

Business Management & Administration Programs of Study

- Business Management
- Office Management

Business Management Courses and Sequencing

Level 1 C12H26 Introduction to Business and Marketing

- **1 credit, open to grades 9 & 10**
- Introduction to Business and Marketing is an introductory course designed to give students an overview of the Business Management and Administration, Marketing, and Finance career clusters. The course helps students prepare for the growing complexities of the business world by examining basic principles of business, marketing, and finance in addition to exploring key aspects of leadership, ethical and social responsibilities, and careers. Students' academic skills in communications, mathematics, and economics are reinforced with activities modeled in the context of business topics.

Level 2 C12H16 Business Communications

- **1 credit, prerequisite(s): Introduction to Business and Marketing**
- This course is designed to develop students' effective oral, written, and electronic communication skills. This course cultivates skills in multiple methods of correspondence, including social media, electronic publishing, design, layout, composition, and conferencing. Upon completion of this course, proficient students will be able to demonstrate successful styles and methods for professional business communications using the proper tools to deliver effective publications and presentations. Students will use a variety of computer software and hardware tools currently used within the industry, with an emphasis on design and digital communication features to present information.

Level 3 C12H17 Business Management

- **1 credit, prerequisite(s): Introduction to Business and Marketing**
- Business Management focuses on the development of the planning, organizing, leading, and controlling functions required for the production and delivery of goods and services. This applied knowledge course addresses the management role of utilizing the businesses' resources of employees, equipment, and capital to achieve an organization's goals. Students will participate in a continuing project throughout the course in which, individually or in teams, they will present recommendations to improve an existing business.

Level 4 C12H23 Virtual Enterprise International (year long Course)

- **1 credit per semester, prerequisite(s): Introduction to Business and Marketing**
- **Satisfies ½ credit for Economics Graduation Requirement**

- Virtual Enterprises International (VE) is a simulated business environment. The VE students will be involved in actual on-the-job work experiences, including accounting, personnel administration, management, and marketing. The only difference between the VE and an actual business is that no material goods are produced or legal tender exchanged. However, services will be provided. Working teams, students will develop and enhance oral and written communication skills through initiative, responsibility, and creativity.

Optional Course Work Based Learning Course

C12H61 Work-Based Learning: Business Management Career Practicum (WBL)

- **1 credit, up to 2 credits per year, open to grades 11 & 12**
- Admission into this class is by application only. A student must have a 90% attendance rate for the semester immediately preceding enrollment in this class. Their place of employment must correlate to their chosen Elective Focus and a significant portion of the hours worked must be during the normal school day. Students must be enrolled in a CTE that is related to their job. Students must maintain school attendance of a minimum of 90%, passing grades in all courses, and be able to legally drive to the job site. This course allows students to leave the school campus daily to gain real-world occupational experience.

Office Management Courses and Sequencing

Level 1 -C12X00 Computer Applications

- **1 credit, open to grades 8-12.**
- **EPSO: MOS Industry Certifications**
- This course is designed to develop computer technology skills and basic proficiency in word processing, spreadsheets, databases, and presentations. Students will use a variety of computer software and hardware tools, features of an electronic information network, and common software applications. Students will explore the historical, social, and ethical issues of using computer technology. The students will develop skills that will assist them with efficient production; accurate production analysis; management of information, and design and presentation of a multimedia project.

(option 2) Level 1 C12H26 Introduction to Business and Marketing

- **1 credit, open to grades 9 & 10**
- Introduction to Business and Marketing is an introductory course designed to give students an overview of the Business Management and Administration, Marketing, and Finance career clusters. The course helps students prepare for the growing complexities of the business world by examining basic principles of business, marketing, and finance in addition to exploring key aspects of leadership, ethical and social responsibilities, and careers. Students' academic skills in communications, mathematics, and economics are reinforced with activities modeled in the context of business topics.

Level 2 -C12H16 Business Communications

- **1 credit, prerequisite(s): Introduction to Business and Marketing or Computer Applications**
- This course is designed to develop students' effective oral, written, and electronic communication skills. This course cultivates skills in multiple methods of correspondence, including social media, electronic publishing, design, layout,

composition, and conferencing. Upon completion of this course, proficient students will be able to demonstrate successful styles and methods for professional business communications using the proper tools to deliver effective publications and presentations. Students will use a variety of computer software and hardware tools currently used within the industry, with an emphasis on design and digital communication features to present information.

Level 3 -C12H17 Business Management

- **1 credit, prerequisite(s): Introduction to Business and Marketing or Computer Applications, and Business Communications**
- Business Management focuses on the development of the planning, organizing, leading, and controlling functions required for the production and delivery of goods and services. This applied knowledge course addresses the management role of utilizing the businesses' resources of employees, equipment, and capital to achieve an organization's goals. Students will participate in a continuing project throughout the course in which, individually or in teams, they will present recommendations to improve an existing business.

Level 4 -C12H25 Advanced Computer Applications

- **1 credit, prerequisite(s): Computer Applications**
- **EPSO: MOS Industry Certification**
- Capstone course provides students with the necessary skills in project-based problem-solving using current technologies and prepares for industry certification in word processing, spreadsheet, and multimedia application using Microsoft Office.

Optional Course Work Based Learning Course

- **C12H60 Work-Based Learning: Office Management Career Practicum (WBL)**
 - **1 credit, up to 2 credits per year, open to grades 11 & 12**
 - Admission into this class is by application only. A student must have a 90% attendance rate for the semester immediately preceding enrollment in this class. Their place of employment must correlate to their chosen Elective Focus and a significant portion of the hours worked must be during the normal school day.
 - Students must be enrolled in a CTE that is related to their job. Students must maintain school attendance of a minimum of 90%, passing grades in all courses, and be able to legally drive to the job site. This course allows students to leave the school campus daily to gain real-world occupational experience.

Business Management Courses for Elective Credit

C12H21 Business Economics

- **1/2 credit, open to grades 11 & 12**
- **satisfies 1/2 credit of Economics graduation requirement**
- This course provides an in-depth study of fundamental concepts, free enterprise trading practices, and the various players in the economic system. Topics include the production, marketing, and distribution of goods and services, as well as the roles of financial institutions, the government, and the individual within the free enterprise system. Students will explore various careers related to the economy. International trade and economics have become an integral part of Business Economics.

C12H20 American Business & Legal Systems

- **1/2 credit, open to grades 10, 11, & 12**
- **satisfies 1/2 credit of Government graduation requirement**
- The American Business Legal Systems course provides students with an understanding of the legal framework in which American business functions. The students will evaluate the influence of the free enterprise system in a democratic society on daily decisions. Students will analyze the alliance between capitalism and democracy and be better prepared to influence future decisions in the public and private sectors of the United States of America.

Marketing, Distribution, and Logistics Programs of Study Entrepreneurship

Level 1- C31H23 Introduction to Entrepreneurship

- **1 credit, open to grades 9 & 10**
- Entrepreneurship is an applied knowledge course that begins with the discovery process of generating new business ideas. Students research local, national, and international social and economic trends and analyze the feasibility of their own proposed businesses, both from a market demand and revenue-producing standpoint. Based on their entrepreneurial endeavors, students will prepare, write, and revise a business plan. In preparation for the business plan, students will conduct market research, study ownership structures, evaluate risks, examine startup costs, determine essential vendors, and identify sources of capital and financing options. Students will also draft, refine, and rehearse entrepreneurship pitches developed from their business plans to present during course intervals and to give final presentations after the course. Upon conclusion of this course, proficient students will be able to articulate and defend elements of a full business plan for a new business.

Level 2 - C31H00 Marketing and Management I: Principles

1 credit, prerequisite(s): Introduction to Business & Marketing or Introduction to Entrepreneurship

- **Satisfies the Economics graduation credit**
- Marketing and Management I: Principles focus on the study of marketing concepts and their practical applications. Students will examine the risks and challenges that marketers face to establish a competitive edge in the sale of products and services. Topics covered include foundational marketing functions such as promotion, distribution, and selling, as well as coverage of economics fundamentals, international marketing, and career development.

Level 3 - C31H05 Entrepreneurship

- **1 credit, prerequisites Introduction to Entrepreneurship**
- **Satisfies the ½ credit of Economics graduation credit & Personal Finance Graduation Requirement**
- Entrepreneurship is an applied knowledge course that begins with the discovery process of generating new business ideas. Based on their entrepreneurial endeavors, students will prepare, write, and revise a business plan. In preparation for the business plan, students will conduct market research, study ownership structures, evaluate risks, examine startup costs, determine essential vendors, and identify sources of capital and financing options. Students will also draft, refine, and rehearse entrepreneurship pitches developed from their business plans to present during course intervals and to give final presentations at the conclusion of the

course. Upon conclusion of this course, proficient students will be able to articulate and defend, elements of a full business plan for a new business.

Level 4 Option 1-C12H23 Virtual Enterprise International

- **1-2 credits, prerequisites Introduction to Entrepreneurship and Marketing and Management 1, Entrepreneurship**
- **Satisfies ½ credit of Economic graduation credit**
- Virtual Enterprises International (VE) is a simulated business environment. The VE students will be involved in actual on-the-job work experiences, including accounting, personnel administration, management, and marketing. The only difference between the VE and an actual business is that no material goods are produced or legal tender exchanged. However, services will be provided. Working in teams, students will develop and enhance oral and written communication skills through initiative, responsibility, and creativity. The VE experience will weave together several academic disciplines and occupational subjects, thereby overcoming the fragmentation of subjects. The course will link learning to applications and real-life experiences. The goal is to create a learning environment that, through a series of activities, integrates school and workplace to enhance learning. Laboratory facilities and experiences simulate those found in business and industry. Virtual Enterprise International 1 credit substitutes for Economics credit.

Level 4 Option 2 - C12H35 Business & Entrepreneurship Practicum

- **1 credit, prerequisites Introduction to Entrepreneurship and Marketing and Management 1, Entrepreneurship**
- Business & Entrepreneurship Practicum is a capstone course intended to provide students with the opportunity to apply the skills and knowledge learned in previous Business and Marketing courses within a simulated startup environment or authentic business setting. The course is structured to allow students the creativity to develop, launch, and market original business ideas. It is ideal for students who wish to pursue careers as future business owners or entrepreneurs. Practicum activities can take place around student-led startups under the supervision of the instructor or in collaboration with a business incubator. The standards in this course can also be used to promote student participation in work-based learning (WBL) experience through an internship or other off-campus or virtual arrangement. Upon completion of the practicum, proficient students will be prepared to further develop their business ideas into viable ventures or continue their studies at the postsecondary level.

Optional Course Work Based Learning Course

- **C31H29 Work-Based Learning: Entrepreneurship Career Practicum (WBL)**
 - **1 credit, up to 2 credits per year, open to grades 11 & 12**
 - Admission into this class is by application only. A student must have a 90% attendance rate for the semester immediately preceding enrollment in this class. Their place of employment must correlate to their chosen Elective Focus and a significant portion of the hours worked must be during the normal school day.
 - Students must be enrolled in a CTE that is related to their job. Students must maintain school attendance of a minimum of 90%, passing grades in all courses, and be able to legally drive to the job site. This course allows

students to leave the school campus daily to gain real-world occupational experience.