

Business, Marketing, & Finance

Strengthen your business skills

The Accounting & Financial Services, Business Management, and Marketing & Sales programs of study equip students with essential skills in finance, leadership, and consumer engagement. Students learn how to analyze financial records, manage business operations, and develop effective marketing strategies, while gaining experience with mathematical modeling, data analysis, and organizational planning to prepare for success in a wide range of business careers.

This pathway focuses on building skills in finance, business operations, and marketing to prepare students for careers in the business and financial world.



PROGRAMS OF STUDY

Accounting & Financial Services

INTRODUCTION COURSE

Principles of Business, Marketing and Finance, and/or Money Matters
Business Information Management I

CONCENTRATION COURSE

Accounting I
Financial Mathematics
Entrepreneurship

CONCENTRATION COURSE

Accounting II

ADVANCED COURSE

Securities and Investments
Practicum in Business Management

Business Management

Principles of Business, Marketing and Finance
Business Information Management I

Business Law
Business Information Management II
Entrepreneurship I

Human Resources Management

Statistics and Business Decision Making
Career Preparation I

Marketing & Sales

Principles of Business, Marketing, and Finance
Management I

Fashion Marketing
Sports and Entertainment Marketing
Entrepreneurship

Social Media Marketing
Advertising
Insurance Operations

Statistics and Business Decision Making
Practicum in Marketing
Career Prep

Industry-Based Certifications

- **Entrepreneurship and Small Business**
- **Skudent Social Media Marketing Certification**
- **Customer Service and Sales Certified Specialist**
- **Accounting Foundations**
- **Microsoft Excel Expert (Excel and Excel 2019)**
- **Volunteer Income Tax Assistance/Tax Counseling Certification: Basic**

Exploration Activities

- Participate in DECA

Work-based Learning

- Do an internship with a local marketing firm
- Shadow a real estate agent
- Intern at a local retail company
- Get an internship with a local business or chamber of commerce
- Get an internship with a local accounting firm
- Shadow a financial advisor as an intern at an investment company