reflect.

The P-CEP Business Academy students will be placed on a four-year academic pathway that will focus on corporate skills while addressing College and Career readiness to develop the future leaders of a global, free-enterprise society.

Graduates of the program will be prepared for acceptance into competitive post-secondary institutions or entry-level business positions.





Marketing Pathway



Four-Year Plan

BUSINESS ACADEMY MARKETING PATHWAY 4-Year Program Plan

	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Academy Course	Business Foundations & Technology	Marketing – Business Academy	Advanced Marketing Sales & Services	Marketing Capstone
Qualifying Credit	VPAA Credit	VPAA Credit	*2 nd Year World Language after taking Marketing and Advanced Marketing	*Applied Math Credit

* These qualifying credits are still under consideration.

NOTE: All four courses must be completed in order for a student to receive any college credit with Schoolcraft College.





Business Foundations and Technology

- ◇ Business Organizations
- ◇ Management
- ◇ Accounting
- ◇ Production
- ◇ Human Resources
- ◇ Diversity
- ◇ Google Platform
- ◇ Microsoft Office
- ◇ Adobe Suites
- ◇ Soft/Professional skills



Marketing

- ◇ Marketing Basics
- ◇ Economics
- ◇ Promotion Strategies
- ◇ Distribution
- ◇ Product/Service planning
- ◇ Careers
- ◇ Developing Marketing Plans





Advanced Marketing Sales and Services

- ◇ Sports and entertainment
- ◇ Social media marketing
- ◇ Strategic sales management
- ◇ Business operations
- ◇ Communication
- ◇ Promotions





Marketing Capstone

- ◇ All academy students must successfully complete a capstone project, which is the culmination of the student's participation in the Business Academy.
- ◇ The course will utilize the project management process to work with a local business or organization to identify a specific problem with the current business operations and implement marketing solutions.
- ◇ Areas of focus will include promotional activities, technology integration, customer service improvement, branding, or product development. This will be a self-directed project with the guidance and direction of the academy teacher and business partners.





**Schoolcraft
College**



**WAYNE STATE
UNIVERSITY**





Schoolcraft College and Wayne State University Mike Ilitch School of Business to turn your P-CCS courses into College Credit!

- ◇ Receive 12 college credits through the P-CCS Business Academy to apply towards your associate degree.
- ◇ ALL four courses must transfer as a block of courses for any credit to be received.
- ◇ Participate in special college visit opportunities
- ◇ Enjoy access to college resources
- ◇ Earn additional college credit through dual enrollment.





February 2, 2022

Application posted on District website

February 10, 2022

Application due by noon

February 11, 2022

Families are notified of lottery results



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Questions?

