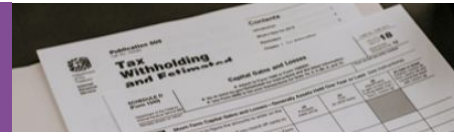


Business, Marketing, and Finance Career Cluster

The Business, Marketing, and Finance Career Cluster focuses on careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations.

Accounting and Financial Services

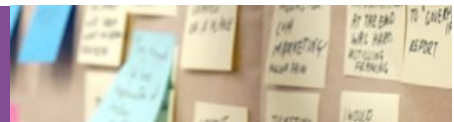
Statewide Program of Study



The Accounting and Financial Services program of study teaches CTE learners how to examine, analyze, and interpret financial records. Through this program of study, students will learn the skills necessary to perform financial services, prepare financial statements, interpret accounting records, give advice, or audit and evaluate statements prepared by others. This program of study will also introduce students to mathematical modeling tools.

Business Management

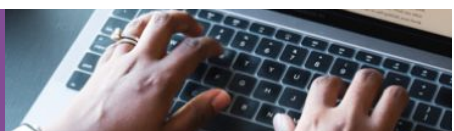
Statewide Program of Study



The Business Management program of study teaches CTE learners how to plan, direct, and coordinate the administrative services and operations of an organization. Through this program of study, students will learn the skills necessary to formulate policies, manage daily operations, and allocate the use of materials and human resources. This program of study will also introduce students to mathematical modeling tools and organizational evaluation methods.

Entrepreneurship

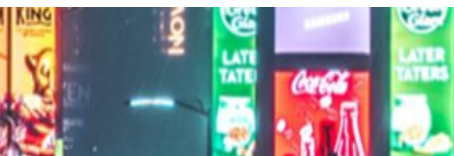
Statewide Program of Study



The Entrepreneurship program of study teaches CTE learners how to plan, direct, and coordinate the management and operations of public or private sector organizations. This program of study, students will learn the skills necessary to formulate policies, manage daily operations, analyze management structures, and plan for the use of materials and human resources.

Marketing and Sales

Statewide Program of Study



The Marketing and Sales program of study teaches CTE learners how to collect information to determine potential sales of a product or service and/or create a marketing campaign to market or distribute goods and services. Through this program of study, students will learn the skills necessary to understand and apply data on customer demographics, preferences, needs, and buying habits.

Successful completion of the Accounting and Financial Services program of study, Business Management program of study, Entrepreneurship program of study, and Marketing and Sales program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022

Garland ISD, does not discriminate on the basis of race, color, national origin, sex, or disability in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Title IX Coordinator, Dr. Susanna Russell, Chief Leadership Officer at 501 S. Jupiter Road, Garland, TX 75042 (972) 487-3041 srussell@garlandisd.net, and/or the Section 504 Coordinator, Dr. Wendy Brower, Coordinator, Special Education at 501 S. Jupiter Road, Garland, TX 75042 (972) 487-3364 wlbrower@garlandisd.net.

Garland ISD, no discrimina por motivos de raza, color, origen nacional, sexo, o discapacidad en sus programas o actividades y brinda igualdad de acceso a los Boy Scouts y otros grupos juveniles designados. La siguiente persona ha sido designada para manejar consultas sobre las políticas de no discriminación: Coordinadora del Título IX, Dra. Susanna Russell, Chief Leadership Officer Ejecutiva de Liderazgo en 501 S. Jupiter Road, Garland, TX 75042 (972) 487-3041 srussell@garlandisd.net, y / o la Coordinadora de la Sección 504, Dra. Wendy Brower, Coordinadora, Educación Especial en 501 S. Jupiter Road, Garland, TX 75042 (972) 487-3364 wlbrower@garlandisd.net.



Accounting and Financial Services

Statewide Program of Study

Secondary Courses for High School Credit

Level 1

8D100, 8D105 DC, 8D600 CCM, 8D510 GBL Principles of Business, Marketing, and Finance

8F100 Money Matters

8D120, 8D125 DC, 8D615 DC (LCHS), 8D520 GBL

Business Information Management I

Level 2

8F200, 8F205 DC Accounting I

8F300, 8F305 DC Financial Mathematics

Level 3

8F410 Insurance Operations

8F915S DC (GRCTC) Accounting II

Level 4

8Q360 Career Preparation I

8F930S Securities and Investments (GRCTC)

8F950 Practicum in Business Management (GRCTC)

Level 3 and Level 4 classes are advanced CTE courses

CCM is only at Lakeview Centennial High School

GBL is only at Naaman Forest High School

Postsecondary Opportunities

Associates Degrees

- Real Estate
- Financial, General
- Financial Planning and Services
- Certified Income Specialist

Bachelor's Degrees

- Accounting
- Financial, General
- Financial Planning and Services
- Certified Income Specialist

Master's, Doctoral, and Professional Degrees

- Financial Accounting
- Business Administration
- Financial Planning

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities	Work-Based Learning Activities
<ul style="list-style-type: none"> • Participate in Business Professionals of America, Future Business Leaders of America, or DECA 	<ul style="list-style-type: none"> • Intern with a local accounting firm • Earn Microsoft Office certifications

Industry-Based Certifications

- Accounting - Basic
- Accounting Foundations
- Certified Insurance Service Representative
- Intuit QuickBooks Certified User
- Microsoft Office Specialist: Microsoft Access Expert (Access and Access 2019) Microsoft Office Specialist: Microsoft Excel Expert (Excel and Excel 2019)
- Volunteer Income Tax Assistance/Tax Counseling Certification: Basic

- Microsoft Office Specialist-Excel*

*IBC sunseting 8/31/24

Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Accountants and Auditors	\$71,469	14,436	22%
Loan Officers	\$68,598	2,419	19%
Personal Financial Advisors	\$86,965	1,861	52%
Administrative service Managers	\$96,138	2,277	21%
Insurance Underwriters	\$66,206	594	14%

Accounting and Financial Services Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
8D100, 8D105 DC, 8D600 CCM (LCHS), 8D510 GBL (NFHS) Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	8-11
8F100 Money Matters	13016200 (1 credit)	None	9-12
8D120, 8D125 DC, 8D615 DC (LCHS), 8D520 GBL (NFHS) Business Information Management I	13011400 (1 credit)	None	9-12

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
8F200, 8F205 DC Accounting I	13016600 (1 credit)	None	10-12
8F300, 8F305 DC Financial Mathematics	13018000 (1 credit)	Algebra I	10-12

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
8F915S DC (GRCTC) Accounting II	13016700 (1 credit)	Accounting I	11-12
8F410, 8F415 DC Insurance Operations	13016500 (1 credit)	None	10-12

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
8F930 (GRCTC) Securities and Investments	13016400 (1 credit)	Accounting I	10-12
8F950 (GRCTC) Practicum in Business Management	13012200 (2 credits)	Securities and Investments & Accounting II	11-12
8Q360 Career Preparation I	12701300 (2 credits)	None	11-12

Level 3 and Level 4 classes are advanced CTE courses



Business Management

Statewide Program of Study

Secondary Courses for High School Credit

Level 1

8D100, 8D105 DC, 8D600 CCM, 8D510 GBL
Principles of Business, Marketing, and Finance
8D120, 8D125 DC, 8D615 DC (LCHS), 8D520 GBL,
Business Information Management I

Level 2

8D230, 8D540 GBL Business Law
8D910S (GRCTC), 8D530 GBL
Business Information Management II

Level 3

8D200S Global Business
8D220S Human Resources Management
8D930S Business Management (GRCTC)

Level 4

8F400 Statistics and Business Decision Making
8Q360 Career Preparation I
8D950 Practicum in Business Management (GRCTC)

Level 3 and Level 4 classes are advanced CTE courses

CCM is only at Lakeview Centennial High School

GBL is only at Naaman Forest High School

Postsecondary Opportunities

Associates Degrees

- Business Administration
- Business/Commerce
- Public Administration
- Business Management

Bachelor's Degrees

- Business Administration
- Business/Commerce
- Public Administration
- Management Science

Master's, Doctoral, and Professional Degrees

- Business Administration
- Business Management
- Public Administration
- Management Science

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities	Work-Based Learning Activities
<ul style="list-style-type: none"> • Participate in Business Professional of America, Future Business Leaders of America, or DECA 	<ul style="list-style-type: none"> • Intern with a local business or chamber of commerce

Industry-Based Certifications

- Entrepreneurship and Small Business
- Microsoft Office Specialist 2016 Master
- Microsoft Office Specialist: Microsoft Access Expert (Access and Access 2019)
- Microsoft Office Specialist: Microsoft Excel Expert (Excel and Excel 2019)
- Microsoft Office Specialist: Microsoft Word Expert (Word and Word 2019)

- Microsoft Office Specialist-Excel*
- Microsoft Office Specialist-Word*

*IBC sunsetting 8/31/24

Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Administrative Service Managers	\$96,138	2,277	21%
Management Analysts	\$87,651	4,706	32%
General and Operations Managers	\$107,640	18,679	20%
Supervisors of Administrative Support Works	\$57,616	14,982	20%



Business Management Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
8D100, 8D105 DC, 8D600 CCM (LCHS), 8D510 GBL (NFHS) Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	8-11
8D120, 8D125 DC, 8D615 DC (LCHS), 8D520 GBL (NFHS) Business Information Management I	13011400 (1 credit)	None	9-12

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
8D230, 8D540 GBL (NFHS) Business Law	13011700 (1 credit)	None	10-12
8D530 GBL (NFHS), 8D910S (GRCTC) Business Information Management II	13011500 (1 credit)	Business Information Management I	10-12

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
8D930S (GRCTC) Business Management	13012100 (1 credit)	Business Information Management I	10-12
8D200S Global Business	13011800 (.5 credit)	None	10-12
8D220S Human Resources Management	13011900 (.5 credit)	None	10-12

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
8F400 Statistics and Business Decision Making	13016900 (1 credit)	Algebra II	11-12
8D950 (GRCTC) Practicum in Business Management	13012200 (2 credits)	Business Management & Business Information Management II	11-12
8Q360 Career Preparation I	12701300 (2 credits)	None	11-12

Level 3 and Level 4 classes are advanced CTE courses



Entrepreneurship

Statewide Program of Study

Secondary Courses for High School Credit

Level 1

8D600 CCM, 8D510 GBL
Principles of Business, Marketing, and Finance
8D615 DC (LCHS), 8D520 GBL
Business Information Management I

Level 2

8N600 CCM, 8N540 GBL Entrepreneurship

Level 3

Level 4

8N310, 8N315 DC, 8N550 GBL, 8N555 DC GBL
Practicum in Marketing Extended

Level 3 and Level 4 classes are advanced CTE courses
CCM is only at Lakeview Centennial High School
GBL is only at Naaman Forest High School

Postsecondary Opportunities

Associates Degrees

- Business Administration and Management
- Business/Commerce
- Public Administration
- Business Management

Bachelor's Degrees

- Business Administration and Management
- Business/Commerce
- Public Administration
- Management Science

Master's, Doctoral, and Professional Degrees

- Business Administration and Management
- Business/Commerce
- Public Administration
- Management Science

Work-Based Learning and Expanded-Learning Opportunities

Exploration Activities	Work-Based Learning Activities
<ul style="list-style-type: none"> • Participate in Business Professionals of America, Future Leaders of America, or DECA 	<ul style="list-style-type: none"> • Intern with a local management consulting firm

Industry-Based Certifications

- Entrepreneurship and Small Business



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
General and Operations Managers	\$107,640	18,679	20%
Management Analysts	\$87,651	4,706	32%
Managers, All Others	\$113,110	1,794	26%



Entrepreneurship Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADES
8D600 CCM (LCHS), 8D510 GBL (NFHS) Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	8-11
8D615 DC (LCHS), 8D520 GBL (NFHS) Business Information Management I	13011400 (1 credit)	None	9-12

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADES
8N600 CCM (LCHS), 8N540 GBL (NFHS) Entrepreneurship	13034400 (1 credit)	None	10-12

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADES

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADES
8N310, 8N315 DC, 8N550 GBL (NFHS), 8N555 DC GBL (NFHS) Practicum in Marketing Extended	13034805 (3 credits)	None	11-12

Level 3 and Level 4 classes are advanced CTE courses



Marketing & Sales

Statewide Program of Study

Secondary Courses for High School Credit

Level 1

8D100, 8D105 DC, 8D600 CCM, 8D510 GBL
Principles of Business, Marketing,
and Finance

Level 2

8N210S Fashion Marketing
8N230S Sports and Entertainment Marketing
8N930S (GRCTC), 8N935S DC (GRCTC) Marketing

Level 3

8N220S Social Media Marketing
8N200S Advertising
8N960S (GRCTC), 8N965S DC (GRCTC)
Retail Management
8F400 Statistics and Business Decision Making

Level 4

8N970 (GRCTC), 8N975 DC (GRCTC) Advanced
Marketing
8N310, 8N315 DC, 8N550 GBL
Practicum in Marketing (Extended)

Level 3 and Level 4 classes are advanced CTE courses
CCM is only at Lakeview Centennial High School
GBL is only at Naaman Forest High School

Postsecondary Opportunities

Associates Degrees

- Marketing/ Marketing Management, General
- Consumer Merchandising/ Retailing Management
- International Marketing
- Business

Bachelor's Degrees

- Marketing/ Marketing Management, General
- Business Administration
- Applied Economics
- Marketing Research

Master's, Doctoral, and Professional Degrees

- Marketing
- Business Administration
- Applied Economics
- Advertising

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities	Work-Based Learning Activities
<ul style="list-style-type: none"> Participate in Business Professionals of America, Future Business Leaders of America, or DECA 	<ul style="list-style-type: none"> Intern with a local marketing firm Shadow a real estate agent Operate a school store on campus

Industry-Based Certifications

- Entrepreneurship and Small Business
- Facebook Digital Marketing Associate Certification
- Retail Merchandising - Job Ready
- Stukent Social Media Marketing Certification

- Google Analytics Individual Qualification*
*IBC sunseting 8/31/24



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Marketing Research Analysts and Marketing Specialists	\$70,346	4,664	40%
Insurance Sales Agent	\$43,181	5,886	30%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%
Wholesale and Retail Buyers	\$51,106	1,229	19%



Marketing & Sales Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
8D100, 8D105 DC, 8D600 CCM (LCHS), 8D510 GBL (NFHS) Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	8-11

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
8N210S Fashion Marketing	13034300 (.5 credit)	None	10-12
8N230S Sports and Entertainment Marketing	13034600 (.5 credit)	None	10-12
8N930S (GRCTC), 8N935S DC (GRCTC) Marketing	N1303424 (1 credit)	None	10-12

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
8N220S Social Media Marketing	13034650 (.5 credit)	None	10-12
8N200S Advertising	13034200 (.5 credit)	None	10-12
8N960S (GRCTC), 8N965S (GRCTC) Retail Management	N1303420 (1 credit)	None	10-12
8F400 Statistics and Business Decision Making	13016900 (1 credit)	Algebra II	11-12

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
8N970 (GRCTC), 8N975 DC (GRCTC) Advanced Marketing	13034700 (2 credits)	Marketing & Retail Management	11-12
8N310, 8N315 DC, 8N550 GBL (NFHS), Practicum in Marketing - Extended	13034805 (3 credits)	None	11-12

Level 3 and Level 4 classes are advanced CTE courses



Business, Marketing, and Finance

Accounting I 8F200, 8F205 DC, 8F625 DC CCM (LCHS), 8F520 GBL (NFHS), 8F525 DC GBL (NFHS)

TSDS PEIMS Code: 13016600 (ACCOUNT1)

Grade Placement: 10–12 Credit: 1

Prerequisites: None

In Accounting I, students will investigate the field of accounting, including how it is impacted by industry standards as well as economic, financial, technological, international, social, legal, and ethical factors. Students will reflect on this knowledge as they engage in the process of recording, classifying, summarizing, analyzing, and communicating accounting information. Students will formulate and interpret financial information for use in management decision making. Accounting includes such activities as bookkeeping, systems design, analysis, and interpretation of accounting information.

Accounting II 8F915S DC (GRCTC), 8F630 CCM (LCHS), 8F635 DC CCM (LCHS), 8F530 GBL (NFHS), 8F535 DC GBL (NFHS)

TSDS PEIMS Code: 13016700 (ACCOUNT2)

Grade Placement: 11–12 Credit: 1

Prerequisites: Accounting I

In Accounting II, students will continue the investigation of the field of accounting, including how it is impacted by industry standards as well as economic, financial, technological, international, social, legal, and ethical factors. Students will reflect on this knowledge as they engage in various managerial, financial, and operational accounting activities. Students will formulate, interpret, and communicate financial information for use in management decision making. Students will use equations, graphical representations, accounting tools, spreadsheet software, and accounting systems in real-world situations to maintain, monitor, control, and plan the use of financial resources.

Note: This course satisfies a math credit requirement for students on the Foundation High School Program.

Advanced Marketing 8N970 (GRCTC), 8N975 DC (GRCTC)

TSDS PEIMS Code: 13034700 (ADVMKTG)

Grade Placement: 11–12 Credit: 2

Prerequisites: One credit from the courses in the Marketing Career Cluster.

In Advanced Marketing, students will gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students will demonstrate appropriate management and research skills to solve problems related to marketing. This course covers technology, communication, and customer-service skills.

Advertising 8N200S

TSDS PEIMS Code: 13034200 (ADVERTIS)

Grade Placement: 9–12 Credit: .5

Prerequisite: None

Advertising is designed as a comprehensive introduction to the principles and practices of advertising. Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital media. The course explores the social, cultural, ethical, and legal issues of advertising, historical influences, strategies, media decision processes as well as integrated marketing communications, and careers in advertising and sales promotion. The course provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge.



Business, Marketing and Finance

Business Information Management I 8D120, 8D125 DC, 8D615 DC (LCHS), 8D520 GBL (NFHS), 8D525 DC GBL (NFHS)

TSDS PEIMS Code: 13011400 (BUSIM1)

Grade Placement: 9–12 Credits: 1

Prerequisite: None

In Business Information Management I, students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and make a successful transition to the workforce and postsecondary education. Students apply technical skills to address business applications of emerging technologies, create word-processing documents, develop a spreadsheet, formulate a database, and make an electronic presentation using appropriate software.

Business Information Management II 8D630 CCM (LCHS), 8D530 GBL (NFHS), 8D910S (GRCTC)

TSDS PEIMS Code: 13011500 (BUSIM2)

Grade Placement: 11–12 Credits: 1

Prerequisite: Business Information Management I

In Business Information Management II, students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and make a successful transition to the workforce or postsecondary education. Students apply technical skills to address business applications of emerging technologies, create complex word-processing documents, develop sophisticated spreadsheets using charts and graphs, and make an electronic presentation using appropriate multimedia software.

Business Law 8D230, 8D660 CCM (LCHS), 8D540 GBL (NFHS)

TSDS PEIMS Code: 13011700 (BUSLAW)

Grade Placement: 10–12 Credits: 1

Prerequisite: None

Business Law is designed for students to analyze various aspects of the legal environment, including ethics, the judicial system, contracts, personal property, sales, negotiable instruments, agency and employment, business organization, risk management, and real property.

Business Management 8D930S (GRCTC)

TSDS PEIMS Code: 13012100 (BUSMGT)

Grade Placement: 11–12 Credits: 1

Prerequisite: Business Information Management I

Business Management is designed to familiarize students with the concepts related to business management as well as the functions of management, including planning, organizing, staffing, leading, and controlling. Students will also demonstrate interpersonal and project-management skills.

Career Preparation I 8Q360

TSDS PEIMS Code: 12701300 (CAREERP1)

Grade Placement: 12 Credit: 2

Prerequisite: None

Career Preparation I provides opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences. The goal is to prepare students with a variety of skills for a changing workplace. Career preparation is relevant and rigorous, supports student attainment of academic standards, and effectively prepares students for college and career success.



Business, Marketing, and Finance

Entrepreneurship 8N600 CCM (LCHS), 8N540 GBL (NFHS)

TSDS PEIMS Code: 13034400 (ENTREP)

Grade Placement: 10–12 Credit: 1

Prerequisite: None

Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services.

Fashion Marketing 8N210S

TSDS PEIMS Code: 13034300 (FASHMKTG)

Grade Placement: 9–12 Credit: .5

Prerequisite: None

Fashion Marketing is designed to provide students with knowledge of the various business functions in the fashion industry. Students in Fashion Marketing will gain a working knowledge of promotion, textiles, merchandising, mathematics, selling, visual merchandising, and career opportunities.

Financial Mathematics 8F300, 8F305 DC

TSDS PEIMS Code: 13018000 (FINMATH)

Grade Placement: 10–12 Credit: 1

Prerequisite: Algebra I

Financial Mathematics is a course about personal money management. Students will apply critical-thinking skills to analyze personal financial decisions based on current and projected economic factors.

Note: This course satisfies a math credit requirement for students on the Foundation High School Program.

Global Business 8D200S, 8D205S DC

TSDS PEIMS Code: 13011800 (GLOBBUS)

Grade Placement: 10–12 Credits: .5

Prerequisite: None

Global Business is designed for students to analyze global trade theories, international monetary systems, trade policies, politics, and laws relating to global business as well as cultural issues, logistics, and international human resource management.

Human Resources Management 8D220S

TSDS PEIMS Code: 13011900 (HRMGT)

Grade Placement: 10–12 Credits: .5

Prerequisite: None

Human Resources Management is designed to familiarize students with the concepts related to human resource management, including legal requirements, recruitment, employee selection methods, and employee development and evaluation. Students will also become familiar with compensation and benefits programs as well as workplace safety, employee-management relations, and the impact of global events on human resources management.



Business, Marketing, and Finance

Insurance Operations 8F410, 8F415 DC

TSDS PEIMS Code: 13016500 (INSOPS)

Grade Placement: 10–12 Credit: 1

Prerequisite: None

In Insurance Operations, students will understand the laws and regulations to manage business operations and transactions in the insurance industry.

Marketing 8N930S (GRCTC), 8N935S DC (GRCTC)

TSDS PEIMS Code: N1303424 (MRKTING)

Grade Placement: 10–12 Credit: 1

Marketing explores the seven core functions of marketing which include: marketing planning – why target market and industry affect businesses; marketing-information management – why market research is important; pricing – how prices maximize profit and affect the perceived value; product/service management – why products live and die; promotion – how to inform customers about products; channel management – how products reach the final user; and selling – how to convince a customer that a product is the best choice. Students will demonstrate knowledge in hands-on projects which may include conducting research, creating a promotional plan, pitching a sales presentation, and introducing an idea for a new product/service.

Money Matters 8F100, 8F105 DC

TSDS PEIMS Code: 13016200 (MONEYM)

Grade Placement: 9–12 Credit: 1

Prerequisite: None

In Money Matters, students will investigate money management from a personal financial perspective. Students will apply critical-thinking skills to analyze financial options based on current and projected economic factors. Students will gain knowledge and skills necessary to establish short-term and long-term financial goals. Students will examine various methods of achieving short-term and long-term financial goals through various methods such as investing, tax planning, asset allocation, risk management, retirement planning, and estate planning.

Practicum in Business Management 8D950 – Business Mgt Pathway (GRCTC),

8F950 – Finance Pathway (GRCTC)

TSDS PEIMS Code: 13012200 (First Time Taken) (PRACBM)

Grade Placement: 12 Credits: 2

Prerequisite: Business Management and Business Information Management II (Business Mgt. Pathway), Securities & Investments and Accounting II (Finance Pathway)

Practicum in Business Management is designed to give students supervised practical application of previously studied knowledge and skills. Practicum experiences occur in a paid or unpaid arrangement and a variety of locations appropriate to the nature and level of experience. Students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and to make a successful transition to the workforce or postsecondary education. Students apply technical skills to address business applications of emerging technologies. Students develop a foundation in the economic, financial, technological, international, social, and ethical aspects of business to become competent consumers, employees, and entrepreneurs. Students enhance reading, writing, computing, communication, and reasoning skills and apply them to the business environment. Students incorporate a broad base of knowledge that includes the legal, managerial, marketing, financial, ethical, and international dimensions of business to make appropriate business decisions.



Business, Marketing, and Finance

Practicum in Marketing/Extended Practicum in Marketing 8N310, 8N310 DC, 8N550 GBL (NFHS), 8N555 DC GBL (NFHS)

TSDS PEIMS Code: 13034805 (First Time Taken) (EXPRMKT1)

Grade Placement: 11–12 Credit: 3

Prerequisite: None

Extended Practicum in Marketing is a series of dynamic activities that focus on the customer to generate a profitable exchange. Students will gain knowledge and skills that help them to be proficient in one or more of the marketing functional areas associated with distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management, and selling skills. Students will integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions.

Principles of Business, Marketing, and Finance 8D100, 8D105 DC, 8D600 CCM (LCHS), 8D510 GBL (NFHS)

TSDS PEIMS Code: 13011200 (PRINBMF)

Grade Placement: 8–11 Credits: 1

Prerequisite: None

In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance.

Retail Management 8N960S (GRCTC), 8N965S DC (GRCTC)

TSDS PEIMS Code: N1303420 (REMGMT)

Grade Placement: 10–12 Credit: 1

Retail management focuses on the distribution and selling of products to consumers using various vending points such as chain stores, department stores, stand-alone stores, and various online markets. The course highlights the everyday mechanisms necessary to operate a successful retail establishment. The student is taught to evaluate methods for promoting merchandise, supervising employees, handling customer needs, and maintaining inventories.

Securities and Investments 8F930S (GRCTC)

TSDS PEIMS Code: 13016400 (SECINV)

Grade Placement: 11–12 Credit: 1

Prerequisite: Accounting I

In Securities and Investments, students will understand the laws and regulations to manage business operations and transactions in the securities industry.

Social Media Marketing 8N220S

TSDS PEIMS Code: 13034650 (SMEDMKTG)

Grade Placement: 9–12 Credit: .5

Prerequisite: None

Social Media Marketing is designed to look at the rise of social media and how marketers are integrating social media tools in their overall marketing strategy. The course will investigate how the marketing community measures success in the new world of social media. Students will manage a successful social media presence for an organization, understand techniques for gaining customer and consumer buy-in to achieve marketing goals, and properly select social media platforms to engage consumers and monitor and measure the results of these efforts.



Business, Marketing, and Finance

Sports and Entertainment Marketing 8N230S

TSDS PEIMS Code: 13034600 (SPORTSEM)

Grade Placement: 9–12 Credit: .5

Prerequisite: None

Sports and Entertainment Marketing will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and entertainment. The areas this course will cover include basic marketing concepts, publicity, sponsorship, endorsements, licensing, branding, event marketing, promotions, and sports and entertainment marketing strategies.

Statistics and Business Decision Making 8F400

TSDS PEIMS Code: 13016900 (STATBDM)

Grade Placement: 11–12 Credit: 1

Prerequisite: Algebra II

Statistics and Business Decision Making is an introduction to statistics and the application of statistics to business decision making. Students will use statistics to make business decisions. Students will determine the appropriateness of methods used to collect data to ensure conclusions are valid.

Note: This course satisfies a math credit requirement for students on the Foundation High School Program.