**BUSINESS MANAGEMENT & ADMINISTRATION CAREER CLUSTER DESIGN**

Business Entrepreneurship & Management Pathway –

**Approved Pathway:**

1. Includes minimum of three secondary-level credits.
2. Includes a work-based element.
3. Consists of a sequence: Introductory-level, Technical-level, and Application-level courses.
4. Supporting documentation includes Articulation Agreement(s), Certification, Program Improvement Plan, and a Program of Study.
5. Technical-level and Application-level courses receive .5 state-weighted funding in an approved CTE pathway.

CIP Code 52.0799

***INTRODUCTORY LEVEL***

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| \*Business Essentials | 12050 | .5 credit |

***TECHNICAL LEVEL***

\*Business Economics  12105 .5 credit \*Business Management 12052 .5 credit

\*Entrepreneurship 12053 .5 credit

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| Supportive Courses (Optional; Limited to 2 credits) | | | | | | |
| Accounting | 12104 | 1 credit |  | Internet Marketing | 12162 | 1 credit |
| Business Communications | 12009 | .5 credit |  | Production Welding Processes I | 39207 | 1 credit |
| Business Law | 12054 | .5 credit |  | Remodel & Building Maintenance | 17009 | .5 credit |
| Principles of Marketing | 12164 | 1 credit |  | Web Page Design | 10201 | 1 credit |
| Woodworking Principles | 17007 | 1 credit |  | Residential Carpentry I | 17002 | 1 credit |
| Drafting/CAD | 21107 | 1 credit |  | Culinary Essentials | 16052 | .5 credit |
| Ag Welding I | 18404 | 1 credit |  | Found. Early Childhood Develop. | 19052 | 1 credit |
| IB Business & Management | 12059 | 1 credit |  |  |  |  |

***APPLICATION LEVEL***

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| \*Applied Business Development | 32200 | 1 credit |

\*Required for pathway approval

**12050 Business Essentials .5 credit Introductory Level**

**Introductory-level course for Business Management and Administration, Hospitality and Tourism, Marketing and Finance Career Clusters**

This is a core course designed to give students an overview of the business, marketing and finance career cluster occupations. Students will develop an understanding of how academic skills in mathematics, economics, and written and oral communications are integral components of success in these occupations. Students will examine current events to determine their impact on business and industry and legal and ethical behavior, acquire knowledge of safe and secure environmental controls to enhance productivity, determine how resources should be managed to achieve company goals, and identify employability and personal skills needed to obtain a career and be successful in the workplace. As students learn about different types of business ownership, they will interpret industry laws and regulations to ensure compliance, identify principles of business management, and analyze business practices to determine ethics and social responsibilities.

**12052 Business Management .5 credit** **Technical Level**

Business Management courses acquaint students with management opportunities and effective human relations. These courses provide students with the skills to perform planning, staffing, financing, and controlling functions within a business. In addition, they usually provide a macro-level study of the business world, including business structure and finance, and the interconnections among industry, government, and the global economy. The course may also emphasize problem-based, real-world applications of business concepts and use accounting concepts to formulate, analyze, and evaluate business decisions.

**12053 Entrepreneurship .5 credit Technical Level**

**Technical-level course for Business Management and Administration, Hospitality and Tourism, Marketing and Finance Career Clusters**

Entrepreneurship courses acquaint students with the knowledge and skills necessary to own and operate their own businesses. Topics from several fields typically form the course content: economics, marketing principles, human relations and psychology, business and labor law, legal rights and responsibilities of ownership, business and financial planning, finance and accounting, and communication.

**12105 Business Economics .5 credit** **Technical Level**

Business Economics course integrates economic principles (such as free market economy, consumerism, and the role of American government within the economic system) with entrepreneurship/business concepts (such as marketing principles, business law, and risk).

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**12104 Accounting 1 credit Technical Level**

Accounting courses introduce and expand upon the fundamental accounting principles and procedures used in businesses. Course content typically includes the full accounting cycle, payroll, taxes, debts, depreciation, ledger and journal techniques, and periodic adjustments. Students may learn how to apply standard auditing principles and to prepare budgets and final reports. Calculators, electronic spreadsheets, or other automated tools are usually used. Advanced topics may include elementary principles of partnership and corporate accounting and the managerial uses of control systems and the accounting process.

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| **12009 Business Communications .5 credit Technical Level** |  |  |

Business Communications courses help students to develop an understanding and appreciation for effective communication in business situations and environments. Emphasis is placed on all phases of communication: speaking, listening, thinking, responding, reading, writing, communicating non-verbally, and utilizing technology for communication. Business communication functions, processes, and applications in the context of business may be practiced through problem-based projects and real-world applications.

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| **12054 Business Law .5 credit Technical Level** |  |  |

This course identifies and promotes the skills needed in law and law associated professions. Topics include the origins, ethics, structures, and institutions of law. It concentrates on several types of law including criminal, civil, consumer, contract, property, agency, employment, family and environmental law. The intent of the class is to allow areas of concentration once all of the competencies are met.

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| **12164 Principles of Marketing 1 credit Technical Level** |  |  |

This course develops student understanding and skills in such areas as channel management, marketing-information management, market planning, pricing,

product/service management, promotion, and selling.

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| **12059 IB Business & Management 1 credit Technical Level** |  |  |

IB Business and Management courses prepare students to take the International Baccalaureate Business and Management exam at either the Subsidiary or Higher level. In keeping with Individual and Society courses, IB Business and Management promotes problem-solving by identifying the problem, selecting and interpreting data, applying appropriate analytical tools, and recommending solutions by evaluating their quantitative and qualitative implications. These courses also equip students with knowledge and understanding of business terminology, concepts and principles.

**32200 Applied Business Development 1 credit Application Level**

Applied Business Development students will practice skills of planning, organizing, directing and controlling functions of operating a business while assuming the responsibilities and risks involved. Students will develop skills in enterprise development, market analysis and financial preparation. These courses include classroom activities as well as involving further study of the field and discussion regarding real-world experiences and applications that students encounter in owning and managing a business.