

**ARKANSAS DEPARTMENT OF EDUCATION DIVISION
OF CAREER AND TECHNICAL EDUCATION
PROGRAM OPERATIONAL GUIDE
2020-21**



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Dr. Angela Kremers, Director**

2020-21 ARKANSAS STANDARDS OF ACCREDITATION DIVISION OF CAREER AND TECHNICAL EDUCATION REQUIREMENTS

ADE Rules Governing the Standards for Accreditation of Arkansas Public Schools and School Districts

1-A.1.2 For Grades 5-8, all students shall receive instruction annually in each of the following content areas (S/P):

1-A.1.2.1 English Language Arts;

1-A.1.2.2 Mathematics;

1-A.1.2.3 Science;

1-A.1.2.4 Social Studies;

1-A.1.2.5 Physical Education;

1-A.1.2.6 Fine Arts;

1-A.1.2.7 Health and Safety; and

1-A.1.2.8 Career and Technical Education.

Note: To comply with State Standard 1-A.1.2.8, the Division of Career and Technical Education defines the foundation courses required for all Career and Technical Education (CTE) program for 2020-2021 school year are:

Courses 399050 Keyboarding 7-8 or KeyCode 399320 **and** 399280 Career Development shall be instructed in grades 7 or 8 annually. If a district wishes to offer Keyboarding at a grade level lower than grade 7, approval must be sought from Division of Career and Technical Education prior to implementation. **A request should be submitted through ADE Course Approval System in addition to the Program Coordinator of the Business and Marketing Education office.**

**If a school currently has an approved transition plan in place which allows Keyboarding to be taught in a grade lower than 7, Division of Career and Technical Education will honor the provisions of the approved plan until such time as the school requests the plan be rescinded.*

1-A.1.3 For Grades 9-12, the following content areas shall be offered annually for a total of 38 units, except as otherwise allowed by law and these rules (S/P):

1-A.1.3.1 English Language Arts - 6 units;

1-A.1.3.2 Science - 5 units;

1-A.1.3.3 Mathematics - 6 units;

1-A.1.3.4 Computer Science - 1 unit;

1-A.1.3.5 Foreign Languages - 2 units of the same language;

1-A.1.3.6 Fine Arts - 3 ½ units;

1-A.1.3.7 Social Studies - 4 units;

1-A.1.3.8 Health and Safety Education and Physical Education - 1 ½ units; and

1-A.1.3.9 Career and Technical Education - 9 units of sequenced career and technical education courses representing three (3) occupational areas.

Note: To comply with State Standard 1-A.1.3.9, schools must:

Offer 1 program of study from 3 different Occupational Areas annually. Each Occupational Area defines the required entry level (core) course for each program of study. Core courses must be offered annually.

STATEMENT OF ASSURANCE

All career and technical education opportunities are offered without regard to race, color, national origin, sex, handicap, or age. The following civil rights laws protect individuals from discrimination in programs or activities receiving federal financial assistance:

- Title IV of the Civil Rights Act of 1964
- Title IX of the Education Amendments of 1972
- Section 504 of the Rehabilitation Act of 1973
- Age Discrimination Act of 1975

For Additional Information: <https://www2.ed.gov/about/offices/list/ocr/reports-resources.html>

PROGRAM APPROVAL

Requires completion of an approved program of study that leads to a recognized postsecondary credential, offering a sequence of CTE courses sufficient in size, scope, and quality to comprise a CTE program, offering work-based learning opportunities to students, leadership development such as through a CTE student organization, and the integration applied academics.

Programs of study are reviewed annually. Programs granted approval status shall:

1. Follow all policies and procedures;
2. Remove all critical elements identified in tiered support review(s); and
3. Follow all required program guidelines.

Only career and technical courses approved by DCTE are eligible for Perkins funding and graduation credit. For information on the Standards for Accreditation at <https://adedata.arkansas.gov/sfa>.

FULLY APPROVED PROGRAMS	
If a program received full approval during the previous academic year (AY) and one of the following actions applied the following year, then the district will receive the program status indicated:	
ACTION	PROGRAM STATUS
Critical Elements, including Safety Violations and Office of Civil Rights Violations, received from previous Tiered Support Activities (formerly Technical Assistance Visits)	Conditional Approval
No CTSO active roster	Conditional Approval
No program of study	Conditional Approval
No required foundation courses (reviewed by appropriate program area)	Conditional Approval
Meets all Division of Career and Technical Education policies and standards	FULL APPROVAL

CONDITIONALLY APPROVED PROGRAMS	
If a program was conditionally approved during the previous academic year (AY) and one of the following actions applies the following year, then the district will receive the program status indicated:	
ACTION	STATUS TO RECEIVE
Problems are corrected	FULL APPROVAL
Problems not corrected	Disapproval (see Accountability below)
Critical Elements, including Safety Violations and Office of Civil Rights Violations, received from previous Tiered Support Activities (formerly Technical Assistance Visits)	Disapproval (see Accountability below)

TIERED SUPPORT (Formerly TA Visit or Onsite Compliance Review)

The structure of technical assistance site visits is shifting from a compliance-enforced fixed 5-year rotation of site visits to an annual, ongoing customer-service focused, tiered support model. Although the process is in transition in 2020-21, adherence to existing requirements and documentation is expected until the new process is in place.

MINIMUM FACILITIES REQUIREMENTS

Facility requirements must meet Arkansas Department of Education guidelines

http://arkansasfacilities.arkansas.gov/public/userfiles/documents/Facilities_Manual_20162017/FM_Career_Educ

[ation.pdf](http://arkansasfacilities.arkansas.gov/public/userfiles/documents/Facilities_Manual_20162017/FM_Career_Educ). Equipment requirements may be obtained from the appropriate program office and shall be met within the specified time for program approval.

SAFETY

Space and special equipment for CTE labs are varied and unique. Safety should be of the utmost consideration at all times in planning a facility and locating equipment. Sufficient electrical power should be included to support major pieces of equipment in the lab, including a sufficient number of electrical outlets. OSHA standards shall be followed where applicable.

A student wash up area and proper exhaust and filtration of harmful fumes/dust shall be provided according to the facilities requirements document:

http://arkansasfacilities.arkansas.gov/public/userfiles/documents/Facilities_Manual_20162017/FM_Career_Education.pdf

. The laboratory shall be zoned and color-coded identifying specific work areas and pedestrian walkways. Large open areas for instructional activities shall be provided.

Caution must be exercised and enrollment must be limited so that an overcrowded situation does not occur. For the specifications for the lab areas, please see the Arkansas Facilities website linked in the Facilities section above.

MINIMUM START-UP EQUIPMENT REQUIREMENTS

Each Career and Technical Education (CTE) Occupational Program Area issues minimum equipment lists annually. The equipment lists are considered the *minimum* equipment necessary for students to master the program area standards established by the Division of Career and Technical Education. The current version of equipment lists applies to new programs being implemented during the school year in which the equipment lists are issued. Equipment lists may be located at [DCTE Occupational Areas](#) on the Division's Occupational Areas web page.

FOUNDATION COURSES FOR ALL PROGRAMS OF STUDY

399050 Keyboarding

1 Semester Grade Levels: 7-8 (NO CREDIT)

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; basic problem-solving applications of centering and arranging reports, letters, and tables; proofreading; formatting; and proper care of the equipment. Keyboarding is a foundation for developing entry-level skills for business careers.

399320 KeyCode

1 Semester Grade Levels: 7-8 (NO CREDIT)

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 in order to solve real-world problems. A text based programming language is required to accomplish these tasks.

399280 Career Development

1 Semester Grade Levels: 7 or 8 (8th grade recommended) (NO CREDIT)

This CTE foundation course is a one or two semester class for grades 7-8 designed to teach career development through research and understanding of self and the world of work for college and career readiness. Career research and decision-making with education and training plans for exploration and development will be core standards. Students will be knowledgeable of career options, and the personal skills, aptitudes, and employer expectations of future careers of choice. Students will identify personal traits and characteristics for a better understanding of self in their pursuit of finding a meaningful, fulfilling and rewarding career. Through better recognition and understanding of personal interests, values, aptitudes and abilities students can assess how they relate to the world of work in order to acquire the skills necessary for appropriate placement in the workforce. In addition, students will demonstrate the use of technology to gather information about careers and demonstrate an understanding of the ways in which work, family, and leisure roles are interrelated. Students shall develop a career focus with viable expectations for success based upon careful research, consistent planning and employment preparation.

Course Information Business and Marketing Technology

CAREER CLUSTER: BUSINESS MANAGEMENT AND ADMINISTRATION	
PATHWAY	PROGRAM OF STUDY
Administrative Support	Medical Office Administration
	Office Administration
General Management	Management
CAREER CLUSTER: FINANCE	
PATHWAY	PROGRAM OF STUDY
Accounting	Accounting
Banking Services	Banking
Business Finance	Business Finance
CAREER CLUSTER: HOSPITALITY AND TOURISM	
PATHWAY	PROGRAM OF STUDY
Travel and Tourism	Hospitality and Tourism
CAREER CLUSTER: MARKETING SALES AND SERVICE	
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

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 in order to provide goods and services
- Utilize technology to communicate effectively

Career and Technical Student Organization (CTSO)

[Future Business Leaders of America](#) (FBLA) or [DECA](#) shall be an integral part of the Business and Marketing Technology instructional program and shall follow the guidelines, goals, objectives, and shall participate in activities of the state and national organization.

Business and Marketing Programs of Study

Cluster: Finance

Pathway: Accounting

Program of Study	Level 1	Level 2	Level 3
Accounting	Survey of Business (492120)	Accounting I (492100)	<ul style="list-style-type: none"> Accounting II (492110) Dual Enrollment or Concurrent Credit Principles of Accounting I Youth Apprenticeship-Bus: Finance (490210) Career Practicum-Bus: Finance (490610) Any <u>approved</u> concurrent credit contributing to specificity for this program of study**
Certifications:	Microsoft Office Specialist	Excel Expert	<ul style="list-style-type: none"> Intuit QuickBooks

*Personal Finance is an elective course that supplements the Accounting Program of Study. It cannot count toward concentrator status, but will satisfy the requirements of Act 466 and Act 480.

Pathway: Banking Services

Program of Study	Level 1	Level 2	Level 3
Banking	Survey of Business (492120)	Principles of Banking (492090)	<ul style="list-style-type: none"> Accounting I (492100) Advanced Banking (490860) Youth Apprenticeship-Bus: Finance (490210) Career Practicum-Bus: Finance (490610) Any <u>approved</u> concurrent credit contributing to specificity for this program of study**
Certifications:	Microsoft Office Specialist	<ul style="list-style-type: none"> Word Expert Excel Expert 	<ul style="list-style-type: none"> ABA Principles of Banking ABA Banking and Finance Operations Intuit QuickBooks

*Personal Finance is an elective course that supplements the Banking Program of Study. It cannot count toward concentrator status, but will satisfy the requirements of Act 466 and Act 480.

Pathway: Business Finance

Program of Study	Level 1	Level 2	Level 3
Business Finance	Survey of Business (492120)	Financial Planning* (492290)	<ul style="list-style-type: none"> • Securities, Investments, Risk, and Insurance (492000) • Accounting I (492100) • Youth Apprenticeship: Bus: Finance (490210) • Career Practicum-Bus: Finance (490610) • Any <u>approved</u> concurrent credit contributing to specificity for this program of study**
Certifications	Microsoft Office Specialist	<ul style="list-style-type: none"> • w!se • Excel Expert • EverFi – Personal Finance 	<ul style="list-style-type: none"> • Excel Expert • Entrepreneurship and Small Business (ESB) • NRF Customer Service and Sales

* This course satisfies the Economics requirement and the requirements under Act 480 and 466. It counts as 1 CTE credit and .5 Economics credit.

Cluster: Hospitality and Tourism

Pathway: Travel and Tourism

Program of Study	Level 1	Level 2	Level 3
Hospitality and Tourism	Survey of Business (492120)	Tourism Industry Management (492260)	<ul style="list-style-type: none"> • Hospitality Administration (492250) • Arkansas Tourism Industry (492230) • Youth Apprenticeship-Bus: Hospitality and Tourism (490220) • Career Practicum-Bus: Hospitality and Tourism (490670) • Any <u>approved</u> concurrent credit contributing to specificity for this program of study**
Certifications	Microsoft Office Specialist	<ul style="list-style-type: none"> • NRF Customer Service and Sales • Excel Expert 	<ul style="list-style-type: none"> • AHLEI Certified Guest Service Professional (CGSP®) • AHLEI Certified Front Desk Representative (CFDR)

*Personal Finance is a suggested elective course that supplements the Hospitality and Tourism Program of Study. It cannot count toward concentrator status, but will satisfy the requirements of Act 466 and Act 480.

Cluster: Business Management and Administration

Pathway: General Management

Program of Study	Level 1	Level 2	Level 3
Business Management	Survey of Business (492120)	Management (492320)	<ul style="list-style-type: none"> Accounting I (492100) Dual Enrollment or Concurrent Credit Introduction to Management Youth Apprenticeship: Bus: Management and Administration (490240) Career Practicum-Bus: Management and Administration (490630) Any <u>approved</u> concurrent credit contributing to specificity for this program of study**
Certifications	Microsoft Office Specialist	Excel Expert	<ul style="list-style-type: none"> MOS Master Southwest Airlines Communications

*Elective courses, Business Communications, Advanced Database, and Advanced Spreadsheets, complement the program of study, but do not count toward concentrator status.

Pathway: Administrative Support

Program of Study	Level 1	Level 2	Level 3
Office Administration	Survey of Business (492120)	Business Procedures (492380)	<ul style="list-style-type: none"> Business Law I (492070) + Business Law II (492080) Accounting I (492100) Youth Apprenticeship-Bus: Management and Administration (490240) 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**
Certifications	Microsoft Office Specialist	<ul style="list-style-type: none"> NRF Customer Service and Sales Excel Expert 	<ul style="list-style-type: none"> MOS Master Southwest Airlines Communications Intuit QuickBooks

Program of Study	Level 1	Level 2	Level 3
Medical Office Administration	Survey of Business (492120)	Medical Office Administration (492690)	<ul style="list-style-type: none"> • Medical Coding and Billing (490840) • Accounting I (492100) • Business Law I (492070) + Business Law II (492080) Youth Apprenticeship: Bus: Management and Administration (490240) • 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**
Certifications	Microsoft Office Specialist	<ul style="list-style-type: none"> • NRF Customer Service and Sales • Excel Expert • CPR 	<ul style="list-style-type: none"> • MOS Master • Intuit QuickBooks • NHA Medical Coding and Billing

*Elective courses, Business Communications, Advanced Database and Advanced Spreadsheets, complement the programs of study, but do not count toward concentrator status.

Cluster: Marketing

Pathway: Marketing Management

Program of Study	Level 1	Level 2	Level 3
Marketing Business Enterprise	Survey of Business (492120)	Marketing Business Enterprise (492330)	<ul style="list-style-type: none"> • Small Business Operations (492700) • Marketing Management (492350) • Youth Apprenticeship-Bus: Marketing, Sales and Services (490250) • Career Practicum-Bus: Marketing, Sales and Service (490640) • Any <u>approved</u> concurrent credit contributing to specificity for this program of study**
Certifications	Microsoft Office Specialist	<ul style="list-style-type: none"> • Excel Expert • NRF Customer Service and Sales 	<ul style="list-style-type: none"> • Entrepreneurship and Small Business (ESB) • MOS Expert

*Personal Finance is a suggested elective course that supplements the Marketing Business Enterprise Program of Study. It cannot count toward concentrator status.

Pathway: Marketing Research

Program of Study	Level 1	Level 2	Level 3
Digital Marketing	Survey of Business (492120)	Digital Marketing (492760)	<ul style="list-style-type: none"> • Markets and Analytics (492800) • Youth Apprenticeship-Bus: Marketing, Sales and Services (490250) • Career Practicum-Bus: Marketing, Sales and Service (490640) • Any approved concurrent credit contributing to specificity for this program of study**
Certifications	Microsoft Office Specialist	<ul style="list-style-type: none"> • HootSuite • HubSpot • Buffer 	<ul style="list-style-type: none"> • Facebook Blueprint • Google Analytics • MOS Expert

*Personal Finance is a suggested elective course that supplements the Digital Marketing Program of Study. It cannot count toward concentrator status, but will satisfy the requirements of Act 466 and Act 480.

Pathway: Merchandising

Program of Study	Level 1	Level 2	Level 3
Retail Management	Survey of Business (492120)	Retail Business (490820)	<ul style="list-style-type: none"> • Small Business Operations (492700) • Accounting I (492100) • Digital Marketing (492760) • Youth Apprenticeship-Bus: Marketing, Sales and Services (490250) • Career Practicum-Bus: Marketing, Sales and Service (490640) • Any approved concurrent credit contributing to specificity for this program of study**
Certifications	Microsoft Office Specialist	<ul style="list-style-type: none"> • NRF Customer Service and Sales • NRF Retail Industry Fundamentals • NRF Business of Retail 	<ul style="list-style-type: none"> • Entrepreneurship and Small Business (ESB) • MOS Expert • HubSpot

Cluster: Transportation, Distribution, and Logistics

Pathway: Logistics Planning and Management Services

Program of Study	Level 1	Level 2	Level 3
Supply Chain and Logistics	Survey of Business (492120)	Introduction to Supply Chain and Logistics (492770)	<ul style="list-style-type: none"> • Transportation and Distribution (490830) • Accounting I (492100) • Youth Apprenticeship-Bus: Transportation, Distribution, and Logistics (490260) • Career Practicum-Bus: Transportation, Distribution and Logistics (490650) • Any approved concurrent credit contributing to specificity for this program of study**
Certifications	Microsoft Office Specialist	Excel Expert	MOS Master

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

1. Advanced Spreadsheets
2. Advanced Database
3. Business Communications
4. Personal Finance*
5. Organizational Leadership I/II

*Satisfies requirements of Act 480 and 466

**Contact the DCTE Business and Marketing Program Coordinator, Kim Bayliss, to seek approval for concurrent credit courses to be counted toward completion of a program of study.

Business and Marketing Technology Classes

Middle School Courses

Exploring Business Applications Semester Credit: 0 Grade Levels: 7-8

399040

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 Semester Credit: 0 Grade Level: 8

388930

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 4 (grade 4) Credit: 0 Grade Level: 4

399230

This is a nine-week 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 foundational for developing entry-level skills for business careers. It is recommended that this course be taken prior to the Office Technology Skills and Technology Essentials courses **This course does not meet state standards.**

Keyboarding 5 (grade 5) 1 Credit: 0 Grade Level: 5

355630

This is a nine-week 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 foundational for developing entry-level skills for business careers. It is recommended that this course be taken prior to the Office Technology Skills and Technology Essentials courses. **This course does not meet state standards.**

Keyboarding 6 (grade 6) 1 Credit: 0 Grade Level: 6

355630

This is a nine-week course designed to help students develop speed and accuracy by learning the touch operation of alphanumeric/keyboard characters. Emphasis 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 foundational for developing entry-level skills for business careers. It is recommended that this course be taken prior to the Office Technology Skills and Technology Essentials courses. **This course does not meet state standards.**

Keyboarding (grades 7-8) 1 Semester Credit: 0 Grade Levels: 7-8

399050

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 Semester Credit: 0 Grade Levels: 7-8

399320

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 in order to solve real-world problems. A text based programming language is required to accomplish these tasks.

Office Technology Skills Semester Credit: 0 Grade Levels: 5-6
356880

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 Semester Credit: 0 Grade Levels: 5-6
356870

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 Grade Levels: 9-12
490860

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 Grade Levels: 9-12
490850

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 Grade Levels: 9-12
492140

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 Grade Levels: 9-12
492450

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 Grade Levels: 9-12
492230

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 Grade Levels: 9-12
492060

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 Credit: .5 Grade Levels: 9-12
492070

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 Credit: .5 Grade Levels: 9-12
492080

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 Credit: 1 Grade Levels: 9-12
492380

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 Credit: 1 Grade Levels: 9-12
492100

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 Credit: 1 Grade Levels: 10-12
492110

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 Credit: 1 Grade Levels: 9-12
492760

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 work place 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 Credit: .5 Grade Levels: 9-12
492190

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 Credit: 1.5 Grade Levels: 10-12
492290**

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 Grade Levels: 9-12
492250**

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 Grade Levels: 9-12
492770**

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 Grade Levels: 9-12
690050**

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 Credit: 1 Grade Levels: 9-12
492320**

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 Credit: 1 Grade Levels: 10-12
492330**

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 Credit: 1 Grade Levels: 10-12
492350**

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 Credit: 1 Grade Levels: 10-12

492800

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 in order to maximize return on investment for digital and content marketing efforts. *The prerequisite for this course is Digital Marketing (492760).*

Medical Coding and billing Credit: 1 Grade Levels: 11-12

490840

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 Credit: 1 Grade Levels: 9-12

492690

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 Credit: .5 Grade Levels: 10-12

492780

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 Credit: .5 Grade Levels: 10-12

492790

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 Credit: .5 Grade Levels: 9-12

491990

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, FCCLA, and DECA). This course is aligned with and will satisfy the requirements set forth in Arkansas Act 480

Principles of Banking Credit: 1 Grade Levels: 9-12

492090

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 Credit: 1 Grade Levels: 9-12
490820

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 Credit: 1 Grade Levels: 9-12
492000

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.

Senior Technology Seminar Credit: 1 Grade Levels: 12
492550

This course requires DCTE approval before implementation. Please submit a course syllabus to DCTE Business and Marketing Technology Department for approval. Elements of the syllabus for this course should include detailed information of the types of project(s) students will work on that will require partnerships and collaboration with school or community partners in order to foster 21st Century work skills in high school students. These projects should be new and fresh and should require research, creativity, critical-thinking, teamwork and collaboration, problem-solving, and time management, as well as civic consciousness and/or school improvement initiatives.

Small Business Operations Credit: 1 Grade Levels: 10-12
492700

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 prerequisites for this course is Marketing Business Enterprise (492330).**

Survey of Business Credit: 1 Grade Levels: 9-12
492120

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.

Tourism Industry Management Credit: 1 Grade Levels: 9-12
492260

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 Credit: 1 Grade Levels: 11-12

490830

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.