



Self Regional Human Services and Business Academy

Major Descriptions

	<p style="text-align: center;"><u>Health Science</u></p> <p>The mission of South Carolina secondary health science education programs is to prepare high school students with broad foundational knowledge and skills needed by all healthcare professionals. Programs are tailored to meet the needs of individual students and postsecondary education requirements. Through HOSA Future Health Professionals, a career and technical student organization that supports the health science career cluster, students have opportunities to develop their leadership skills, participate in community service, and apply for scholarship awards. Work- based learning experiences may include job shadowing, internships, and other clinical experiences that allow students to observe and learn from healthcare professionals.</p>	<p style="text-align: center;"><u>Sports Medicine</u></p> <p>Sports Medicine emphasizes sports medicine career exploration and the prevention of athletic injuries, including the components of exercise science, kinesiology, anatomy, first aid, and CPR. . The Sports Medicine program also emphasizes the recognition and care of common injuries and illnesses sustained by a physically active population. A priority will be placed on understanding the current research and evidence based practices affecting the practice of sports medicine professionals. Students will develop policies, procedures, and guidelines based on these aspects, as well as explore detailed treatment and rehabilitation procedures for common athletic injuries.</p>
<p style="text-align: center;"><u>Information Management</u></p> <p>The information management major offers students a comprehensive understanding of how information technology is applied in the business world. Through a blend of theoretical learning and hands-on projects, students explore topics such as database management, business analytics, digital marketing, e-commerce, and information systems management. They develop practical skills in software applications, data analysis, and website development, while also learning about cybersecurity, privacy concerns, and ethical considerations in business information technology. The program prepares students for careers in fields such as business analysis, information technology management, digital entrepreneurship, or further education in related disciplines.</p>	<p style="text-align: center;"><u>Cosmetology</u></p> <p>The Cosmetology Program is designed to prepare students to qualify and successfully complete all requirements for a South Carolina Cosmetology license. Students receive training that follows the guidelines and regulations established by the South Carolina Labor, Licensing, and Regulation Cosmetology Board. The course of study includes Sanitation and Safety, Professionalism and Salon Management, Sciences of Cosmetology, Professional Hair Care Skills, Professional Nail Care Skills, Professional Skin Care Skills, and Unassigned Specific Needs. Instruction in chemistry, bacteriology, anatomy, and physiology of the face, head, arms, and hands is incorporated by means of theory and practical application on both mannequins and live models</p>	<p style="text-align: center;"><u>General Management</u></p> <p>The general management major provides students with a broad understanding of the principles and practices essential for effective leadership and management in various business contexts. Through a combination of classroom instruction, case studies, and practical projects, students learn about topics such as organizational behavior, strategic planning, marketing, finance, human resources, and operations management. They develop skills in critical thinking, decision-making, communication, and teamwork, while also gaining insights into entrepreneurship, innovation, and global business trends. The program prepares students for entry-level positions in business administration, management, or further education in related fields.</p>
<p style="text-align: center;"><u>Finance</u></p> <p>The business finance major provides students with a comprehensive understanding of financial principles and practices essential for success in the world of finance and business. Through a blend of theoretical learning and practical applications, students explore topics such as financial markets, investments, corporate finance, financial analysis, and risk management. They develop skills in budgeting, financial planning, interpreting financial statements, and making informed investment decisions. The program may also cover topics related to personal finance, such as managing credit, saving, and investing. Students gain hands-on experience through simulations, case studies, and projects that mirror real-world financial scenarios. The program prepares students for careers in finance, accounting, banking, or further education in related fields.</p>	<p style="text-align: center;"><u>Marketing Communication</u></p> <p>The marketing communication major offers students a comprehensive understanding of marketing principles and strategies with a focus on effective communication. Through a blend of theoretical learning and hands-on projects, students explore topics such as consumer behavior, market research, branding, advertising, public relations, and digital marketing. They develop skills in communication, creativity, critical thinking, and strategic planning as they learn to develop marketing campaigns that resonate with target audiences. The program emphasizes the use of various communication channels, including social media, websites, print media, and video production, to convey compelling messages and build brand awareness. Students gain practical experience through real-world projects, internships, or partnerships with local businesses, preparing them for careers in marketing, advertising, public relations, or further education in related fields.</p>	

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