

## CTE - CIP Course Details Catalog

### Cluster: Business, Management and Administration

#### CIP: 52.0701 - Entrepreneurship/Entrepreneurial Studies.

Status: Open    Start Year: 2011    End Year:

#### Group 1 - Orientation Courses: Exploratory coursework, could be offered at the secondary level or prior-to-secondary in 7th or 8th grade.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
12001A001	Business and Technology Concepts	1.00	2011	
12005A001	Keyboarding and Formatting	0.50	2011	
22151A001	Career Exploration	1.00	2021	

#### Group 2 - Introductory Courses: Introductory coursework for the program of study.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
12051A001	Introductory Business	1.00	2021	
12009A001	Business Communications	1.00	2021	
12055A002	Business Principles and Management	3.00	2021	
10004A001	Computer Concepts and Software Applications	1.00	2021	
12202A001	Principles of Selling	3.00	2022	

#### Group 3 - Skills Courses: More in-depth courses for program concentrators.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
12053A001	Entrepreneurship	3.00	2021	

#### Group 4 - Advanced Courses: More advanced courses for learners completing a program of study to allow for specialization.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
12054A001	Business Law	3.00	2021	
12105A001	Business Economics	3.00	2021	
12060A001	Business Ethics	3.00	2021	
12056A001	International Business and Marketing	3.00	2021	
12111A001	Financial Accounting	3.00	2022	

#### Group 5 - Workplace Experience: Similar model to the existing Cooperative Education coursework that is designed to give students relevant work experience

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
12098A002	Business, Management & Administration Workplace Experience	3.00	2022	
12998A001	Entrepreneurial Workplace Experience	3.00	2021	

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#### **CIP: 52.0701 - Entrepreneurship/Entrepreneurial Studies.**

**State Course ID:** 12001A001      **Course Title:** 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.

**State Course ID:** 12005A001      **Course Title:** 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.

**State Course ID:** 10004A001      **Course Title:** Computer Concepts and Software Applications

Computer Concepts and Software Applications is an orientation-level course designed to develop awareness and understanding of application software and equipment used by employees to perform tasks in business, marketing and management. Students will apply problem-solving skills to hands-on, real-life situations using a variety of software applications, such as word processing, spreadsheets, database management, presentation software, and desktop publishing. Students will explore topics related to computer concepts, operating systems, telecommunications and emerging technologies. The development of employability skills, as well as transition skills, will be included in the course as well as an understanding of the ethical considerations that arise in using information processing equipment and gaining access to available databases.

**State Course ID:** 10008A001      **Course Title:** Digital Literacy

This foundation-level course prepares students to use technology in a proficient and responsible manner in school, in the workforce, and in everyday life. The course contains skills for working in an Internet or networked environment and the knowledge of what it means to be a good digital citizen and the ability to use technology responsibly. Topics include the benefits and risks of sharing information online, and the possible consequences of inappropriate sharing (oversharing). Students explore the legal and ethical dimensions of respecting creative work. Technology use is a vital employability skill for entry-level and upper-level management positions. Students may be provided with the opportunity to seek industry-recognized digital literacy certifications.

**State Course ID:** 22151A001      **Course Title:** 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.

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#### **CIP: 52.0701 - Entrepreneurship/Entrepreneurial Studies.**

**State Course ID:** 12051A001      **Course Title:** **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.

**State Course ID:** 12009A001      **Course Title:** **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 realworld application.

**State Course ID:** 12055A002      **Course Title:** **Business Principles and Management**

Business Principles and Management courses are designed to provide students with an understanding of the American business system, its organizations, and its management. These courses examine the various leadership and management styles of a variety of successful business organizations, large or small.

**State Course ID:** 12053A001      **Course Title:** **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.

**State Course ID:** 10004A001      **Course Title:** **Computer Concepts and Software Applications**

Computer Concepts and Software Applications is an orientation-level course designed to develop awareness and understanding of application software and equipment used by employees to perform tasks in business, marketing and management. Students will apply problem-solving skills to hands-on, real-life situations using a variety of software applications, such as word processing, spreadsheets, database management, presentation software, and desktop publishing. Students will explore topics related to computer concepts, operating systems, telecommunications and emerging technologies. The development of employability skills, as well as transition skills, will be included in the course as well as an understanding of the ethical considerations that arise in using information processing equipment and gaining access to available databases.

**State Course ID:** 12167A001      **Course Title:** **Product-Oriented Marketing**

Product-Oriented 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.

**State Course ID:** 12167A002      **Course Title:** **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.

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#### **CIP: 52.0701 - Entrepreneurship/Entrepreneurial Studies.**

**State Course ID:** 12202A001      **Course Title:** Principles of Selling

Principles of Selling courses provide students with the knowledge and opportunity to develop in-depth sales competencies. Course content typically includes types of selling, steps in a sale, sales strategies, and interpersonal skills and techniques.

**State Course ID:** 12055A001      **Course Title:** 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.

**State Course ID:** 12164A001      **Course Title:** 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.

**State Course ID:** 12052A001      **Course Title:** 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.

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#### **CIP: 52.0701 - Entrepreneurship/Entrepreneurial Studies.**

**State Course ID:** 12055A001      **Course Title:** **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.

**State Course ID:** 12054A001      **Course Title:** **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.

**State Course ID:** 12152A001      **Course Title:** **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.

**State Course ID:** 12164A001      **Course Title:** **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.

**State Course ID:** 10005A001      **Course Title:** **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.

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#### **CIP: 52.0701 - Entrepreneurship/Entrepreneurial Studies.**

**State Course ID:** 12104A001      **Course Title:** Accounting I

Accounting I is a course 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.

**State Course ID:** 22153A001      **Course Title:** Cooperative Education

Cooperative Education is a capstone course designed to assist students in the development of effective skills and attitudes through practical, advanced instruction in school and on the job through cooperative education. Students are released from school for their paid cooperative education work experience and participate in 200 minutes per week of related classroom instruction. Classroom instruction focuses on providing students with job survival skills and career exploration skills related to the job and improving students' abilities to interact positively with others. For skills related to the job, refer to the skill development course sequences, the task list or related occupational skill standards of the desired occupational program. The course content includes the following broad areas of emphasis: further career education opportunities, planning for the future, job-seeking skills, personal development, human relationships, legal protection and responsibilities, economics and the job, organizations, and job termination. A qualified career and technical education coordinator is responsible for supervision. Written training agreements and individual student training plans are developed and agreed upon by the employer, student and coordinator. The coordinator, student, and employer assume compliance with federal, state, and local laws and regulations.

**State Course ID:** 12053A001      **Course Title:** 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.

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## Cluster: Business, Management and Administration

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#### **CIP: 52.0701 - Entrepreneurship/Entrepreneurial Studies.**

**State Course ID:** 12054A001      **Course Title:** **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.

**State Course ID:** 12105A001      **Course Title:** **Business Economics**

Business Economics courses integrate economic principles (such as free market economy, consumerism, and the role of American government within the economic system) with entrepreneurship/business concepts (such as marketing principles, business law, and risk).

**State Course ID:** 12060A001      **Course Title:** **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.

**State Course ID:** 12056A001      **Course Title:** **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, trade controls, foreign operations and related problems, monetary issues, international business and policy , and applications of doing business in specific countries and markets.

**State Course ID:** 12111A001      **Course Title:** **Financial Accounting**

Financial Accounting courses introduce students to the principles and concepts of financial accounting that produces summary financial statements primarily for users external to a business. Topics include preparation, interpretation, and analyses of financial records and statements; the accounting cycle; current and long-term liabilities and owners' equity; and the accounting of assets.

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#### **CIP: 52.0701 - Entrepreneurship/Entrepreneurial Studies.**

**State Course ID:** 12098A002      **Course Title:** **Business, Management & Administration Workplace Experience**

Business, Management & Administration Workplace Experience courses provide work experience in fields related to the Business, Management & Administration cluster. Goals must be set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses must include classroom instruction at least once per week, involving further study of the field, discussion of relevant topics that are responsive to the workplace experience and employability skill development. Workplace Experience courses must be taught by an approved WBL educator-coordinator. These courses should be aligned to a Career Development Experience that could include: Student-led Enterprises; School-based Enterprises; Immersion Supervised Agricultural Experiences; Clinical Experiences in Health Science and Technology programs; Internships; and Apprenticeship programs including Youth Apprenticeships, Pre-apprenticeships, and Registered Apprenticeships.

**State Course ID:** 22153A001      **Course Title:** **Cooperative Education**

Cooperative Education is a capstone course designed to assist students in the development of effective skills and attitudes through practical, advanced instruction in school and on the job through cooperative education. Students are released from school for their paid cooperative education work experience and participate in 200 minutes per week of related classroom instruction. Classroom instruction focuses on providing students with job survival skills and career exploration skills related to the job and improving students' abilities to interact positively with others. For skills related to the job, refer to the skill development course sequences, the task list or related occupational skill standards of the desired occupational program. The course content includes the following broad areas of emphasis: further career education opportunities, planning for the future, job-seeking skills, personal development, human relationships, legal protection and responsibilities, economics and the job, organizations, and job termination. A qualified career and technical education coordinator is responsible for supervision. Written training agreements and individual student training plans are developed and agreed upon by the employer, student and coordinator. The coordinator, student, and employer assume compliance with federal, state, and local laws and regulations.

**State Course ID:** 12998A001      **Course Title:** **Entrepreneurial Workplace Experience**

Entrepreneurial Workplace Experience courses provide students with work experience in fields related to entrepreneurship. Goals must be set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses must include classroom instruction at least once per week, involving further study of the field, discussion of relevant topics that are responsive to the workplace experience and employability skill development. Workplace Experience courses must be taught by an approved WBL educator-coordinator. These courses should be aligned to a Career Development Experience that could include: Student-led Enterprises; School-based Enterprises; Immersion Supervised Agricultural Experiences; Clinical Experiences in Health Science and Technology programs; Internships; and Apprenticeship programs including Youth Apprenticeships, Pre-apprenticeships, and Registered Apprenticeships.