

## CAREER PROGRAMS IN FINANCE AND BUSINESS SERVICES

CAREER CLUSTER	Marketing	Finance	Finance	Business Management & Administration	Business Management & Administration	Business Management & Administration	Business Management & Administration
CIP	52.1401	52.0801	52.0301	52.0201	52.0701	52.1001	52.0401
PROGRAM TITLE	Marketing	Finance	Accounting	Business Management & Administration	Entrepreneurship/ Entrepreneurial Studies	Human Resources Management/Personnel Administration	Administrative Assistant and Secretarial Science
<b>GROUP 1: ORIENTATION COURSES (Minimum Selection: One course from Group 1 or 2)</b>							
ORIENTATION COURSES	Career Exploration	Career Exploration	Career Exploration	Career Exploration	Career Exploration	Career Exploration	Career Exploration
	Business and Technology Concept	Business and Technology Concept	Business and Technology Concept	Business and Technology Concept	Business and Technology Concept	Business and Technology Concept	Business and Technology Concept
	Recordkeeping	Recordkeeping	Recordkeeping	Keyboarding and Formatting	Keyboarding and Formatting	Keyboarding and Formatting	Keyboarding and Formatting
<b>GROUP 2: INTRODUCTORY COURSES</b>							
INTRODUCTORY COURSES	Introductory Business	Introductory Business	Introductory Business	Introductory Business	Introductory Business	Introductory Business	Introductory Business
	Product-Oriented Marketing	Banking and Finance	Banking and Finance	Business Communications	Business Communications	Business Communications	Business Communications
	Service-Oriented Marketing	Business Communications	Business Communications	Business Principles and Management	Business Principles and Management	Business Principles and Management	Business Principles and Management
<b>GROUP 3: SKILLS COURSE (Minimum Selection 1)</b>							
SKILLS COURSE	Advanced Marketing	Finance	Accounting I	Business Management	Entrepreneurship	Human Resources Management	Information Processing I
<b>GROUP 4: ADVANCED COURSES</b>							
ADVANCED COURSES	Hospitality & Tourism Marketing	Banking	Accounting II	Business Law	Business Law	Business Law	Business Law
	Social Media Marketing	Business Economics	Income Tax Accounting	Business Economics	Business Economics	Business Economics	Information Processing II
	Sports and Entertainment Marketing	Business Law	Cost Accounting	International Business and Marketing	International Business and Marketing	International Business and Marketing	Cost Accounting
	International Business and Marketing	Business Ethics	Payroll Accounting	Business Ethics	Business Ethics	Business Ethics	Payroll Accounting
<b>GROUP 5: WORKPLACE EXPERIENCE COURSES</b>							
WORKPLACE EXPERIENCE	Marketing—Workplace Experience	Finance Workplace Experience	Accounting Workplace Experience	Business Management Workplace Experience	Entrepreneurial Workplace Experience	Human Resources Workplace Experience	Administration Assistant Workplace Experience

A quality CTE program delivers all required elements of Illinois' definition of Size, Scope, Quality. CTE program elements include: a sequence of courses, each educational entity offering approved courses provides assurance that the course content includes at a minimum the State course description, meets the State's minimum requirements for course offerings by program, curriculum aligned to state recognized learning standards & industry standards, career pathway guidance, resources to support program/course delivery (licensed & qualified staff, appropriate facilities, adequate equipment, instructional materials, work-based learning experiences, special populations support services, an active affiliated CTSO chapter), articulation/dual credit agreements, documentation of state agency certification or licensing requirements for occupations regulated by law or licensure, & content which prepare students for reflective of current labor & opportunity for workplace experience or a structured capstone course. **Orientation courses are suggested to be taught at the prior-to-secondary or 9th grade levels. Introductory level courses are suggested to be taught at the 9th-11th grade level. Skill level courses are suggested to be taught at the 10th – 12th grade levels. Workplace Experiences Courses are suggested to be taught at the 12th grade level.**

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<b>Group</b>	<b>State Course Code</b>	<b>State Course Title</b>	<b>State Course Description</b>
Group 1	22151A001	Career Exploration	Career Exploration courses help students identify and evaluate personal goals, priorities, aptitudes, and interests with the goal of helping them make informed decisions about their careers. These courses expose students to various sources of information on career and training options and may also assist them in developing job search and employability skills.
Group 1	12001A001	Business and Technology Concepts	This orientation-level course will provide an overview of all aspects of business marketing and management, including the concepts, functions, and skills required for meeting the challenges of operating a business in a global economy. Topics covered will include the various forms of business ownership, including entrepreneurship, as well as the basic functional areas of business (finance, management, marketing, administration and production). Students will be introduced to a wide range of careers in fields such as accounting, financial services, information technology, marketing, and management. Emphasis will be placed on using the computer while studying applications in these careers along with communication skills (thinking, listening, composing, revising, editing, and speaking), math and problem solving. Business ethics as well as other workplace skills will be taught and integrated within this course. This course is not intended to meet the consumer education requirement, but rather to provide preparation for the skill level courses that make up the Business, Marketing and Management occupations programs.
Group 1	12007A001	Recordkeeping	Develops understanding of and skill in maintaining accurate records; includes skills used in everyday business activities both for personal and professional use; provides an opportunity to develop skills related to personal financial management as well as budgeting, financial planning, cashier's records, handling of money, and tasks common to simple office practices.
Group 1	12005A001	Keyboarding and Formatting	Keyboarding and Formatting is a course designed to develop basic skills in touch keyboarding techniques for entering alphabetic, numeric, and symbol information found on computers and terminals. Students will learn to edit and format text and paragraphs, change fonts, work with headers and footers, cut and paste text, create and use tab keys, create labels, and work with multiple windows. Students will format documents such as letters, envelopes, memorandums, reports, and tables for personal, educational, and business uses. During the second half of the course, major emphasis is placed on formatting documents, improving proofreading skills, and increasing speed and accuracy
Group 2	12051A001	Introductory Business	Introductory Business courses survey an array of topics and concepts related to the field of business. These courses introduce business concepts such as banking and finance, the role of government in business, consumerism, credit, investment, and management. They usually provide a brief overview of the American economic system and corporate organization. Introductory Business courses may also expose students to the varied opportunities in secretarial, accounting, management, and related fields.
Group 2	12167A001	Product-Oriented Marketing	Principles of Marketing courses offer students insight into the processes affecting the flow of goods and services from the producer to the consumer. Course content ranges considerably as general marketing principles such as purchasing, distribution, and sales are covered; however, a major emphasis is often placed on kinds of markets; market identification; product planning, packaging, and pricing; and business management.

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Group 2	12167A002	Service-Oriented Marketing	This course explores the basic principles of marketing such as the creation of concepts, strategies, and the development of marketing plans. Students learn about the components of the marketing mix, target marketing, sponsorship, event marketing, promotions, proposals, and execution of planning. This course emphasizes strong decision -making, critical thinking, and collaborative skills to complete group marketing projects throughout the semester. Students will be challenged to create new marketing ideas as they analyze current marketing trends. Students will also explore the legal aspects of these industries. Real life projects allow students to demonstrate their understanding of these areas. This course will examine the impact of marketing in our everyday lives, as well as teach many critical business concepts to ready students for a career in the area of marketing.
Group 2	12101A001	Banking and Finance	Banking and Finance courses provide students with an overview of the United States' monetary and banking systems, as well as types of financial institutions and the services and products that they offer. Course content may include government regulations; checking, savings, and money market accounts; loans; investments; and negotiable instruments.
Group 2	12009A001	Business Communications	Business Communications courses help students to develop an understanding and appreciation for effective communication in business situations and environments. Emphasis is placed on all phases of communication: speaking, listening, thinking, responding, reading, writing, communicating nonverbally, and utilizing technology for communication. Business communication functions, processes, and applications in the context of business may be practiced through problem-based projects and real world application.
Group 2	12055A002	Business Principles and Management	Business Principles and Management courses are designed to provide students with an understanding of the U.S. business system, its organizations, and its management. These courses examine the various leadership and management styles of a variety of successful business organizations, large and small.
Group 3	12152A001	Advanced Marketing	Marketing—Comprehensive courses focus on the wide range of factors that influence the flow of goods and services from the producer to the consumer. Topics may include (but are not limited to) market research, the purchasing process, distribution systems, warehouse and inventory control, salesmanship, sales promotions, shoplifting and theft control, business management, and entrepreneurship. Human relations, computers, and economics are often covered as well.
Group 3	12103A001	Finance	Finance courses are similar to Banking and Finance courses, but they focus specifically on finance, addressing how businesses raise, distribute, and use financial resources while managing risk. Course content typically involves modeling financial decisions (such as borrowing, selling equity or stock, lending or investing) typically undertaken by businesses.
Group 3	12104A001	Accounting I	Accounting I is a course that assists students pursuing a career in business, marketing, and management. This course includes planned learning experiences that develop initial and basic skills used in systematically computing, classifying, recording, verifying and maintaining numerical data involved in financial and product control records including the paying and receiving of money. Instruction includes information on keeping financial records, summarizing them for convenient interpretation, and analyzing them to provide assistance to management for decision making. Accounting computer applications should be integrated throughout the course where applicable. In addition to stressing basic fundamentals and terminology of accounting, instruction should provide initial understanding of the preparation of budgets and financial reports, operation of related business machines and equipment, and career opportunities in the accounting field. Processing employee benefits may also be included.

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Group 3	12052A001	Business Management	Business Management courses acquaint students with management opportunities and effective human relations. These courses provide students with the skills to perform planning, staffing, financing, and controlling functions within a business. In addition, they usually provide a macro-level study of the business world, including business structure and finance, and the interconnections among industry, government, and the global economy. The course may also emphasize problem -based, real-world applications of business concepts and use accounting concepts to formulate, analyze, and evaluate business decisions.
Group 3	12053A001	Entrepreneurship	Entrepreneurship courses acquaint students with the knowledge and skills necessary to own and operate their own businesses. Topics from several fields typically form the course content: economics, marketing principles, human relations and psychology, business and labor law, legal rights and responsibilities of ownership, business and financial planning, finance and accounting, and communication. Several topics surveyed in Business Management courses may also be included.
Group 3	12058A001	Human Resources Management	Human Resources Management courses provide students with an understanding of the effective use of interpersonal skills in achieving the goals of an organization.
Group 3	10005A001	Information Processing I	Information Processing I is a skill-level course that includes the concepts and terminology related to the people, equipment, and procedures of information processing as well as skill development in the use of information processing equipment. Students will operate computer equipment to prepare memos, letters, reports, and forms. Students will create rough drafts, correct copy, process incoming and outgoing telephone calls and mail, and transmit and receive messages electronically. Students will create, input, and update databases and spreadsheets. Students will create data directories; copy, rename, move, and delete files, and perform backup procedures. In addition, students will prepare files to merge, as well as create mailing labels and envelopes from merge files. Students will learn to locate and retrieve information from hard copy and electronic sources, and prepare masters for a presentations using presentation software. Students will apply proper grammar, punctuation, spelling and proofreading practices. Accuracy will be emphasized. Workplace skills as well as communication skills (thinking, listening, composing, revising, editing, and speaking) will be taught and integrated throughout this course.
Group 4	12159A001	Hospitality & Tourism Marketing	Marketing—Hospitality/Tourism courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing and distribution systems, advertising, display and sales, management, entrepreneurship, and so on) but do so with particular attention to the travel, tourism, and lodging industry. In keeping with the focus on this field, topics include the unique characteristics and functions of travel services and hotel/motel operations.
Group 4	12169A001	Social Media Marketing	Social Media Marketing courses address social media as a marketing tool and emphasize social media tools, social media messages, and search engine optimization. Topics may include, but are not limited to, marketing information management (including marketing research), market planning, channel management, sales, promotion, product/service management, and pricing.
Group 4	12163A001	Sports and Entertainment Marketing	Sports and Entertainment Marketing courses introduce students to and help them refine marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, and the sales or rental of supplies and equipment.
Group 4	12056A001	International Business and Marketing	International Business and Marketing courses examine business management and administration in a global economy. Topics covered in this course typically include the principles and processes of export sales,

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			trade controls, foreign operations and related problems, monetary issues, international business and policy, and applications of doing business in specific countries and markets.
Group 4	12102A001	Banking	Banking courses expose students to the United States' monetary and banking systems. These courses may also examine and apply the methods used for measuring the financial performance of banks in addition to examining specialized brokerage products, current issues, and future trends in banking.
Group 4	12105A001	Business Economics	Business Economics courses integrate economic principles (such as free market economy, consumerism, and the role of the U.S. government within the economic system) with entrepreneurship/business concepts (such as marketing principles, business law, and risk).
Group 4	12054A001	Business Law	Introduces law and the origins and necessity of the legal system; provides insight into the evolution and development of laws that govern business in our society; develops an understanding of how organization and operation of the legal system impact business; develops an understanding of rights and duties within the business environment; and includes contractual responsibility, protection of individual rights in legal relationships relative to warranties, product liability, secured and unsecured debts, negotiable instruments, agencies, employer-employee relations, property ownership and transfer, landlord and tenant, wills and estates, community property, social security, and taxation.
Group 4	12060A001	Business Ethics	Business Ethics courses focus on the study of ethical principles and the application of those principles to situations relevant to decision-making in the professional and business worlds.
Group 4	12104A002	Accounting II	Accounting II is a course that builds upon the foundation established in Accounting I. This course is planned to help students to develop deeper knowledge of the principles of accounting with more emphasis being placed on financial statements and accounting records. It is a study of previously learned principles as they apply to the more complicated types of business organizations: partnerships, corporations, branches, etc. The students may become familiar with such specialized fields of accounting as cost accounting, tax accounting, payroll accounting, and others. Some students may choose to do specialized accounting computer applications, and others may elect payroll clerk, data processing computer applications. Simulated business conditions may be provided through the use of practice sets. Skills are developed in the entry, retrieval, and statistical analysis of business data using computers for accounting business applications.
Group 4	12109A001	Income Tax Accounting	Income Tax Accounting courses introduce students to and expand their knowledge of the fundamental accounting principles and procedures used in businesses through integrating and using accounting-related software and information systems. These courses focus on federal, state, and local business tax laws; business tax accounting methods; and the preparation of business tax forms.
Group 4	12108A001	Cost Accounting	Cost Accounting courses introduce students to the accounting concepts of manufacturing systems. In addition to job order and process costing systems, these courses emphasize profit planning and control programs.
Group 4	12110A001	Payroll Accounting	Payroll Accounting courses introduce students to and expand their knowledge of the fundamental accounting principles and procedures related to payroll transactions for businesses. These courses typically emphasize computing wages, social security taxes, income tax withholding, unemployment taxes, and recording payroll transactions while providing students with experience in preparing all the necessary monthly, quarterly, and annual reports.

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Group 4	10005A002	Information Processing II	Information Processing II is a skill-level course for students who have completed Information Processing I. Students will create and update documents using word processing and desktop publishing programs and put together slideshows, speaker notes and handouts using presentation software. Students will revise data in a stored database and use queries to create customized reports. Students will edit and utilize calculation functions in spreadsheets, integrate graphics, spreadsheets, tables, text and data into documents and reports, and create graphs and charts from spreadsheets. Students will learn to conduct research on the internet and/or intranet, prepare and answer routine correspondence, organize and maintain a filing system, maintain an appointment calendar, make travel arrangements, prepare itineraries and expense reports, and prepare and process timesheets. In addition, students will maintain inventory, order equipment and supplies, and perform routine equipment maintenance. Students will apply proper grammar, punctuation, spelling and proofreading practices to documents and reports. Accuracy will be emphasized. Workplace skills as well as communication skills will be taught and integrated throughout this course. A simulated information processing center or workbased learning experience may be used to provide students with the experience of working in the environment of an information processing center.
Group 5	12198A001	Marketing Workplace Experience	<b>Marketing Workplace Experience courses provide students with work experience in fields related to marketing. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.</b>
Group 5	12148A001	Finance Workplace Experience	<b>Finance Workplace Experience courses provide students with work experience in fields related to finance. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.</b>
Group 5	12148A002	Accounting Workplace Experience	<b>Accounting Workplace Experience courses provide students with work experience in fields related to finance. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.</b>
Group 5	12098A001	Business Management Workplace Experience	<b>Business Management Workplace Experience courses provide students with work experience in fields related to business management. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.</b>
Group 5	12998A001	Entrepreneurial Workplace Experience	<b>Entrepreneurial Workplace Experience courses provide students with work experience in fields related to entrepreneurship. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.</b>
Group 5	12048A001	Human Resources Workplace Experience	<b>Human Resources Workplace Experience courses provide students with work experience in fields related to human resources. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.</b>

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<b>Group 5</b>	<b>12048A002</b>	<b>Administrative Assistant Workplace Experience</b>	<b>Administrative Assistant Workplace Experience courses provide students with work experience in fields related to business administration assisting. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.</b>
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