

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 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	☐ 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) Banking Operations (490860) 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) 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 iCEV Personal Financial Literacy 	<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) Career Practicum-Bus: Hospitality and Tourism (490620) 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) American Hotel and Lodging Education Institute – Front Desk Representative American Hotel and Lodging Education Institute – Guest Services iCEV Southwest Airlines Professional Communications

*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 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) 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	<input type="checkbox"/> NRF Customer Service and Sales <input type="checkbox"/> 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) • 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) • 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) • 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 • Adobe Certified Associate

*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) • 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) <ul style="list-style-type: none"> □ Accounting I (492100) • 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, to seek approval for concurrent credit courses to be counted toward completion of a program of study.