

**Pathway: 011-BI-Business Management
Campus: GCM**



09729 Principles of Business, Marketing, and Finance
Level 1 **H09724** Principles of BMF (AC)
09731 BIM I

Level 2 **19734** Business Law
09732 BIM II

Level 3 **09733** Business Management

Level 4 **19733** Practicum in Business Management
09755 Career Preparation I (with related WBL position)

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE / LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
Microsoft Office Specialist or Expert- Excel	Certified Records Manager	Business Administration	Business Administration	Business Administration
Microsoft Office Specialist or Expert - Word	Certified Facility Manager	Business/Commerce	Business/Commerce	Business Management
Google Cloud Certified Professional – G-Suite	Certified Commercial Contracts Manager	Public Administration	Public Administration	Public Administration
Certified Associate in Project Management	Teradata 14 Basics/ Certified Technical Specialist	Business Management	Management Science	Management Science

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%
Operations Research Analysts	\$78,083	1,128	38%
Supervisors of Administrative Support Workers	\$57,616	14,982	20%

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities:	Work Based Learning Activities:
Business Professional of America (BPA), Future Business Leaders of America (FBLA), and DECA	Internship with local business or chamber of commerce

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



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.

Successful completion of the Business Management program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020



GCCISD offers career and technical education (CTE) programs in Agriculture, Food & Natural Resources; Architecture & Construction; Arts, Audio Visual Technology & Communications; Business, Marketing & Finance; Education & Training; Energy; Health Science; Hospitality & Tourism; Human Services; Information Technology; Law & Public Service; Manufacturing; Science, Technology, Engineering & Math; and Transportation, Distribution & Logistics. Admission to these programs is based on student interest and space availability in GCCISD CTE programs. It is the policy of GCCISD CTE Programs not to discriminate on the basis of race, color, national origin, sex or handicap in its CTE programs, services or activities.

COURSE INFORMATION

09729 H09724	PRINCIPLES OF BUSINESS, MARKETING, AND FINANCE	GPA Level: Regular GPA Level: Honors
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Grade Level: 9-12 Service ID: 13011200 (1 cr.) Prerequisites: None

This course provides students with broad-based business knowledge and skills that every individual should know in all aspects of the business world. These aspects give the student entry-level skills needed for success in any career path you choose. Students will learn how to start and maintain a business including: developing a business plan, logo, business card creation, product marketing and advertising.

09731	BUSINESS INFORMATION MANAGEMENT I	GPA Level: Regular
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Grade Level: 9-12 Service ID: 13011400 (1 cr.) Prerequisites: None

This course develops technology skills with applications to personal, college, and business situations focusing on the Microsoft Office Suite – Word, Excel, PowerPoint, and Access. In addition, students gain knowledge of telecommunications, desktop publishing, presentation management, and emerging technologies. Skills are developed in order to prepare students for the MOS (Microsoft Office Specialist) certification exams

09732	BUSINESS INFORMATION MANAGEMENT II	GPA Level: Regular
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Grade Level: 10-12 Service ID: 13011500 (1 cr.) Prerequisites: Business Information Management I

This rigorous, fast-paced course builds on technology skills developed in Business Information Management with applications to personal, college, and business situations focusing on the Microsoft Office Suite – Word, Excel, PowerPoint, and Access with the intent of earning industry certifications. In addition, students gain knowledge of desktop publishing, presentation management, and emerging technologies. Skills are developed in order to prepare students for the MOS (Microsoft Office Specialist) certification exam.

19734	BUSINESS LAW	GPA Level: Regular
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Grade Level: 10-12 Service ID: 13011700 (1 cr.) Prerequisites: None

Students analyze the evolution and development of laws that govern business in our society. Students apply technical skills to address business applications of contemporary legal issues and analyze the social responsibility of business and industry.

09733	BUSINESS MANAGEMENT	GPA Level: Regular
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Grade Level: 11-12 Service ID: 13012100 (1 cr.) Prerequisites: Business Law or Accounting

Students will study the legal, managerial, financial, ethical, and international dimensions of business to make appropriate management decisions.

19733	PRACTICUM IN BUSINESS MANAGEMENT	GPA Level: Regular
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Grade Level: 11-12 Service ID: 13012200 (2 cr.) Prerequisites: Business Management

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.

COURSE INFORMATION

09755	CAREER PREPARATION I	GPA Level: Regular
Grade Level: 11-12	Service ID: 12701305 (3 cr.)	Prerequisites: Social Security Card or Work Permit; Paid Employment of 15+ hours/week; Transportation; 16 years old
In this class students will have an opportunity to earn high school credit for the job they already have! Students will work at a local business and apply job-specific skills while learning job interview techniques, communication skills, human relation skills, financial and budget planning, and portfolio development during one class period. Students may have up to 2 classes of release time to go to work each afternoon but must have their own transportation to leave campus.		

FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER,
PLEASE CONTACT:

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