Local Implementation Considerations:

Students completing two or more courses for two or more credits within a program of study earn concentrator status for Perkins V federal accountability reporting.

Proposed Indicator: Students finishing three or more courses for four or more credits with one course from a TEA recognized capstone course (in bold) within a program of study earn completer status for federal accountability reporting.
The Accounting and Financial Services program of study teaches CTE concentrators 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.

**OCCUPATIONS**

<table>
<thead>
<tr>
<th>OCCUPATION</th>
<th>MEDIAN WAGE</th>
<th>ANNUAL OPENINGS</th>
<th>% GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountants and Auditors</td>
<td>$71,469</td>
<td>14,436</td>
<td>22%</td>
</tr>
<tr>
<td>Loan Officers</td>
<td>$68,598</td>
<td>2,419</td>
<td>19%</td>
</tr>
<tr>
<td>Personal Financial Advisors</td>
<td>$86,965</td>
<td>1,861</td>
<td>52%</td>
</tr>
<tr>
<td>Administrative Service Managers</td>
<td>$96,138</td>
<td>2,277</td>
<td>21%</td>
</tr>
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<td>$66,206</td>
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</tr>
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</table>

**WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES**

- **Exploration Activities:** Business Professionals of America (BPA), Future Business Leaders of America (FBLA), and DECA
- **Work Based Learning Activities:** Internship with local accounting firm; Microsoft Office Specialist (MOS) certifications

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.

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Postsecondary Options

<table>
<thead>
<tr>
<th>High School/Industry Certification</th>
<th>Certificate/License*</th>
<th>Associate's Degree</th>
<th>Bachelor's Degree</th>
<th>Master's/Doctoral Professional Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>QuickBooks Certified User**</td>
<td>Certified Management Accountant</td>
<td>Real Estate</td>
<td>Accounting</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>Microsoft Office Specialist or Expert - Excel**</td>
<td>Certified Internal Auditor</td>
<td>Financial, General</td>
<td>Business Administration</td>
<td></td>
</tr>
<tr>
<td>Certified Insurance Service Representative</td>
<td>Certified Income Specialist</td>
<td>Financial Planning and Services</td>
<td>Financial Planning</td>
<td></td>
</tr>
<tr>
<td>Entrepreneurship and Small Business**</td>
<td>Certified Public Accountant</td>
<td>Certified Income Specialist</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Additional industry based certification information is available from the TEA CTE website. **Added, offered at GISD campuses

For more information on postsecondary options for this program of study, visit TXCTE.org.

Occupations

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Work Based Learning and Expanded Learning Opportunities

Exploration Activities: Business Professionals of America (BPA), Future Business Leaders of America (FBLA), and DECA

Work Based Learning Activities: Internship with local accounting firm; Microsoft Office Specialist (MOS) certifications

8D600 CCM, 8D515 DC GBL
Principles of Business, Marketing & Finance

8D615 DC CCM, 8D525 DC GBL
Business Information Management I

8F625 DC CCM, 8F525 DC GBL
Accounting I

8F635 DC CCM, 8F535 DC GBL
Accounting II (H)
<table>
<thead>
<tr>
<th>COURSE NUMBER/ COURSE NAME</th>
<th>SERVICE ID/ CREDITS</th>
<th>PREREQUISITES (PREQ) RECOMMENDED PREREQUISITES (RPREQ)</th>
<th>GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>8D100 Middle School, 8D505 GBL MS, 8D100, 8D105 DC, 8D600 CCM, 8D515 DC GBL, Principles of Bus. Mkt. &amp; Finance</td>
<td>13011200 (1 credit)</td>
<td>None</td>
<td>8-10</td>
</tr>
<tr>
<td>8F210S Middle School Banking and Financial Services</td>
<td>13016300 (.5 credit)</td>
<td>None</td>
<td>7-8</td>
</tr>
<tr>
<td>8D120, 8D125 DC, 8D615 DC CCM, 8D525 DC GBL Business Information Mgmt I</td>
<td>13011400 (1 credit)</td>
<td>None</td>
<td>9-12</td>
</tr>
<tr>
<td>8F100, 8F105 DC Money Matters</td>
<td>13016200 (1 credit)</td>
<td>RPREQ: Princ BMF</td>
<td>9-12</td>
</tr>
<tr>
<td>8F200, 8F205 DC, 8F625 DC CCM, 8F525 DC GBL Accounting I</td>
<td>13016600 (1 credit)</td>
<td>RPREQ: Princ BMF</td>
<td>10-12</td>
</tr>
<tr>
<td>8F300, 8F305 DC Financial Mathematics</td>
<td>13018000 (1 credit)</td>
<td>PREQ: Algebra I</td>
<td>10-12</td>
</tr>
<tr>
<td>8F910, 8F915 DC GRCTC, 8F635 DC CCM, 8F535 DC GBL Accounting II (H)</td>
<td>13016700 (1 credit)</td>
<td>PREQ: Accounting I</td>
<td>11-12</td>
</tr>
<tr>
<td>8F920 GRCTC Financial Analysis</td>
<td>13016800 (1 credit)</td>
<td>PREQ: Accounting I</td>
<td>11-12</td>
</tr>
<tr>
<td>8F410, 8F900 GRCTC Insurance Operations</td>
<td>13016500 (1 credit)</td>
<td>RPREQ: Princ BMF</td>
<td>11-12</td>
</tr>
<tr>
<td>8F930 GRCTC Securities and Investments</td>
<td>13016400 (1 credit)</td>
<td>RPREQ: Princ BMF</td>
<td>10-12</td>
</tr>
</tbody>
</table>
The Business Management program of study teaches CTE concentrators 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.

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<tbody>
<tr>
<td>8D100 Middle, 8D505 GBL Middle, 8D100, 8D105 DC, 8D600 CCM, 8D515 DC GBL Principles of Bus., Mkt. and Finance</td>
<td>13011200 (1 credit)</td>
<td>None</td>
<td>8-10</td>
</tr>
<tr>
<td>8D210S Middle Virtual Business</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8D120, 8D125 DC, 8D615 DC CCM, 8D525 DC GBL Business Information Mgmt I</td>
<td>13011400 (1 credit)</td>
<td>None</td>
<td>9-12</td>
</tr>
<tr>
<td>8D230, 8D235 DC, 8D665 DC CCM, 8D545 DC GBL Business Law</td>
<td>13011700 (1 credit)</td>
<td>None</td>
<td>10-12</td>
</tr>
<tr>
<td>8D910S, 8D915DC GRCTC (Spring), 8D615DC CCM, 8D535 DC GBL Business Information Mgmt. II</td>
<td>13011500 (1 credit)</td>
<td>PREQ: Business Info. Mgmt. I</td>
<td>10-12</td>
</tr>
<tr>
<td>8D930S GRCTC (Fall) Business Management</td>
<td>13012100 (1 credit)</td>
<td>PREQ: Business Information Management I RPREQ: Principles of BMF</td>
<td>10-12</td>
</tr>
<tr>
<td>8D200S, 8D205S DC, 8D565 DC Global Business</td>
<td>13011800 (.5 credit)</td>
<td>None</td>
<td>10-12</td>
</tr>
<tr>
<td>8D220S, 8D550S GBL Human Resource Mgmt.</td>
<td>13011900 (.5 credit)</td>
<td>None</td>
<td>11-12</td>
</tr>
<tr>
<td>8F400 Statistics &amp; Business Decision Making</td>
<td>13016900 (1 credit)</td>
<td>PREQ: Algebra II</td>
<td>11-12</td>
</tr>
<tr>
<td>9D950, 8D955 DC GRCTC (2) 8D970, 8D975 DC GRCTC (3) Practicum in Business Mgmt.</td>
<td>13012200 (2 credits) 13012205 (3 credits)</td>
<td>None</td>
<td>11-12</td>
</tr>
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</table>
The Entrepreneurship program of study teaches CTE concentrators how to plan, direct, and coordinate the management and operations of public or private sector organizations. Through 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.

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ENTREPRENEURSHIP

POSTSECONDARY OPTIONS

<table>
<thead>
<tr>
<th>HIGH SCHOOL/INDUSTRY CERTIFICATION</th>
<th>CERTIFICATE/LICENSE*</th>
<th>ASSOCIATE'S DEGREE</th>
<th>BACHELOR'S DEGREE</th>
<th>MASTERS'/DOCTORAL PROFESSIONAL DEGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft Office Expert - Excel**</td>
<td>Certified Facility Manager</td>
<td>Business Administration and Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Microsoft Office Expert - Word**</td>
<td>Certified Management Accountant</td>
<td>Business/ Commerce</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entrepreneurship and Small Business**</td>
<td>Certified Project Consultant</td>
<td>Public Administration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accredited Management Consultant</td>
<td>Business Management</td>
<td>Management Science</td>
<td></td>
<td></td>
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Approved Statewide Program of Study - September 2019
### COURSE INFORMATION: ENTREPRENEURSHIP

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<thead>
<tr>
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<td>13011400 (1 credit)</td>
<td>None</td>
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</tr>
<tr>
<td>8N940 GRCTC***, 8N600 CCM, 8N540 GBL Entrepreneurship</td>
<td>13034400 (1 credit)</td>
<td>None</td>
<td></td>
<td>10-12</td>
</tr>
<tr>
<td>8N990 (2)****, 8N996 (3) GRCTC Career Preparation I: Entrepreneurship◆</td>
<td>12701300 (2 credits)**** 12701305 (3 credits)</td>
<td>None</td>
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</tr>
<tr>
<td>CCM 8D670, GBL 8D570 Capstone (Project Based Research PBR)</td>
<td>12701500 (1 credit)</td>
<td>None</td>
<td></td>
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</tr>
</tbody>
</table>

***8N960 Retail Management will be taken with 8N940 Entrepreneurship at the GRCTC.

****Note to counselor: Enroll students into 2 credit Career Prep 8N990, if students average 15 or more work hours a week, and the three credit Career Prep 8N996 is needed, the Career Prep teacher and counselor will meet to discuss. See the Student Attendance Accounting Handbook (SAAH), Chapter 5.
The Marketing and Sales program of study teaches CTE concentrators 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.

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<tr>
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<tr>
<td>8N230S Sports &amp; Entertainment Marketing</td>
<td>13034600 (.5 credit)</td>
<td>None</td>
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</tr>
<tr>
<td>8N220S Social Media Marketing</td>
<td>13034650 (.5 credit)</td>
<td>None</td>
<td>10-12</td>
</tr>
<tr>
<td>8N200S, 8N205S Advertising</td>
<td>13034200 (.5 credit)</td>
<td>None</td>
<td>10-12</td>
</tr>
<tr>
<td>8N960 GRCTC*** Retail Management</td>
<td>N1303420 (1 credit)</td>
<td>None</td>
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<tr>
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<tr>
<td>8N970 GRCTC Advanced Marketing</td>
<td>13034700 (2 credits)</td>
<td>PREQ: One credit from the courses in the Marketing Career Cluster</td>
<td>11-12</td>
</tr>
<tr>
<td>8N310 Practicum in Marketing</td>
<td>13034805 (3 credits)</td>
<td>PREQ: One credit from the courses in the Marketing Cluster</td>
<td>11-12</td>
</tr>
<tr>
<td>CCM 8D670 Capstone (Project Based Research PBR)</td>
<td>12701500 (1 credit)</td>
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***SN940 Entrepreneurship will be taken with SN960 Retail Management at the GRCTC.
ACCOUNTING AND FINANCIAL SERVICES

Principles of Business, Marketing, and Finance
8D100 Middle, 8D505 GBL MS, 8D100, 8D105 DC, 8D600 CCM, 8D515 DC GBL
TSDS PEIMS Code: 13011200 (PRINBMF)
Grade Placement: 8–10, 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.

Business Information Management I
8D120, 8D125 DC, 8D615 DC CCM, 8D525 DC GBL
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.

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.

Securities and Investments
8F930 GRCTC
TSDS PEIMS Code: 13016400 (SECINV)
Grade Placement: 10–12, Credit: 1
Prerequisite: None.
Recommended Prerequisite: Principles of Business, Marketing, and Finance.
In Securities and Investments, students will understand the laws and regulations to manage business operations and transactions in the securities industry.

Insurance Operations
8F410, 8F900 GRCTC
TSDS PEIMS Code: 13016500 (INSOPS)
Grade Placement: 10–12, Credit: 1
Prerequisite: None.
Recommended Prerequisite: Principles of Business, Marketing, and Finance.
In Insurance Operations, students will understand the laws and regulations to manage business operations and transactions in the insurance industry.
ACCOUNTING AND FINANCIAL SERVICES

Banking and Financial Services
8F210S Middle School
TSDS PEIMS Code: 13016300 (BANKFIN)
Grade Placement: 7-8, Credit: .5
Prerequisites: None.
Recommended Prerequisite: Principles of Business, Marketing, and Finance.
In Banking and Financial Services, students will develop knowledge and skills in the economic, financial, technological, international, social, and ethical aspects of banking to become competent employees and entrepreneurs. Students will incorporate a broad base of knowledge that includes the operations, sales, and management of banking institutions to gain a complete understanding of how banks function within society.

Money Matters
8F100, 8F105 DC
TSDS PEIMS Code: 13016200 (MONEYM
Grade Placement: 9–12, Credit: 1
Prerequisite: None.
Recommended Prerequisites: Principles of Business, Marketing, and Finance.
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 allocating, risk management, retirement planning, and estate planning.

Accounting I
8F200, 8F205 DC, 8F625 DC CCM, 8F525 DC GBL
TSDS PEIMS Code: 13016600 (ACCOUNT1)
Grade Placement: 10–12, Credit: 1
Prerequisites: None.
Recommended Prerequisites: Principles of Business, Marketing, and Finance.
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 (H)
8F910, 8F915 DC GRCTC, 8F635 DC CCM, 8F535 DC GBL
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.

Financial Analysis
8F920 GRCTC
TSDS PEIMS Code: 13016800 (FINANAL)
Grade Placement: 11–12, Credit: 1
Prerequisite: Accounting I.
In Financial Analysis, students will apply knowledge and technical skills in the economic, financial, technological, international, social, and ethical aspects of business to become competent consumers, employees, and entrepreneurs. Students will develop analytical skills by actively evaluating financial results of multiple businesses, interpreting results for stakeholders, and presenting strategic recommendations for performance improvement.
BUSINESS MANAGEMENT

Principles of Business, Marketing, and Finance
8D100 Middle School, 8D505 GBL Middle, 8D100, 8D105 DC, 8D600 CCM, 8D515 DC GBL
TSDS PEIMS Code: 13011200 (PRINBMF)
Grade Placement: 8–10, 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.

Business Law
8D230, 8D235 DC, 8D665 DC CCM, 8D545 DC GBL
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 Information Management I
8D120, 8D125 DC, 8D615 DC CCM, 8D525 DC GBL
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
8D910S, 8D915S DC (Spring) GRCTC, 8D615 DC CCM, 8D535 DC GBL
TSDS PEIMS Code: 13011500 (BUSIM2)
Grade Placement: 10–12, Credits: 1
Prerequisite: Business Information Management I 8D120, 8D125, 8D615 CCM, 8D525 GBL
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 MANAGEMENT

Business Information Management II/Business Lab
8D920, 8D925 DC GRCTC
TSDS PEIMS Code: 13011510 (BUSMLAB2)
Grade Placement: 11–12, Credits: 2
Prerequisite: None.
Corequisite: Business Information Management II.
Business Lab is designed to provide students an opportunity to further enhance skills of previously studied knowledge and skills and may be used as an extension of Business Information Management I or Business Information Management II; it is a recommended corequisite course, and may not be offered as a stand-alone course. 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 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 Management
8D930S GRCTC (Fall)
TSDS PEIMS Code: 13012100 (BUSMGT)
Grade Placement: 11–12, Credits: 1
Prerequisite: Business Information Management II.
Recommended Prerequisite: Principles of Business, Marketing and Finance
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.

Global Business
8D200S, 8D205S DC, 8D565S DC GBL
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.

Virtual Business
8D210S Middle
TSDS PEIMS Code: 13012000 (VIRTBUS)
Grade Placement: 7-8, Credits: .5
Prerequisite: None.
Recommended Prerequisites: Touch System Data Entry.
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.

Human Resources Management
8D220S, 8D550S GBL
TSDS PEIMS Code: 13011900 (HRMGT)
Grade Placement: 11–12, Credits: .5
Prerequisite: None.
Human Resources Management is designed to familiarize students with the concepts related to human resource management, including legal requirements, recruitment, and 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 MANAGEMENT

Practicum in Business Management
8D955 DC GRCTC (2)
TSDS PEIMS Code: 13012200 (PRACBM)
Grade Placement: 11–12, Credits: 2
Prerequisite: None.
Recommended Prerequisites: Touch System Data Entry and Business Management or Business Information Management II.
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.

Practicum in Business Management/Extended Practicum in Business Management
8D970, 8D975 DC GRCTC (3)
TSDS PEIMS Code: 13012205 (EXPRBM)
Grade Placement: 11–12, Credits: 3
Prerequisite: None.
Recommended Prerequisites: Touch System Data Entry and Business Management or Business Information Management II.
Corequisite: Practicum in Business Management
Extended 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.
Entrepreneurship

Principles of Business, Marketing, and Finance
8D100 Middle School, 8D505 GBL Middle School, 8D100, 8D105 DC, 8D600 CCM, 8D515 DC GBL High School
TSDS PEIMS Code: 13011200 (PRINBMF)
Grade Placement: 8–10, 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.

Business Information Management I
8D120, 8D125 DC, 8D615 DC CCM, 8D525 DC GBL
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.

Entrepreneurship
8N940*** GRCTC, 8N600 CCM, 8N540 GBL
TSDS PEIMS Code: 13034400 (ENTREP)
Grade Placement: 10–12, Credit: 1
Prerequisite: None.
Recommended Prerequisites: Principles of Business, Marketing, and Finance. 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. ***Course 8N940 Entrepreneurship is taken with 8N960 Retail Management at the GRCTC.

Career Preparation I: Entrepreneurship****
8N990 (2)
TSDS PEIMS Code: 12701300 (CAREERP1)
Grade Placement: 11–12, 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.

Career Preparation I: Entrepreneurship****
8N996 (3)
TSDS PEIMS Code: 12701305 (EXCAREE1)
Grade Placement: 12, Credit: 3
Prerequisite: Successful completion of one or more advanced career and technical education courses that are part of a coherent sequence of courses in a Career Cluster related to the field in which the student will be employed. Corequisites: Career Preparation I.
Extended Career Preparation 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.

****Note to counselor:
Enroll students into 2 credit Career Prep 8N990, if students average 15 or more work hours a week, and the three credit Career Prep 8N996 is needed, the Career Prep teacher and counselor will meet to discuss. See the Student Attendance Accounting Handbook (SAAH), Chapter 6.
Entrepreneurship

Capstone Project-Based Research PBR
CCM 8D670, GBL 8D570
TSDS PEIMS Code: 12701500  (PROBS1
Grade Placement: 11–12, Credit: 1
Prerequisite: None.

Project-Based Research is a course for students to research a real-world problem. Students are matched with a mentor from the business or professional community to develop an original project on a topic related to career interests. Students use scientific methods of investigation to conduct in-depth research, compile findings, and present their findings to an audience that includes experts in the field. To attain academic success, students must have opportunities to learn, reinforce, apply, and transfer their knowledge and skills in a variety of settings.
Marketing and Sales

**Principles of Business, Marketing, and Finance**
8D100 Middle School, 8D505 GBL Middle School; 8D100, 8D105 DC, 8D600 CCM, 8D515 DC GBL High School
TSDS PEIMS Code: 13011200 (PRINBMF)
Grade Placement: 8–10, 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.

**Virtual Business**
8D210S Middle School
TSDS PEIMS Code: 13012000 (VIRTBUS)
Grade Placement: 8, Credits: .5
Prerequisite: None.
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.

**Advertising**
8N200S, 8N205S
TSDS PEIMS Code: 13034200 (ADVERTIS)
Grade Placement: 10–12, Credit: .5
Prerequisite: None.
Recommended Prerequisite: Principles of Business, Marketing, and Finance.
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.

**Fashion Marketing**
8N210S
TSDS PEIMS Code: 13034300 (FASHMKTG)
Grade Placement: 9–12, Credit: .5
Prerequisite: None.
Recommended Prerequisite: Principles of Business, Marketing, and Finance.
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.

**Retail Management**
8N960 GRCTC***
TSDS PEIMS Code: N13034600 (REMGMT)
Grade Placement: 11–12, Credit: 1
Prerequisite: None.
Recommended Prerequisites: Principles of Business, Marketing, and Finance.
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. ***This course is taken with 8N940 Entrepreneurship at the GRCTC.
Marketing and Sales

Social Media Marketing
8N220S
TSDS PEIMS Code: 13034650 (SMEDMKTG)
Grade Placement: 10–12, Credit: .5
Prerequisite: None.
Recommended Prerequisite: Principles of Business, Marketing and Finance
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.

Sports and Entertainment Marketing
8N230S
TSDS PEIMS Code: 13034600 (SPORTSEM)
Grade Placement: 9–12, Credit: .5
Prerequisite: None.
Recommended Prerequisite: Principles of Business, Marketing, and Finance.
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.

Practicum in Marketing/Extended Practicum in Marketing
8N310, 8N315 DC
TSDS PEIMS Code: 13034805 (EXPRMKT1)
Grade Placement: 11–12, Credit: 3
Prerequisite: One credit from the courses in the Marketing Career Cluster.
Recommended Prerequisite: Principles of Business, Marketing, and Finance.
Corequisite: 8N310, 8N315 DC, 8N550 GBL, 8N555 DC GBL Practicum in Marketing must be taken with Extended Practicum in Marketing.
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.
Marketing and Sales

**Advanced Marketing**
8N970, 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 illustrate appropriate management and research skills to solve problems related to marketing. This course covers technology, communication, and customer-service skills.

**Capstone Project-Based Research PBR**
CCM 8D670  
TSDS PEIMS Code: 12701500 (PROBS1)  
Grade Placement: 11–12, Credit: 1  
Prerequisite: None.  
Project-Based Research is a course for students to research a real-world problem. Students are matched with a mentor from the business or professional community to develop an original project on a topic related to career interests. Students use scientific methods of investigation to conduct in-depth research, compile findings, and present their findings to an audience that includes experts in the field. To attain academic success, students must have opportunities to learn, reinforce, apply, and transfer their knowledge and skills in a variety of settings.