

Business and Marketing Technology Education Course Information 2022-2023

Program Description

Business and Marketing Technology programs are designed to prepare individuals to:

- Perform managerial functions
- Make educated financial decisions
- Apply business and marketing principles to provide goods and services
- Utilize technology to communicate effectively

Career and Technical Student Organization (CTSO)

CTSOs for Business and Marketing Technology programs of study include FBLA (Future Business Leaders of America) and/or DECA. Either of the CTSOs shall be an integral part of each CTE Program of Study. Local chapters of each CTSO shall follow the guidelines, goals, and objectives of the respective State and National organization, and participate in local, district, state, and national events of that organization.

Each district CTSO must be chartered annually in conjunction with the national and state offices. Recruitment, retention, and participation will be evaluated by the Arkansas Department of Education-Division of Career and Technical Education for program approvals each year.

Business and Marketing Technology Classroom Safety (Middle & High School)

Business and Marketing Technology programs are based on real world tasks and technology usage that can sometimes be hazardous; therefore, student safety must be of the utmost concern.

Caution must be exercised when working with cords and equipment. The specifications for the layout of the classroom should be a major priority to ensure student safety. Please refer to the safety specifications on the Business and Marketing Technology Occupational Area website:

<https://dcte.ade.arkansas.gov/Page/OccupationalProgramAreas>

Scroll down to Business and Marketing Technology > Click on Safety Audit Checklist.

Middle School Required CTE Courses

Courses 399050 Keyboarding **OR** 399320 KeyCode shall be instructed between grades 5-8, **AND** 399280 Career Development shall be instructed in grades 7 or 8 annually.

- For Keyboarding or KeyCode course description, refer to the Business and Marketing Technology Operational Guide.
- For Career Development course description, refer to the Career Readiness/Work-Based Learning Operational Guide.

High School Career Clusters include (1) Business, Management, and Administration, (2) Finance, (3) Hospitality and Tourism, (4) Marketing Sales and Service, and (5) Transportation, Distribution, and Logistics.

Middle Level Business and Marketing Technology Courses

Course Code	Course Name	Credit	5th	6th	7th	8th
399050	Keyboarding	N/A	X	X	X	X
399320	KeyCode	N/A			X	X
356880	Office Technology Skills	N/A	X	X		
356870	Technology Essentials	N/A	X	X		
388930	Introduction to Business & Marketing	N/A				X
399040	Exploring Business Applications	N/A			X	X

High School Level Programs of Study by Career Cluster

CAREER CLUSTER: BUSINESS, MANAGEMENT, AND ADMINISTRATION	
Pathway	Program of Study
Administrative Support	Management
	Office Administration
	Medical Office Administration
CAREER CLUSTER: FINANCE	
Pathway	Program of Study
Accounting	Accounting
	Banking
	Business Finance
CAREER CLUSTER: HOSPITALITY AND TOURISM	
Pathway	Program of Study
Travel and Tourism	Hospitality and Tourism
CAREER CLUSTER: MARKETING SALES AND SERVICES	
Pathway	Program of Study
Marketing Management	Marketing Business Enterprise
Marketing Research	Digital Marketing
Merchandising	Retail Management
CAREER CLUSTER: TRANSPORTATION, DISTRIBUTION, AND LOGISTICS	
Pathway	Program of Study
Logistics Planning and Management Services	Supply Chain and Logistics

High School Pathways and Programs of Study by Career Cluster

Career Cluster: Business, Management, and Administration
Pathway: Administrative Support
Program of Study: Management

Level 1	Level 2	Level 3
Survey of Business (492120)	Management (492320)	<ul style="list-style-type: none"> • Accounting I (492100) • Dual Enrollment or Concurrent Credit Introduction to Management • Career Practicum-Bus: Management and Administration (490630) • Any <u>approved</u> concurrent credit contributing to specificity for this program of study **
<u>Industry Recognized Credentials (IRC)</u>		

Note: Elective courses (Business Communications (492060), Advanced Database (492140), and Advanced Spreadsheets (492450)) complement the Management Program of Study, but do not count toward concentrator status.

Career Cluster: Business, Management, and Administration
Pathway: Administrative Support
Program of Study: Office Administration

Level 1	Level 2	Level 3
Survey of Business (492120)	Business Procedures (492380)	<ul style="list-style-type: none"> • Business Law I (492070) + Business Law II (492080) • Accounting I (492100) • Dual Enrollment or Concurrent Credit Introduction to Management • Career Practicum-Bus: Management and Administration (490630) • Any <u>approved</u> concurrent credit contributing to specificity for this program of study **
<u>Industry Recognized Credentials (IRC)</u>		

Note: Elective courses (Business Communications (492060), Advanced Database (492140), and Advanced Spreadsheets (492450)) complement the Office Administration Program of Study, but do not count toward concentrator status.

Career Cluster: Business, Management, and Administration
Pathway: Administrative Support
Program of Study: Medical Office Administration

Level 1	Level 2	Level 3
Survey of Business (492120)	Medical Office Administration (492690)	<ul style="list-style-type: none"> Medical Coding and Billing (490840) Accounting I (492100) Business Law (492070) + Business Law II (492080) Career Practicum- Bus: Management and Administration (490630) Dual Enrollment or Concurrent Credit Legal Environment of Business Dual Enrollment or Concurrent Credit 2301 Business Communications Any <u>approved</u> concurrent credit contributing to specificity for this program of study**
<u>Industry Recognized Credentials (IRC)</u>		

Career Cluster: Finance
Pathway: Accounting
Program of Study: Accounting

Level 1	Level 2	Level 3
Survey of Business (492120)	Accounting I (492100)	<ul style="list-style-type: none"> Accounting II (492110) Career Practicum-Bus: Finance (490610) Dual Enrollment or Concurrent Credit Principles of Accounting I Any <u>approved</u> concurrent credit contributing to specificity for this program of study**
<u>Industry Recognized Credentials (IRC)</u>		

Note: Personal Finance (0.5 credit) is an elective course that supplements the Accounting Program of Study but does not count toward concentrator status. However, Personal Finance (0.5 credit) will satisfy the requirements of Act 466 and Act 480.

Career Cluster: Finance
Pathway: Accounting
Program of Study: Banking

Level 1	Level 2	Level 3
Survey of Business (492120)	Principals of Banking (492090)	<ul style="list-style-type: none"> Advanced Banking (490860) Career Practicum-Bus: Finance (490610) Accounting I (492100) Dual Enrollment or Concurrent Credit Principles of Accounting I Any approved concurrent credit contributing to specificity for this program of study**
<u>Industry Recognized Credentials (IRC)</u>		

Career Cluster: Finance
Pathway: Accounting
Program of Study: Business Finance

Level 1	Level 2	Level 3
Survey of Business (492120)	Financial Planning (492290)	<ul style="list-style-type: none"> Securities, Investments, Risk, and Insurance (492000) Accounting I (492100) Career Practicum-Bus: Finance (490610) Any approved concurrent credit contributing to specificity for this program of study**
<u>Industry Recognized Credentials (IRC)</u>		

Note: Financial Planning (1.5 credit)

Career Cluster: Hospitality and Tourism
Pathway: Travel and Tourism
Program of Study: Hospitality and Tourism

Level 1	Level 2	Level 3
Survey of Business (492120)	Tourism Industry Management (492260)	<ul style="list-style-type: none"> Hospitality Administration (492250) + Arkansas Tourism Industry (492230) Career Practicum-Bus: Hospitality and Tourism (490620) Any approved concurrent credit contributing to specificity for this program of study**
<u>Industry Recognized Credentials (IRC)</u>		

Career Cluster: Marketing Sales and Services
Pathway: Marketing Management
Program of Study: Marketing Business Enterprise

Level 1	Level 2	Level 3
Survey of Business (492120)	Marketing Business Enterprise (492330)	<ul style="list-style-type: none"> Advanced Business and Market Strategies (490850) Small Business Operations (492700) Marketing Management (492350) Accounting 1 (492100) Career Practicum- Bus: Marketing Sales, and Service (490640) Any <u>approved</u> concurrent credit contributing to specificity for this program of study**
<u>Industry Recognized Credentials (IRC)</u>		

Personal Finance (0.5 credit) is an elective course that supplements the Marketing Business Enterprise Program of Study. It does not count toward concentrator status. However, Personal Finance will satisfy the requirements of Act 466 and Act 480.

Career Cluster: Marketing Sales and Services
Pathway: Marketing Research
Program of Study: Digital Marketing

Level 1	Level 2	Level 3
Survey of Business (492120)	Digital Marketing (492760)	<ul style="list-style-type: none"> • Markets and Analytics (492800) • Career Practicum-Bus: Marketing Sales, and Service (490640) • Any approved concurrent credit contributing to specificity for this program of study**
<u>Industry Recognized Credentials (IRC)</u>		

Career Cluster: Marketing Sales and Services
Pathway: Merchandising
Program of Study: Retail Management

Level 1	Level 2	Level 3
Survey of Business (492120)	Retail Business (490820)	<ul style="list-style-type: none"> • Small Business Operations (492700) • Accounting I (492100) • Digital Marketing (492760) • Career Practicum- Bus: Marketing Sales, and Service (490640) • Any approved concurrent credit contributing to specificity for this program of study**
<u>Industry Recognized Credentials (IRC)</u>		

Career Cluster: Transportation, Distribution, and Logistics
Pathway: Logistics Planning and Management Services
Program of Study: Supply Chain and Logistics

Level 1	Level 2	Level 3
Survey of Business (492120)	Introduction to Supply Chain and Logistics (492770)	<ul style="list-style-type: none"> • Transportation and Distribution (490830) • Accounting I (492100) • Career Practicum- Bus: Transportation, Distribution and Logistics (490650) • Any approved concurrent credit contributing to specificity for this program of study**
<u>Industry Recognized Credentials (IRC)</u>		

Note: The following courses are supplemental courses and can be offered within Business and Marketing Programs of Study but do not count toward concentrator status:

1. Advanced Spreadsheets (492450)
2. Advanced Database (492140)
3. Business Communications (492060)
4. Personal Finance (491990)*
5. Organizational Leadership I/II (492790)

*Satisfies requirements of Act 480 and 466

**Contact the DCTE Business and Marketing Program to request information on the approval process for concurrent credit courses to be counted toward completion of a program of study. Office phone number is 501-682-1500.

Concentrator vs. Completer

Who is a CTE Concentrator? A CTE Concentrator is a secondary student that has completed one foundational CTE credit and one additional CTE credit for a total of two CTE credits within the same approved CTE program of study.

Who is a CTE Completer? A CTE Completer is a secondary student that has completed courses as required in Level 1, Level 2 and Level 3 within the same approved CTE program of study.

MIDDLE LEVEL COURSES

Exploring Business Applications 399040

**Semester Credit: 0
Grade Levels: 7-8**

Exploring Business Applications is a one-semester course with emphasis given to computer concepts and operations, programming and design, computer software, and the implications of technology in society and ethics. This course is designed to provide students with an understanding of the fundamental uses for computer applications and technology in business and careers.

Introduction to Business & Marketing 388930

**Semester Credit: 0
Grade Level: 8**

Introduction to Business is a one-semester course designed to highlight each of the Business and Marketing Technology career clusters and pathways for the Division of Career and Technical Education. Emphasis is placed on the following: Understanding the importance of Career and Technical Student Organizations (CTSO), Soft skill development, Career Clusters and pathways as offered at the high school level including, Business Management and Administration, Information Technology, Finance, Hospitality and Tourism, Transportation, Distribution and Logistics, and Marketing Sales and Services.

Keyboarding (grades 5-8) 399050

**Semester Credit: 0
Levels: 5-8**

Keyboarding is a one-semester course designed to help students develop speed and accuracy by learning the touch operation of alphanumeric/keyboard characters. Emphasis is placed on the following: mastery of the keyboard with desirable keyboarding techniques, development of speed and accuracy, and proper care of the equipment. Keyboarding is a foundation for developing entry-level skills for business careers.

KeyCode 399320

**Semester Credit: 0
Grade Levels: 7-8**

KeyCode is a one-semester course designed to cover the state keyboarding and computer science coding block standards. Emphasis is placed on the following: understanding the importance of Career and Technical Student Organizations (CTSO), soft skill development, operation, and management of classroom equipment, touch-typing method, simple document formatting, and the computer science-coding block. A minimum of 5 weeks shall be dedicated to students using keyboarding skills as they relate to formulating algorithms as well as create, analyze, test and debug computer programs to solve real-world problems. A text-based programming language is required to accomplish these tasks.

Office Technology Skills 356880

**Semester Credit: 0
Grade Levels: 5-6**

This is a nine-week support course that will help students begin building a solid foundation of basic technology skills that will promote proper technology habits to prepare them for ongoing academic and career pursuits.

Technology Essentials 356870

**Semester Credit: 0
Grade Levels: 5-6**

This nine-week course will help students develop foundational technology skills necessary for continued success in academic and career pursuits. Topics covered include foundational word processing and editing, presentation design and delivery, and foundational spreadsheet skills, as well as safe computing and online habits.

High School Courses

Advanced Banking

Credit: 1

490860

Grade Levels: 9-12

This two-semester course addresses all aspects of consumer and commercial lending as well as financial and insurance statements. Other topics addressed in this course include managing loan files, assessing risk in lending understanding issues of regulation and compliance, bankruptcy, credit reports, and appraisals.

Advanced Business and Marketing Strategies

Credit: 1

490850

Grade Levels: 9-12

This course encourages students to work in partnership with business and industry leaders in the community to analyze and solve real-world problems. Students completing projects in the course could benefit significantly from the use of resources and data from local businesses. Instructors are encouraged to leverage existing partnerships and to build on advisory committee relationships as they reach out to business owners or managers for authentic scenarios, materials, and other business information from which students could learn.

Advanced Database

Credit: .5

492140

Grade Levels: 9-12

Students will work with multiple table operations, forms, and reports. Student will learn advanced database features to manipulate and present data through advanced queries, calculated controls, macros, switchboards, custom forms/reports, sub forms, sub reports, joins, relationships, and more. Students will explore techniques in sharing, integrating, analyzing, and managing a relational database. *The prerequisite for this course is Survey of Business (492120).*

Advanced Spreadsheet Applications

Credit: .5

492450

Grade Levels: 9-12

Advanced Spreadsheet is designed to provide students with in-depth coverage of higher-level skills, including: creating and working with tables, pivot tables, pivot charts, managing multiple worksheets and workbooks, using advanced functions and filtering, developing an application, and working with financial tools. A basic review of creating and formatting a workbook, working with functions, and creating charts and graphics is used as an introduction into this course also.

Arkansas Tourism Industry

Credit: .5

492230

Grade Levels: 9-12

Arkansas Hospitality is a one-semester course designed to familiarize students with Arkansas careers in hospitality and the opportunities available to promote travel and tourism in the state. Emphasis will be on the food industry, transportation industry, lodging industry, and tourist attractions within the various geographical locations in the state.

Business Communications

Credit: .5

492060

Grade Levels: 9-12

Business Communications is a semester course that will explore concepts, theories, and skills that lead to communicating effectively and appropriately in a variety of workplace situations. This course will cover communications basics for verbal, nonverbal, and written communications, as well as application of advanced level communication skills, incorporating teamwork, collaboration, and technology.

**Business Law I
492070**

**Credit: .5
Grade Levels: 9-12**

Business Law I covers the history and evolution of our law, the fundamental elements of the American legal system, and its common law origins. The scope of the course will include: the application and operation of the legal system in the remedy of business disputes, the development and operation of the court system, regulatory law for business firms, consumer protection, and contract law.

**Business Law II
492080**

**Credit: .5
Grade Levels: 9-12**

Business Law II covers the standards of law that govern our business and personal affairs in today's marketplace. It is designed to help students better understand the business world in which they live, gain confidence in conducting business, and be better prepared to recognize legal problems in management of an enterprise. Topics will include: credit and bankruptcy, commercial paper, employment and agency, forms of business organization (proprietorships, partnerships, and corporations), real and personal property, bailments, and insurance.

**Business Procedures
492380**

**Credit: 1
Grade Levels: 9-12**

Business Procedures provides students with concepts and skills in technology, communication, human relations, financial and record management, and employability skills that can be applied in the management and administration of an office.

**Computerized Accounting I
492100**

**Credit: 1
Grade Levels: 9-12**

Computerized Accounting I emphasizes on basic accounting principles as they relate to both manual and computerized financial systems. Instruction is on an integrated basis, using computers, spreadsheet software, and electronic calculators as the relationships and processes of manual computerized accounting are presented. Entry-level skills in the accounting occupations can be attained.

**Computerized Accounting II
492110**

**Credit: 1
Grade Levels: 10-12**

Computerized Accounting II is designed to provide students with the knowledge, understanding, and skills necessary for college and career readiness. Departmental and corporate accounting systems are components of the course with emphasis given to computerized software and automated systems.

The prerequisite for this course is Computerized Accounting I (492100).

**Digital Marketing
492760**

**Credit: 1
Grade Levels: 9-12**

This is a two-semester project-based course that enhances technology skills, job search and employability skills along with communication skills. Students will create an online electronic career portfolio focused on an individual career path, create, digital marketing campaigns [including content marketing, social media, and viral marketing campaigns], participate in video conferencing, cloud-based collaboration, and learn and practice other workplace related communication technologies and channels. Students will apply verbal and nonverbal communication skills related to both spoken and written communications; technology will be used to enhance these skills. Productivity programs and apps will be used to teach time management, organization and collaboration skills, cloud storage and computing. Students will also create career-related documents according to professional layout and design principles and will also learn the photo and video editing skills needed to create promotional and informational business communications and viral marketing campaigns.

**Fashion Merchandising
492190**

**Credit: .5
Grade Levels: 9-12**

Fashion Merchandising is designed to offer an overview of fashion and merchandising industry. It provides the foundation in preparing students for a wide range of careers available in the different levels of the fashion, merchandising and retail industry. Emphasis is given to historical development, marketing, customer service, retailing, fashion, merchandising, and design.

**Financial Planning and Wealth Management*
492290**

**Credit: 1.5
Grade Levels: 10-12**

Financial Planning and Wealth Management introduces students to the basic concepts of economics and financial literacy then build on those topics to provide a more in-depth study of wealth management and personal financial planning. Components of financial planning and strategies used in the accumulation and conservation of wealth will be the focus. Strategies for investing, tax, insurance, and retirement planning, as well as estate planning will be studied. In addition, basics of business financial planning will also be discussed, including the purpose and use of financial statements in making business decisions.

According to the Commissioner's Memo Number **LS-18-049 dated **12/15/2017**, this course will meet Act 480 requirements, will embed the Economics standards, and will also count as a CTE elective for Business and Marketing programs of study. Students completing this course will receive 1.5 credits (1 career focus and .5 economics). Read the full Commissioner's Memo at this [link](#).*

Hospitality Administration

Credit: .5

492250

Grade Levels: 9-12

Hospitality Administration is an in-depth study of the hospitality industry. Students will become familiar with careers in hospitality and the primary segments of the hospitality industry. The importance of personal presentation, communication skills, guest satisfaction, the ability to perform business math, along with marketing concepts will also be covered in this course. **The prerequisite for this course is Tourism Industry Management (492260).**

Introduction to Supply Chain and Logistics

Credit: 1

492770

Grade Levels: 9-12

Introduction to Supply Chain Management & Logistics is a year-long course that introduces students to the supply chain and logistics industry. The content emphasizes beginning knowledge key to the success of working in the supply chain & logistics industries. Students study and gain a basic understanding of logistics, transportation, operations, warehousing, supply chain technology, transportation systems, SCOR model, and customer service skills ultimately learning how to buy, make and deliver products. Students will have the opportunity to explore careers in the supply chain and logistics industry.

Keyboarding (9-12)

Credit: 0

690050

Grade Levels: 9-12

Keyboarding helps students develop speed and accuracy by learning the touch operation of alphanumeric/keyboard characters. Emphasis is placed on the following: mastery of the keyboard with desirable keyboarding techniques, development of speed and accuracy, and proper care of the equipment. Keyboarding is a foundation for developing entry-level skills for business careers. Only students who failed or did not take Keyboarding in the 7th or 8th grade are to be enrolled in this course. **This is a foundation course.**

**Management
492320**

**Credit: 1
Grade Levels: 9-12**

Management is designed to prepare students for managerial careers. Students will study the value of soft skills in the business environment. Other topics will include: the role of a manager, business organization and government regulations, information and communication systems and the use of technology, business finance principles, product/service development, production, marketing, distribution, pricing, and human resources management.

**Marketing Business Enterprise
492330**

**Credit: 1
Grade Levels: 10-12**

Marketing Business Enterprise is a one-year course designed to offer an overview of the American business enterprise system. A study of various forms of ownership, internal organization, management functions, and financing as they relate to business. The course content focuses on the aspects of marketing and managing a small business enterprise; risk management; the use of technology; legal, ethical, and social obligation of businesses; savings and investments; taxes and government.

**Marketing Management
492350**

**Credit: 1
Grade Levels: 10-12**

Marketing Management is designed to develop decision-making skills through the application of marketing and management principles. Competencies will be accomplished by utilizing various instructional methods, resources, and direct involvement with marketing businesses. The course will focus on organization, finance, risks, credit, technology, and social aspects. Although not mandatory, many students can benefit from the on-the-job training component for this course. *The prerequisite for this course is Marketing (492330).*

**Markets and Analytics
492800**

**Credit: 1
Grade Levels: 10-12**

This two-semester course extends training in managing digital marketing content and data to maintain brand integrity, customer satisfaction, and profitability of a business. Students will learn strategies for creating effective digital marketing content directed toward specific target markets and for specific online platforms. Students will also explore and practice various methods for gathering and analyzing data to maximize return on investment for digital and content marketing efforts. *The prerequisite for this course is Digital Marketing (492760).*

**Medical Coding and billing
490840**

**Credit: 1
Grade Levels: 11-12**

Students will be introduced to healthcare systems and the electronic medical records as it pertains to the field of medical coding and billing. Students will be exposed to the medical terminology used to describe human anatomy and physiology. Students will also be introduced to the field of health informatics.

**Medical Office Management
492690**

**Credit: 1
Grade Levels: 9-12**

Medical Office Management is designed to teach students concepts and skills that will be applied in the management and administration of a medical office. The course will focus on careers in the medical office environment, office management skills, patient billing and collections, patient/client service skills, ethics, medical terminology, and health information management.

Organizational Leadership I
492780

Credit: .5
Grade Levels: 10-12

Organizational Leadership I offers a foundation for understanding and evaluating organizational leadership. It is designed to assist student leaders in developing a framework for understanding and becoming effective leaders. This course examines topics such as professionalism, organizational behavior, trends and issues, creativity, innovation, leadership, and teamwork.

Organizational Leadership II
492790

Credit: .5
Grade Levels: 10-12

Organizational Leadership II offers a fundamental understanding and evaluation of organizational leadership. It is designed to assist student leaders and aspiring student leaders in developing a mindset of leadership with the skills and knowledge necessary to become an effective organizational leader. This course examines topics such as traits and motives of leaders, influence tactics, conflict resolution, leadership development, and succession planning.

Personal Finance
491990

Credit: .5
Grade Levels: 9-12

The purpose of this course is to teach students the essential skills for continued financial success throughout life, helping them to be responsible and contributing citizen and members of society. This is a one-semester course designed to increase personal finance knowledge and skills and prepare students to successfully manage financial resources. This course also focuses on the individual's role and financial responsibilities as a student, citizen, consumer, and active participant in the business world. Emphasis is also placed on activities and competitions within career and technical student organizations (i.e., FBLA, DECA, FCCLA). This course is aligned with and will satisfy the requirements set forth in Arkansas Act 480.

Principles of Banking
492090

Credit: 1
Grade Levels: 9-12

Banking is designed to educate students with real-world banking and financial situations through a partnership with a local financial institution. Completion of this course provides students with a foundation for continued education in finance and business administration, specializing in occupations that support banking and financial institutions. The course aims to provide the student with an introduction to the role of money, financial markets, financial institutions, and monetary policy in the economy, thus providing a solid foundation for further study or employment in the financial services industry.

Retail Business
490820

Credit: 1
Grade Levels: 9-12

The Retail Business course will provide students an overview of the retailing industry from a regional, national, and global perspective. Students will increase awareness and knowledge of key elements within the retail industry including business operations, marketing, sales, supply, and production, merchandising, promotion, selling, analyzing, and forecasting sales, operations, and inventory control. The course will also focus on fundamental retail processes and related careers that are essential to maintaining production, purchasing, inventory, and a sustainable supply chain to help ensure products are readily available for consumers. Students will also explore retail operations used within different types of retail companies, on-line and e-commerce businesses, and future trends within the retail industry.

Securities, Investments, Risk, and Insurance
492000

Credit: 1
Grade Levels: 9-12

Securities, Investments, Risk, and Insurance provides students with the tools and techniques needed for short-term earnings and long-term saving and investing strategies while emphasizing an understanding of the value of money. In addition, ethical and professional characteristics will be addressed. Project-based learning opportunities will be used to introduce students to the real-world applications of insurance planning, risk management, and investment avenues of personal financial planning.

**Small Business Operations
492700**

**Credit: 1
Grade Levels: 10-12**

Small Business Operations prepares students who are interested in learning how to manage a small business. Students are required to participate in laboratory work. The lab experience will consist of operating a School Based Enterprise. In addition to the lab work, students will also complete a series of lessons designed to prepare them for the transition to higher education and/or an entrepreneurial career.

Specific documentation will be required to be submitted to DCTE. *The prerequisite for this course is Marketing Business Enterprise (492330).

**Survey of Business
492120**

**Credit: 1
Grade Levels: 9-12**

Survey of Business is a two-semester course. It is designed to introduce students to business and marketing programs of study and related technology to help students succeed in business and marketing careers. The clusters and related programs of study are: Business Management & Administration: Management, Medical Office Administration, and Office Administration; Finance: Accounting, Banking, and Securities, Investments, Risk and Insurance; Hospitality and Tourism: Hospitality and Tourism; Marketing: Marketing Business Enterprise, Digital Marketing and Retail Management; and Transportation, Distribution, and Logistics: Supply Chain and Logistics. Using industry-recognized software, students will focus on skills in word processing, spreadsheets, database, presentations, and cloud computing as they relate to business and marketing careers. This course will focus on skills needed to obtain Microsoft Office Specialist (MOS) certifications. Computerized Business Applications is designed to prepare students in the use of software that is industry recognized. Topics include: word processing, spreadsheets, database, presentations, and cloud computing. This course will focus on skills needed to obtain Microsoft Office Specialist (MOS) certifications.

This course is a core requirement for all clusters, pathways, and programs of study in Business and Marketing Technology Education.

**Tourism Industry Management
492260**

**Credit: 1
Grade Levels: 9-12**

The content for this course includes but is not limited to customer service, management and supervisory development, management theory, decision making, organization, communications, human relations, leadership training, personnel training, travel counseling, reservationists, ticketing, tour development, security, sales, travel and tourism accounting, marketing, and convention management, applicable local, state, and federal laws and asset management.

**Transportation and Distribution
490830**

**Credit: 1
Grade Levels: 11-12**

This year-long course covers concepts and skills related to planning and management of transportation and distribution activities affecting business operations. Students will learn essential knowledge for entry into careers in the transportation, distribution, and logistics fields.

Industry Recognized Certifications (IRC)		BUSINESS	FINANCE	HOSPITALITY	MARKETING
1	AMERICAN HOTEL AND LODGING ED INSTITUTE-FRONT DESK REPRESENTATIVE	X		X	X
2	AMERICAN HOTEL AND LODGING ED INSTITUTE-GUEST SERVICES PROFESSIONAL	X		X	X
3	BANKING AND FINANCE OPERATIONS	X	X		
4	CAREER READINESS CERTIFICATE - BRONZE	X	X	X	X
5	CAREER READINESS CERTIFICATE - GOLD	X	X	X	X
6	CAREER READINESS CERTIFICATE - PLATINUM	X	X	X	X
7	CAREER READINESS CERTIFICATE - SILVER	X	X	X	X
8	DIGITAL LITERACY	X			
9	ENTREPRENEURSHIP: ESB ENDORSEMENT THROUGH CERTIPOINT	X			X
10	EVERFI FINANCIAL LITERACY	X	X		
11	FACEBOOK BLUEPRINT	X			X
12	FIRST AID/CPR/AED	X	X	X	X
13	FOOD HANDLER	X		X	X
14	GOOGLE ANALYTICS	X		X	X
15	HOOTSUITE-SOCIAL MARKETING CERTIFICATION	X		X	X
16	HUBSPOT	X		X	X
17	ICEV: CENTER FOR FINANCIAL RESPONSIBILITY: PERSONAL FINANCIAL LITERACY	X	X		
18	ICEV: EXPRESS EMPLOYMENT PROFESSIONALS BUSINESS OFFICE	X			X
19	ICEV: EXPRESS EMPLOYMENT PROFESSIONALS CAREER PREPAREDNESS	X			X
20	ICEV: PERSONAL FINANCIAL LITERACY CERTIFICATION	X	X		
21	ICEV: SOUTHWEST AIRLINES PROFESSIONAL COMMUNICATIONS	X	X	X	X
22	INTERNET AND COMPUTER CORE CERTIFICATION (IC3)	X			X
23	INTUIT QUICKBOOKS	X	X		X
24	MARKETING AND SOCIAL MEDIA & COMMUNICATIONS: ADVANCED GOOGLE ANALYTICS	X			X
25	MARKETING AND SOCIAL MEDIA & COMM: GOOGLE ANALYTICS FOR BEGINNERS	X			X
26	MCAS - MICROSOFT OFFICE ACCESS	X	X	X	X
27	MCAS - MICROSOFT OFFICE EXCEL	X	X	X	X
28	MCAS - MICROSOFT OFFICE OUTLOOK	X	X	X	X
29	MCAS - MICROSOFT OFFICE POWERPOINT	X	X	X	X
30	MCAS - MICROSOFT WORD OFFICE	X	X	X	X
31	MICROSOFT MCPD	X	X	X	X
32	MICROSOFT OFFICE SPECIALIST ACCESS	X	X	X	X
33	MICROSOFT OFFICE SPECIALIST EXCEL	X	X	X	X
34	MICROSOFT OFFICE SPECIALIST EXCEL EXPERT	X	X	X	X
35	MICROSOFT OFFICE SPECIALIST MASTER	X	X	X	X
36	MICROSOFT OFFICE SPECIALIST OUTLOOK	X	X	X	X
37	MICROSOFT OFFICE SPECIALIST POWERPOINT	X	X	X	X
38	MICROSOFT OFFICE SPECIALIST WORD	X	X	X	X
39	MICROSOFT OFFICE SPECIALIST WORD EXPERT	X	X	X	X
40	MS AZURE	X			X
41	MS NETSUITE	X			X
42	MS SHAREPOINT	X			X
43	NATIONAL PROFESSIONAL CERTIFICATION IN CUSTOMER SERVICE	X		X	X
44	NATIONAL RETAIL FEDERATION-CUSTOMER SERVICE AND SALES	X		X	X
45	NATIONAL RETAIL FEDERATION-RETAIL INDUSTRY FUNDAMENTALS	X		X	X
46	NATIONAL RETAIL FEDERATION: WAREHOUSE, INVENTORY & LOGISTICS	X		X	X
47	NOCTI: EMPLOYABILITY SKILLS - 21ST CENTURY SKILLS FOR WORKFORCE	X	X	X	X
48	NOCTI: EMPLOYABILITY SKILLS - CAREER SKILLS (MIDDLE SCHOOL)	X	X	X	X
49	NOCTI: EMPLOYABILITY SKILLS - EMPLOYABILITY SKILLS	X	X	X	X
50	NOCTI: EMPLOYABILITY SKILLS - WORKPLACE READINESS	X	X	X	X
51	NOCTI: EMPLOYABILITY SKILLS - WORKPLACE SUCCESS SKILLS (MIDDLE SCHOOL)	X	X	X	X
52	OSHA EMPLOYABILITY SKILLS	X	X	X	X
53	PMP LIGHT	X			X
54	PRINCIPLES OF BANKING	X	X		
55	S/P2 CULINARY CERTIFICATION			X	
56	SERVSAFE MANAGER	X			X
57	SERVSAFEFOOD HANDLER	X			X
58	WISE FINANCIAL LITERACY CERTIFICATION	X	X		
59	WORK ETHIC	X	X	X	X