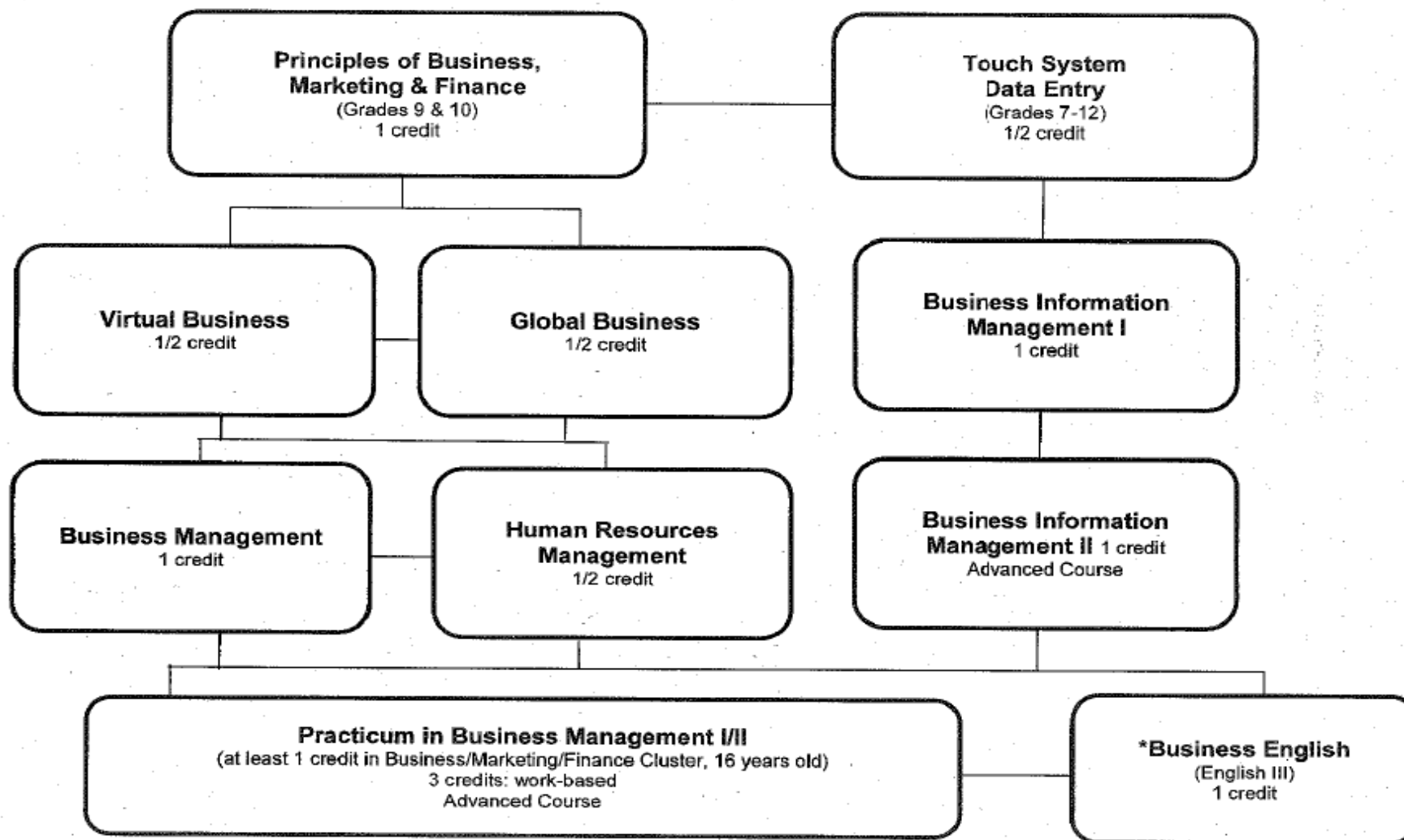


Business Management and Administration

Endorsement: Business & Industry

(Also see Marketing and Finance Clusters for Closely Related Courses)



(Required Prerequisite)
Principals of Information Technology (high school credits)
taken in middle school can count towards B & I endorsement.

*Course approved for 4th English on
Foundation High School Program.

SAMPLE 4-Course Sequences that satisfy the CTE course requirement for a Business & Industry Endorsement

(Earn at least 4 credits by taking at least two courses in the same cluster, with at least one containing advanced topics in that field (**)—see the page on Endorsements in this document or your counselor for more information on graduation requirements)

Career Interest	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Business Manager	Principles of Business, Marketing & Finance (1)	Business Information Mgmt I (1) or *Business Information Mgmt II (1)	Business Management (1)	*Practicum in Business Mgmt I (3)
Business Owner	Principles of Business, Marketing & Finance (1)	Business Information Mgmt I (1) or *Business Information Mgmt II (1)	Human Resource Mgmt (0.5) and Global Business (0.5)	*Practicum in Business Mgmt I (3)
Office Manager	Principles of Business, Marketing & Finance (1)	Touch System Data Entry (0.5) and Virtual Business (0.5)	Business Information Mgmt I (1) or *Business Information Mgmt II (1)	*Practicum in Business Mgmt I (3)

Principles of Business, Marketing, and Finance **1 credit**

In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. The engaging learning activities and simulations in this course provide the foundation for more advanced courses in the business, marketing, and finance clusters.

- ◆ Grades 9 – 10
- ◆ Lab supplies or fee may be required.

Touch System Data Entry **1/2 credit**

The Touch System Data Entry course provides students the opportunity to improve their speed and accuracy on the keyboard. In addition, the course focuses on document formatting skills applicable in many personal, educational, and workplace settings. With an ever increasing focus on technology, these skills are valuable for all students.

- ◆ Grades 9 – 12
- ◆ Strongly recommended for all students
- ◆ Lab supplies or fee may be required.

Business Information Management I **1 credit**

BIM I prepares students to apply personal, interpersonal, and technology skills in other content area, the workplace, and post-secondary education. The applications utilized in this course will include word processing, spreadsheets, multimedia presentations, databases, Internet research, and a look at emerging technologies. While an emphasis will be placed on simulations related to business, finance, and marketing, this introductory technology course is appropriate for students whose career interests fall within any of the 16 career clusters.

- ◆ Grades 9 – 12
- ◆ Recommended prerequisite: Touch System Data Entry
- ◆ Lab supplies or fee may be required.

Business Information Management II **1 credit**

Students will complete this course with an advance level of proficiency in word processing, spreadsheet, database and presentation applications that is expected in the world of business. Lessons are aligned with the content on the Microsoft Office Specialist exams. This certification is globally recognized as the standard for demonstrating mastery of Microsoft Office Suite skills and may be a valuable addition to your credentials for current and future employment. On-site certification assessment is available at all campuses.

- ◆ Grades 10 – 12 (Ninth graders may enroll with credit for BIM I in 8th grade.)
- ◆ Recommended prerequisite: Business Information Management I or prior working knowledge of Microsoft Office.
- ◆ Lab supplies or fee may be required.

Business English **1 credit**

The Business English course allows students to enhance their reading, writing, computing, communication, and reasoning skills and apply them to the business environment. Students edit their work for clarity, engaging language, and the correct use of the conventions and mechanics of written English to produce final, error-free drafts for business reproduction. Having quality written and verbal communication is key to success in business as there is often no second chance to make a first impression. This course is designed for students graduating with an endorsement in Business and Industry.

- ◆ Grade 12
- ◆ Prerequisites: Successful completion of English I-III and satisfactory performance on STAAR English I and II End-of-Course; Touch System Data Entry recommended
- ◆ This course may satisfy the 4th English credit required for graduation on the FHSP.

Global Business **1/2 credit**

In Global Business, students explore theories in trading and investing across national borders. This course includes topics related to differing laws, cultures and societies, and their impact on the application of basic business principles. Students taking this course should consider also taking Virtual Business and/or Human Resource Management and Business Management.

- ♦ Grades 10 – 12
- ♦ Recommended prerequisite: Principles of Business, Marketing and Finance
- ♦ Lab supplies or fee may be required.

Virtual Business **1/2 credit**

Virtual Business is designed for students to start a virtual business by creating a web presence, conducting online and off-line marketing, examining contracts appropriate for an online business and demonstrating project-management skills. Students will also demonstrate bookkeeping skills for a virtual business, maintain business records, and understand legal issues associated with a virtual business. The culminating project will include building a functional website that incorporates the essentials of a virtual business. Students taking this course should consider also taking Global Business and/or Human Resource Management and Business Management.

- ♦ Grades 10 – 12
- ♦ Recommended prerequisite: Principles of Business, Marketing, and Finance
- ♦ Lab supplies or fee may be required.

Human Resources Management **1/2 credit**

Typically, it is the employees that make or break a business. In this course, students analyze the primary functions of human resources management, which include recruitment, selection, training, development, and compensation. Topics will incorporate social responsibility of business and industry to its employees. Students develop a foundation in the economical, financial, technological, international, social, and ethical aspects of human resources in order to become competent managers, employees, and entrepreneurs.

- ♦ Grades 11 – 12
- ♦ Recommended prerequisite: Principles of Business, Marketing, and Finance
- ♦ Lab supplies or fee may be required.

Business Management **1 credit**

In Business Management, students analyze the primary functions of management and leadership in this rapidly evolving global 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 management decisions. This course is strongly recommended for those who strive to be their own boss one day. Students taking this course should consider also taking courses in the Finance cluster.

- ♦ Grades 11 – 12
- ♦ Strongly recommended for all students wanting to

pursue a degree in Business

- ♦ Recommended prerequisite: Principles of Business, Marketing, and Finance
- ♦ Lab supplies or fee may be required.

Practicum in Business Management I

(work-based course)

3 credits

This course allows students to apply business concepts and principles in the classroom and the workplace. In the classroom portion of the course, students will gain a working knowledge of office-related skills such as communication, ethics, office technology (Microsoft Office and Adobe applications), and resume writing. Students will also receive industry-recognized training designed to make them more marketable and desirable in the workplace. Students are required to work 15 hours per week at an approved training site and must be employed at that site within 15 school days after enrollment in the course.

- ♦ Grades 11-12
- ♦ Required prerequisite: At least one credit in Business, Marketing, and Finance cluster and age 16 with reliable transportation
- ♦ Lab supplies or fee may be required.
- ♦ Assessment for verification of industry-recognized training is available for a fee.

Practicum in Business Management II

(work-based course)

3 credits

This second-year work-based course allows students to build upon the basic business concepts and principles mastered in the first course. In the classroom portion of the course, students will integrate skills from academic subjects, office technology (additional Microsoft Office and Adobe applications), interpersonal communication, and supervisory/ management training to make responsible decisions. Students will also receive industry-recognized training designed to make them more marketable and desirable in the workplace. Students are required to work 15 hours per week at an approved training site and must be employed at that site within 15 school days after enrollment in the course.

- ♦ Grades 12
- ♦ Required prerequisite: Practicum in Business Management I and age 16 with reliable transportation
- ♦ Lab supplies or fee may be required.
- ♦ Assessment for verification of industry-recognized training is available for a fee.