

Arkansas Department of Career Education

CAREER AND TECHNICAL EDUCATION

Operational Guide

for

Occupational and Support Programs

BUSINESS AND MARKETING TECHNOLOGY

July 1, 2009

Summary of Changes in Operational Guide

Changes (7/1/08)
Deleted summary of changes from 2005 and 2006
Statement of Assurance:
-Changed September 8 to September 3
Arkansas Department of Workforce Education (CTE Page):
-Added Rod Duckworth contact information
-Added Office of Assessment and Curriculum contact information
-Removed Sandra Porter as Program Manager
-Added James Brock as Interim Program Manager
Table of Contents:
-Changed Course Code descriptions from 2006-2007 to 2007-2008
-Changed (Note: Course Codes for 2007-08 will not be included until January 2008) to (Note: Course Codes for 2008-09 will not be included until January 2009)
-Technology Standards from 2006-07 and 2007-08 to 2007-08 and 2008-09
Program Approval Process:
-Removed Business, Management & Administration Career Cluster
CAREER CLUSTER PATHWAY – PROGRAM OF STUDY:
-Removed 2004-05 side of table
-Converted 2007-08 information from table to text
CLUSTER: BUSINESS MANAGEMENT & ADMINISTRATION:
-Added Hospitality and Tourism to Cluster
-Banking & finance Consumer Lending, changed the word negotiations to regulations
-Removed DWE Approved from Advanced Database and Spreadsheets
-Removed DWE Approved from Web Design & Multimedia Production
-Removed Human Resource Management course description
-Added DWE Approved from Web Page Design I – Foundations
-Added DWE Approved from Web Design II – Site Designer
-Alphabetized courses
Cluster: Marketing, Sales, & Service:
-Moved International Travel Course Description to Business Management and Administration
- Moved Introduction to Hospitality Course Description to Business Management and Administration
-Moved Introduction to Travel and Tourism Course Description to Business Management and Administration
-Moved Lodging Management I Course Description to Business Management and Administration
- Moved Lodging Management II Course Description to Business Management and Administration
- Moved Travel Destinations Course Description to Business Management and Administration
-Removed “Cluster: Marketing, Sales, & Service” header
-Combined all DWE-Approved Marketing courses under new header: DWE PRIOR APPROVAL BUSINESS/MARKETING COURSES
MIDDLE SCHOOL COURSES:
-Combined all DWE-Approved middle school courses under new header: DWE PRIOR APPROVAL MIDDLE SCHOOL COURSES
-Added DWE Approved to Information Technology: Fundamentals and moved to DWE PRIOR APPROVAL MIDDLE SCHOOL COURSES
-Added DWE Approved to Keyboarding Connections (7-grade 8) and moved to DWE PRIOR APPROVAL MIDDLE SCHOOL COURSES
TECHNOLOGY STANDARDS:
-Changed 2007-2008 to 2008-2009
-Added new Level I Standards
-Added new Level II Standards
OFFICE OF BUSINESS/MARKETING TECHNOLOGY:
-Removed Sandra Porter as Program Manager
-Added James Brock as Interim Program Manager
Pathways and Programs of Study by Career Cluster:
-Removed POS from headers of Career Clusters
-Updated Management Pathway
-Updated Administration & Information Support Pathway
-Added Accounting/College Prep Program of Study
-Updated the Banking and Related Services Pathway

-Updated Travel & Tourism Pathway
-Updated Interactive media Pathway
-Updated Programming-Software Engineering Pathway
-Updated Information Management Pathway
-Updated Marketing Information Management and Research pathway
-Removed statement, "Must have A.Y.A. Marketing License to teach these courses"
-Added statement, "A four-year transition period will be given to implement the new program of study changes. These changes must be in place for the 2012 – 2013 school year."
-Updated Business Elective Courses
-Updated Marketing Elective Courses and merged with Business courses
-Updated DWE Prior Approval Business/Marketing Elective Courses
-Updated Middle School Elective Courses
-Updated DWE Prior Approval Middle School Elective Courses
-Updated header for Business Financial Management Pathway
-Updated core requirements for Accounting POS
-Updated core requirements for Financial Literacy POS
-Updated core requirements for Hospitality POS
-Added statement "Schools may require DTP I as prerequisite for MMI" to MM POS
-Removed asterisks from CBA in core requirements of Programming POS
-Updated header for Information Support & Services
-Removed asterisks from CBA in core requirements of Oracle POS
Minimum Instructional Equipment and Software:
-Changed 2007-2008 to 2008-2009
-Updated Minimum Equipment and Software specs

Changes (7/1/09)
Deleted summary of changes from 2007
STATEMENT OF ASSURANCE:
-Change front cover date to July, 01, 2009
-Changed September 3 to September 11
ARKANSAS DEPARTMENT OF WORKFORCE EDUCATION (CTE PAGE):
-Changed room number and phone number for John Davidson
-Changed room number for Rod Duckworth
- Added Workforce Training contact information
- Changed room number for Office of Assessment and Curriculum
-Added Hospitality and Tourism
-Removed Interim from James Brock
TABLE OF CONTENTS:
-Changed Course Code descriptions from 2008-2009 to 2009-2010
-Changed (Note: Course Codes for 2008-2009 will not be included until January 2009) to (Note: Course Codes for 2009-2010 will not be included until January 2010)
-Changed Technology Standards from 2008-2009 to 2009-2010
-Added Hospitality and Tourism
CAREER CLUSTER PATHWAY – PROGRAM OF STUDY CROSSWALK:
-Changed 2008-2009 to 2009-2010
-Changed All Cluster/Pathways to reflect new pathway and program of study names
COURSE DESCRIPTIONS AND CODES:
-Added Sales and Service
-Changed 21 units to 22 units for graduation requirement
TECHNOLOGY STANDARDS:
-Added new Level I Standards
-Added new Level II Standards
-Deleted Laptop Standards
-Added new iMac Standards
Added new MacBook Standards
OFFICE OF BUSINESS/MARKETING TECHNOLOGY:
-Removed Interim from Jim Brock, Program Manager
-Add Peggy Wakefield, Program Advisor
-Change Area Supervisor to Program Advisor
PATHWAYS AND PROGRAMS OF STUDY BY CAREER CLUSTER:
-Changed Management Pathway to General Management Pathway
-Changed Management Pathway (Entrepreneurship POS) to Marketing Management Pathway and moved POS to page 41 under Marketing Cluster
-Changed Administration & Information Support Pathway to Administrative Services
-Changed Business Financial Management Pathway (Finance) to Accounting Pathway and POS

-Changed Business Financial Management Pathway (Accounting) to Business Finance Pathway and POS
-Changed Business Financial Management Pathway (Financial Literacy) to Securities and Investments Pathway and POS
-Created new Insurance Pathway and Insurance and Risk Management POS
-Changed Banking and Related Services Pathway to Banking Services
-Changed Travel and Tourism Pathway to Lodging and changed Lodging POS to Lodging Management
-Changed Interactive Media Pathway (DTP, MM and Web Design) to Web Design and Digital Communications and Digital Communications (DTP and MM) POS and Web Design POS
-Added additional POS option for Web Design
-Changed Marketing Information Management and Research Pathway to Marketing Research and Marketing Technology and Research POS
MINIMUM INSTRUCTIONAL EQUIPMENT AND SOFTWARE:
-Changed 2008-2009 to 2009-2010
-Changed Marketing Technology to Marketing Research (Marketing Information Management and Research and Marketing Management
-Changed Interactive Media Pathway to Web Design and Digital Communications and POS to Digital Communications

Statement of Assurance

All vocational opportunities are offered without regard to race, color, national origin, sex, handicap, or age. The following civil rights laws protect individuals from discrimination in programs or activities receiving federal financial assistance:

- Title IV of the Civil Rights Act of 1964
- Title IX of the Education Amendments of 1972
- Section 504 of the Rehabilitation Act of 1973
- Age Discrimination Act of 1975

RELATED LINK: Go to the Department of Labor for assistance with specific laws and regulations, <http://www.dol.gov/dol/compliance/compliance-majorlaw.htm>.

Summary of Dates/Forms Associated with Instructional Programs		
Date	Form # and Web Site Address	Name of Form
September 11	(http://dwe.arkansas.gov/CareerandTechEducation/TeacherInformationSystem.htm)	Computer submission of <u>Teacher Information</u>
October 1		Notification by letter of schools using concurrent credit to meet standards
October 1	<u>WE-92</u> (http://dwe.arkansas.gov/CTESCTENewandExpandedPrograms.htm)	C & T New Program Start-up Proposals
March 15	<u>WE-4</u> (http://dwe.arkansas.gov/CTESCTENewandExpandedPrograms.htm)	Reimbursement for C & T New Program Equipment
2 weeks prior to beginning of class	<u>WE-6</u> (http://dwe.arkansas.gov/CTESCTEReporting%20Forms.htm)	Application for Adult Skill Training Class (no classes will be approved after May 1)
No later than 2 weeks after completion of class	<u>WE-PD</u> (http://dwe.arkansas.gov/CTESCTEReporting%20Forms.htm)	Adult Skill Training Class Enrollment Report (all reimbursement requests must be received by May 30)

ARKANSAS DEPARTMENT OF CAREER EDUCATION
Three Capitol Mall
Little Rock, AR 72201
Web Site Address: <http://dwe.arkansas.gov>

CAREER AND TECHNICAL EDUCATION

John L. Davidson, Deputy Director
E-mail: john.davidson@arkansas.gov
Room 405 (501) 682-1043
Fax: (501) 682-1026

Roderick Duckworth, Associate Director
E-mail: roderick.duckworth@arkansas.gov
Room 403.2 (501) 682-1040
Fax: (501) 682-1026

Workforce Training
Sandra Porter, Associate Director
E-mail: sandra.porter@arkansas.gov
Room 402.1 (501)682-1505
Fax (501)682-1501

Accountability and Funding
(<http://dwe.arkansas.gov/CTESCTEPerkinsInfo.htm>)
Room 402 (501) 682-1528
Fax: (501) 682-1026
Mary Ellen Koettel, Program Analyst
E-mail: mary.koettel@arkansas.gov
Perkins and related federally funded programs
Career and technical education coordinators

Office of Assessment and Curriculum
assessment@arkansas.gov
(<http://wetest.k12.ar.us>)
Room 409 (501) 682-1042
Fax: (501) 682-1026
Karen Chisholm, Program Manager
E-Mail: karen.chisholm@arkansas.gov
Career and Technical Education competency test administrator
Career and Technical Education curriculum approval

Occupational Programs:

Office of Business/Marketing Technology
(<http://dwe.arkansas.gov/BusinessMarketing.htm>)
Room 502 (501) 682-1768
Fax: (501) 682-1268
Jim Brock, Program Manager
E-mail: james.brock@arkansas.gov
Cluster responsibility: Business, Management, &
Administration; Finance; Information Technology;
Marketing, Sales, & Service, Hospitality and Tourism

TABLE OF CONTENTS

Program Approval Process	8
Pathway – Program of Study Crosswalk	9
Course Codes – 2009-10 with Descriptions (by cluster, with licensure codes)	10
(Note: Course Codes for 2009-10 will not be included until January 2010)	
Technology Standards (2009-10).....	27
Specific Career and Technical Education Program Operational Procedures	
<u>Occupational Programs (with minimum equipment lists):</u>	
Office of Business/Marketing Technology Education	31
(Cluster Responsibility: Business, Management, & Administration; Finance; Information Technology; Marketing, Sales, & Service; Hospitality & Tourism)	

PROGRAM APPROVAL PROCESS

If a program was **conditionally approved** during the previous year and one of the following actions apply the following year; then the district will receive the program status indicated.

ACTION	STATUS TO RECEIVE
Problems are corrected	FULL APPROVAL
Problems not corrected	Disapproval
Critical elements from previous year received, and improvement plan not submitted	Disapproval

If a program had **full approval** during the previous year and one of the following actions apply the following year, then the district will receive the program status indicated.

ACTION	STATUS TO RECEIVE
No CTSO previous year	Conditional Approval
No program of study	Conditional Approval
No required foundations (reviewed by appropriate program area)	Conditional Approval
Core not offered every year	Conditional Approval
Meets all DWE standards	FULL APPROVAL

Program approval items to be reviewed during technical assistance visits are as follows:

1. All report card items
 - A. Completers
 - B. Career and technical assessment
 - C. Academic attainment
 - D. Placement
 - E. Nontraditional numbers
2. Advisory councils and meeting minutes
3. Safety issues
4. Any item noted as lacking in previous technical assistance visit

Business/Marketing Technology

Cluster: BUSINESS, MANAGEMENT & ADMINISTRATION

General Management – Management
Administrative Services – Office Administration

Cluster: FINANCE

Banking Services – Banking
Business Finance – Business Finance
Accounting – Accounting
Insurance – Insurance and Risk Management
Securities and Investments – Securities and Investments

Cluster: HOSPITALITY AND TOURISM

Travel & Tourism – Hospitality
Lodging – Lodging Management

Cluster: INFORMATION TECHNOLOGY

Web Design and Digital Communications – Digital Communications (DTP & MM)
– Web Design (CIW)
Programming and Software Development – Programming
Information Support and Services – Oracle Academy

Cluster: MARKETING, SALES, & SERVICE

Marketing Research (Marketing Information Management and Research) – Marketing Technology
and Research
Marketing Management – Entrepreneurship

CLUSTER: BUSINESS, MANAGEMENT & ADMINISTRATION, FINANCE, HOSPITALITY & TOURISM, INFORMATION TECHNOLOGY, and MARKETING SALES AND SERVICES

492530 Advanced Database and Spreadsheets

Credit: .5 Grade Levels: 10-12

Students learn advanced techniques in both spreadsheets and database. In spreadsheets, they use absolute and mixed cell references, use the IF function VLOOKUP, create and edit charts, use and link multiple workbooks, consolidate worksheets, create pivot tables, and write macros. In database, they create tables using advanced filters, sorts with multiple criteria, default values, input masks, data validation, and lookup fields. Students complete a final presentation displaying their ability to organize information using a database and analyze it using spreadsheets. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

492010 Advertising

Credit: .5 Grade Levels: 10-12

Advertising is a one-semester course designed to focus on the competencies needed for the planning and implementation of a successful advertising program. Students are exposed to media, methods of research, budgets, and evaluations that are used to sell a product, service, or business. Hands-on experience is given in copywriting, layout, and production in various media. Desktop publishing should be introduced.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492020 Banking & Finance Consumer Lending

Credit: .5 Grade Levels: 10-12

Banking and Finance Consumer Lending is a one-semester course that focuses on the insider's view of consumer lending and covers essential information about the maze of regulations covering credit practices and reviews loan processing, cross-selling and collections. The targeted audience includes consumer lenders, consumer credit personnel, and bank employees who need to understand consumer credit.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492030 Banking & Finance Law

Credit: .5 Grade Levels: 10-12

Banking and Finance Law is a one-semester course that assists the student in understanding the legal environment in which depository institutions exist. Students study basic concepts in business law in the areas of contract law, agency law, property law, commercial paper law, and credit law. This curriculum is adopted from Wisconsin Finance Youth Apprenticeship, Wisconsin Department of Industry, Labor, and Human Relations, Bureau of Apprenticeship Standards, Office for Workforce Excellence.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492040 Banking & Finance Operations/Teller Training

Credit: .5 Grade Levels: 10-12

Banking and Finance Operations is a one-semester course that assists the student in understanding the United States payment system and daily operations of depository institutions. Students study regulatory framework, the U.S. payment system, the check collection system, money creation, internal controls, financial statements, and risks. This curriculum is adapted from Wisconsin Finance Youth Apprenticeship, Wisconsin Department of Industry, Labor, and Human Relations, Bureau of Apprenticeship Standards, Office for Workforce Excellence.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492050 Banking & Finance Principles

Credit: .5 Grade Levels: 10-12

Banking and Finance Principles is a one-semester course that assists the students in understanding the American banking system. Students study the Federal Reserve System, banking and the economy, functions of depository institutions, and daily transactions of depository institutions. This curriculum is adopted from Wisconsin Finance Youth Apprenticeship, Wisconsin Department of Industry, Labor, and Human Relations, Bureau of Apprenticeship Standards, Office for Workforce Excellence.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492060 Business Communications

Credit: .5 Grade Levels: 10-12

Business Communications is a one-semester course designed to provide students with the communication skills needed in business careers. The course includes both written and oral communications relating to business activities and is directed toward understanding the language of nonverbal communication and improved listening skills, reading, voice usage, and writing skills. Emphasis is given to developing competencies in fundamentals, such as spelling, punctuation, grammar, vocabulary, sentence and paragraph structure, English usage, and proofreading. Applications in writing all types of business documents are valuable components of the course. Students gain competencies in writing, thinking logically, organizing ideas, writing clearly and concisely, and displaying tact and courtesy in writing. Technological advancements relating to information, communication, and telecommunications are given emphasis.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
225	Business Technology

492070 Business Law I

Credit: .5 Grade Levels: 10-12

Business Law I is a one-semester course designed to acquaint the student with some of the legal problems and rights encountered in business transactions. This course will include law and the judicial system; laws relating to minors, consumers, and the business firm; elements of contracts; credit; sales contracts; employment laws; commercial paper; insurance; and property rights.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
225	Business Technology

492080 Business Law II

Credit: .5 Grade Levels: 10-12

Business Law II is a one-semester course designed to acquaint the student with some of the legal problems and rights encountered in business transactions. This course will include law and the judicial system; laws relating to minors, consumers, and the business firm; elements of contracts; credit; sales contracts; employment laws; commercial paper; insurance; and property rights.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
225	Business Technology

492100 Computerized Accounting I

Credit: 1 Grade Levels: 10-12

Computerized Accounting I is a two-semester course with emphasis on basic accounting principles as they relate to both manual and computerized financial systems. Instruction is on an integrated basis using computers and electronic calculators as the relationships and processes of manual and computerized accounting are presented. Entry-level skills in the accounting occupations can be attained.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course: 031 Business Education (Secretarial)
032 Business Education
225 Business Technology

492110 Computerized Accounting II

Credit: 1 Grade Levels: 10-12

Computerized Accounting II is a two-semester course designed to provide students with the knowledge, understanding, and skill necessary for successful careers in accounting. Partnership as well as departmental, corporate, and cost accounting systems are components of the course. Emphasis is given to the computerized/automated functions in accounting.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course: 031 Business Education (Secretarial)
032 Business Education
225 Business Technology

492120 Computerized Business Applications

Credit: 1 Grade Levels: 9-12

Computerized Business Applications is a two-semester course designed to prepare students with an introduction to business applications that are necessary to live and work in a technological society. Emphasis is given to hardware, concepts, and business uses of applications. The business applications covered are word processing, database, spreadsheet, telecommunications, presentation, and Web page design. This course will also meet the one unit required in the Standards for Computer Applications.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course: 031 Business Education (Secretarial)
032 Business Education
034 Data Processing/Computer Permit
037 Computer Tech Permit
225 Business Technology

492140 Database Applications

Credit: .5 Grade Levels: 10-12

Database Applications is a one-semester course in which students learn to organize data; create, search, and query databases; and use integrated software to combine database with word processing and mail merge.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course: 031 Business Education (Secretarial)
032 Business Education
034 Data Processing/Computer Permit
037 Computer Tech Permit
225 Business Technology

492560 Database Fundamentals – Oracle Internet Academy

Credit: .5 Grade Levels: 10-12

The data modeling course is largely conceptual in that students are challenged to identify patterns or connections between information that is not obviously related and to identify key or underlying issues in complex situations. Student activities are designed to include using creative, conceptual, and inductive reasoning. Students learn how to transform business information needs into entity relationship diagrams and, later, into a relational database.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course: 031 Business Education (Secretarial)
032 Business Education
034 Data Processing/Computer Permit
037 Computer Tech Permit
225 Business Technology

492570 Database Programming – Oracle Internet Academy

Credit: .5 Grade Levels: 10-12

This course enables users to build data warehouses and data marts; perform an array of integrated reporting; conduct ad-hoc querying and sophisticated analysis, including database optimization and maintenance, forecasting and trending, and market analysis; provide extended database support for online analytical processing, data-mining, and extraction; and perform transformation and loading operations.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

492150 Desktop Publishing I

Credit: .5 Grade Levels: 10-12

Desktop Publishing I is a one-semester course that combines the versatility of the microcomputer with page design software, enabling students to produce materials of near photo quality. The course includes page composition, layout, design, editing functions, and a variety of printing options.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
037	Computer Tech Permit
225	Business Technology

492160 Desktop Publishing II

Credit: .5 Grade Levels: 10-12

Desktop Publishing II is a one-semester course designed to study the process of analyzing information and audience and choosing the appropriate visual signals to communicate the desired message effectively. Applied principles are used to analyze and organize information, set up a design structure, and produce special visual expressions.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
037	Computer Tech Permit
225	Business Technology

492170 Enterprise Management I

Credit: .5 Grade Levels: 10-12

Enterprise Management I is a one-semester course designed to offer an overview of the American business enterprise system. It provides a study of various forms of ownership, internal organization, management functions, and financing as they relate to business. The course content focuses on the concepts and practices of small business ownership and management. The student should be introduced to microcomputer software that is used as a tool for management functions.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492180 Enterprise Management II

Credit: .5 Grade Levels: 10-12

Enterprise Management II is a one-semester course that incorporates applied economics with emphasis on current applications of economic theory, international economics, and small business economic applications. It is recommended that Economics at Work – developed by the Agency for Instructional Technology, the National Council on Economic Education, and a consortium of state education agencies – be utilized in the second semester as a contextual, multimedia approach designed around five major economic activities, including producing, exchanging, consuming, saving, and investing.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492190 Fashion Merchandising

Credit: .5 Grade Levels: 10-12

Fashion Merchandising is a one-semester course designed to offer an overview of the fashion industry. It provides the foundation in preparing students for a wide range of careers available in the different levels of the fashion industry. Emphasis is given to historical development, textiles, manufacturers, merchandising, domestic and foreign markets, accessories, and retailing.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492210 Insurance & Risk Management

Credit: .5 Grade Levels: 10-12

Insurance & Risk Management provides an overview of the insurance industry, including various types of insurance, rates and claims, and career opportunities. Included are activities that help the student to better understand the importance of insurance and how it affects them both today and through their retirement years.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492220 International Business

Credit: .5 Grade Levels: 10-12

International Business is a one-semester course pursuing the study of economics, competition, politics, and social activities across national boundaries. Students are taught to think in global terms concerning their legal, cultural, economic, and political environments.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492230 International Travel

Credit: .5 Grade Levels: 10-12

International Travel is a one-semester course that provides detailed coverage of international air travel; geography; international airfares and ticketing procedures; travel requirements; travel in Europe, Russia, Asia, and the Pacific; ecotourism analysis; and broadening of global horizons to maximize cultural understanding.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492240 Introduction to Finance

Credit: .5 Grade Levels: 9-12

Introduction to Finance focuses on the individual's role and financial responsibilities as a student, citizen, consumer, and an active participant in the business world. It informs students of their various financial responsibilities.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492250 Introduction to Hospitality

Credit: .5 Grade Levels: 10-12

Introduction to Hospitality is a one-semester course that provides students with an overview of the hospitality industry and career opportunities within the industry. Students learn operation procedures in front office operations, guest services, marketing and sales, bank office functions, ownership and management, food, beverages, and housekeeping management.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492580 Introduction to Java - Oracle Internet Academy

Credit: .5 Grade Levels: 10-12

The goal of this course is to teach the fundamentals of the language. Before a student can create applets and other Net-based applications with Java, he/she must understand the basic elements of the language. It includes object-oriented programming; essential concepts, syntax, and programming constructs of the Java language; introduction to classes, objects, and methods; college application process, and IT career research.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

492630 Introduction to Marketing

Credit: .5 Grade Levels: 9-10

Introduction to Marketing is a one-semester course designed to provide students with a basic understanding of marketing and its role in society. Instruction will focus on how marketing impacts businesses, helps people, and benefits society. Students will examine career opportunities in marketing and explore the interpersonal and communication skills needed for success in marketing careers. The course will include the history and development of marketing in a global economy. Students enrolled in the Introduction to Marketing class will have access to the student organization known as DECA: An Association of Marketing Students.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

222	Marketing Technology
040	Marketing Education

492260 Introduction to Travel & Tourism

Credit: .5 Grade Levels: 10-12

Introduction to Travel and Tourism is a one-semester in-depth study of worldwide travel, transportation, and tourism. Students are introduced to the industry as a whole and the job opportunities that are available. The course covers resource allocation, technology, and social, organizational, and technological systems.

Does course count in required 38 units and if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492270 Investments & Securities

Credit: .5 Grade Levels: 10-12

Introduction to Investments & Securities teaches students every step of the way toward smart saving and investing. Topics include how to invest in everything from certificates of deposit to mutual funds and stocks. The course will teach students how to research stocks and make informed decisions by using NAIC's Stock Selection Guide.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492590 Java Programming - Oracle Internet Academy

Credit: .5 Grade Levels: 10-12

By the end of this course, the students will have a solid foundation that will enable them to start writing their own programs and applets using Java. This includes examining packages and interfaces, review for the Advanced Placement Computer Science Exam (APCS), Introduction to Integrated Design Environment (IDE), JDeveloper, applications, applets and UI components, and resume/portfolio building.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

690050 Keyboarding (9-12)

Credit: .5 Grade Levels: 9-12

Keyboarding is a one-semester course designed to help students develop speed and accuracy by learning the touch operation of alphanumeric/keyboard characters. Emphasis is placed on the following: mastery of the keyboard with desirable keyboarding techniques; development of speed and accuracy; basic problem-solving applications of centering and arranging reports, letters, and tables; proofreading; formatting; and proper care of the equipment. Keyboarding is a foundation for developing entry-level skills for business careers. Only students who failed or did not take Keyboarding in the seventh or eighth grade are to be enrolled in this course.

Does course count in required 38 units and, if yes, how: No

Does course count in the 22 units required for graduation: No

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
033	Middle School Business
224	Business Technology
225	Business Technology

690060 Keyboarding Applications (9-12)

Credit: .5 Grade Levels: 9-12

Keyboarding Applications is a one-semester course designed to further develop keyboarding skills. Emphasis is placed on the following: increasing speed and accuracy; proofreading; producing mailable copy from rough draft; producing handwritten and statistical documents; and improving production of various types of business communications.

Keyboarding Applications provides the skills and knowledge necessary for entry-level employment for business careers. Only students who failed or did not take Keyboarding Applications in the seventh or eighth grade are to be enrolled in this course.

Does course count in required 38 units and, if yes, how: No

Does course count in the 22 units required for graduation: No

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
033	Middle School Business
224	Business Technology
225	Business Technology

492300 Lodging Management I (Business)

Credit: 1 Grade Levels: 10-12

Lodging Management I has everything a student needs to get started in a hospitality career, with the classroom lessons and activities that teach valuable lodging skills and knowledge. This two-semester course is offered to 10th through 12th-grade students with an opportunity upon graduation to be tested for industry-recognized certification.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492310 Lodging Management II (Business)

Credit: 1 Grade Levels: 10-12

Tools are provided to aid the student in finding hospitality internships (jobs) under the supervision of work-site mentors so students can apply what they learn. When students graduate, they are ready to begin hospitality careers or continue their education at a college or university. This two-semester course is offered to 10th through 12th-grade students with an opportunity upon graduation to be tested for industry-recognized certification.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education

040	Marketing Education
222	Marketing Technology
225	Business Technology

492320 Management

Credit: 1 Grade Levels: 11-12

Management is a two-semester course that assists the student in understanding basic management functions. Students study the management process, decision making, environmental factors, basic ethics, and social responsibility. Planning, organizing, leading, and controlling are emphasized as well as basic concepts of staffing, leadership, communications, entrepreneurship, and international management.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:	031	Business Education (Secretarial)
	032	Business Education
	225	Business Technology

492330 Marketing

Credit: 1 Grade Levels: 11-12

Marketing is a two-semester course designed to provide students with the fundamental concepts, principles, skills, and attitudes common to the field of marketing. Instruction focuses on market types, market analysis, consumer types, planning, promotion, buying, pricing, distribution, finance, trends, and careers. Although not mandatory, many students can benefit from the on-the-job training component (cooperative education) of this course. The student's job must relate to his/her career objective.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:	040	Marketing Education
	222	Marketing Technology

492350 Marketing Management

Credit: 1 Grade Levels: 11-12

Marketing Management is a two-semester course designed to develop decision-making skill through the application of marketing and management principles. Competencies will be accomplished by utilizing various instructional methods, resources, and direct involvement with marketing businesses. The course will focus on organization, finance, risks, credit, technology, and social aspects. Although not mandatory, many students can benefit from the on-the-job training component (cooperative education) of this course. The student's job must relate to his/her career objective.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:	040	Marketing Education
	222	Marketing Technology

492340 Marketing Management Work-Based Learning

Credit: 1 Grade Levels: 11-12

Although not mandatory, many students can benefit from the on-the-job training component (cooperative education) of Marketing and Marketing Management. The student's job must relate to his/her career objective, and the work-site trainer must develop a list of competencies to be taught on the job that coordinate with classroom competencies and career objectives. All aspects of the industry must be taught. Students attend school part of the day and work in a marketing position for the remainder. A minimum of 135 hours during each semester on the job is required for the work experience credit of .5.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:	040	Marketing Education
	222	Marketing Technology

492360 Multimedia Applications I

Credit: .5 Grade Levels: 10-12

Multimedia Applications I is a one-semester course giving students experience in using multimedia to merge text, graphics, video, and sound. Applied principles are used to analyze and organize information, set up a design structure, and produce special visual expressions.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:	031	Business Education (Secretarial)
	032	Business Education
	037	Computer Tech Permit
	225	Business Technology

492370 Multimedia Applications II

Credit: .5 Grade Levels: 10-12

Multimedia Applications II is a one-semester course giving students advanced experience in using multimedia to merge text, graphics, video, and sound. Applied principles are used to analyze and organize information, set up a design structure, and produce special visual expressions.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
037	Computer Tech Permit
225	Business Technology

492130 Office Education Cooperative

Credit: 1 Grade Levels: 11-12

Office Education Cooperative is a two-semester course designed for junior and senior business students. This course covers such topics as use of current technology and communications, ergonomics, human relations, records management, and the basics of management and supervision. A supervised learning experience is required. This experience is for advanced business education students who attend school part of the day and work in a business office for the remainder.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

492620 Office Education Work-Based Learning

Credit: 1 Grade Levels: 11-12

The student's job must relate to his/her career objective and the work-site trainer must develop a list of competencies to be taught on the job relating to classroom competencies and career objectives. All aspects of the industry must be taught. A minimum of 135 hours during each semester on the job is required for the work experience credit of .5.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

492380 Office Management

Credit: 1 Grade Levels: 11-12

Office Management is a two-semester course focusing on management and supervision in the office environment. The course covers basic skills, such as word processing, records management, and communications, as well as decision making, critical thinking, teamwork, and ethics.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
225	Business Technology

492390 Programming I

Credit: .5 Grade Levels: 9-12

Programming I is a one-semester course in any modern, high-level, structured language. Concepts should be taught in the context of practical applications.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

492400 Programming II

Credit: .5 Grade Levels: 9-12

Programming II is a one-semester course that is a continuation of the study of the language taught in Programming I.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
-----	----------------------------------

032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

492410 Rapid Writing I

Credit: .5 Grade Levels: 10-12

Rapid Writing I is a one-semester course in any alphabetic writing or symbolic shorthand system designed to make note taking easier, faster, and efficient. Emphasis is placed on theory, speed, reinforcement, transcription skills, spelling, punctuation, and vocabulary. The course is designed for any student wishing to make notes for educational, business, or personal use.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
225	Business Technology

492420 Rapid Writing II

Credit: .5 Grade Levels: 10-12

Rapid Writing II is designed for the student who wishes to become more proficient in the art of note taking. Rapid Writing II is a continuation of Rapid Writing I and emphasizes speed, transcription skills, effective listening skills, spelling, vocabulary, mechanics of grammar, and note-taking applications.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
225	Business Technology

492430 Retailing

Credit: .5 Grade Levels: 10-12

Retailing is a one-semester course designed to offer an overview of the retailing industry in the United States. A study is made of the types of retail marketing, organization, personnel, merchandising, promotion, selling, operations, and control. The course focuses on the concepts and practices of retail business operations.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492440 Salesmanship

Credit: .5 Grade Levels: 10-12

Salesmanship is a one-semester course designed to inform students about specific selling techniques and attitudes necessary to become a successful salesperson. The course focuses on serving customers and helping them make wise buying decisions. Emphasis is placed on the importance of human relations in selling, the functions performed by salespeople, development of personality traits needed by salespeople, and the buying/selling process.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492640 Sports and Entertainment Marketing

Credit: .5 Grade Levels: 9-12

Sports and Entertainment Marketing is a one-semester course designed to provide students with an understanding of marketing concepts, foundations, and functions as they relate to career opportunities in the growing area of sports and entertainment. Instruction will focus on public relations and publicity, event planning and marketing, sponsorship, venue design, concessions, risk management, product planning, licensing, ticket sales, and distribution.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

222	Marketing Technology
225	Business Technology
040	Marketing Education

492450 Spreadsheet Applications

Credit: .5 Grade Levels: 10-12

Spreadsheet Applications is a one-semester course in which students use computer programs to analyze quantitative data. Emphasis is placed on the role and value of spreadsheets, financial reporting, budgeting, planning, and forecasting.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

492460 Travel Destinations

Credit: .5 Grade Levels: 10-12

Travel Destinations is a one-semester course that provides a working knowledge of the geography of the earth as it relates to travel and tourism. Focus is on the attractions of place, patterns and processes of World Tourism, Geography and Travel and tourism in North America, Mexico, Central America, The Caribbean, South America, Europe, The Middle East, Africa, Asia, Australia, New Zealand and the South Pacific.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
040	Marketing Education
222	Marketing Technology
225	Business Technology

492540 Web Design and Multimedia Production

Credit: .5 Grade Levels: 11-12

Students learn how to use all of the media equipment (digital camera, camcorder, video capture device, and scanner). Students create multimedia presentations, Web pages, and videos. Emphasis is on good design as well as technical skill as students incorporate the proper combination of text, graphics, video, and sound. Students also edit and produce sophisticated graphics and "animated gifs" for the Web. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
037	Computer Tech Permit
225	Business Technology

492470 Word Processing I

Credit: .5 Grade Levels: 9-12

Word Processing I is a one-semester course designed to provide students with entry-level skills in word processing concepts, operations, text manipulations, and production of business documents using an intermediate or advanced level software program. In addition, training in basic word vocabulary skills, mechanics of punctuation and grammar, format, and style, proofreading, editing, and reviewing business documents are included in the course.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
037	Computer Tech Permit
225	Business Technology

492480 Word Processing II

Credit: .5 Grade Levels: 9-12

Word Processing II is a one-semester course designed to provide students with competencies in word processing concepts. Emphasis is on production of business documents and applications, including formats, creating and maintaining files, repetitive documents, revising, and printing.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
037	Computer Tech Permit
225	Business Technology

DWE PRIOR APPROVAL BUSINESS/MARKETING COURSES

492600 DWE-Approved Business Education

Credit: 1 Grade Levels: 9-12

This is an individually approved course in business education submitted by the district.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

590070 DWE-Approved Business Education

Credit: 1 Grade Levels: 9-12

Credit: 1 Grade Levels: 9-12

This is an individually approved course in business education submitted by the district.

Does course count in required 38 units and, if yes, how: No

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

492490 DWE-Approved Computer Applications I (9-12)

Credit: .5 Grade Levels: 9-12

Computer Applications I is a half-unit course designed to provide students with the fundamental computer skills necessary to do well in high school and in virtually all jobs today. In the area of word processing, students will learn the fundamental skills necessary to create and edit the most widely used documents and use the most commonly used features of a word processor, such as bullets, numbered lists, special characters, borders and shading, fonts, and paragraph and line searching. The fundamentals in use of scanners, graphics, and Word Art are applied to documents. Internet searching skills and citing Internet sources are stressed with these applied to a simple PowerPoint presentation. In the area of spreadsheets, students will be expected to create and edit simple spreadsheets using basic formulas and functions and create a simple graph or chart. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

492500 DWE-Approved Computer Applications II

Credit: .5 Grade Levels: 9-12

Computer Applications II is a half-unit course designed to provide students with the intermediate computer skills necessary to do well in high school and in virtually all jobs today. Students will learn techniques that will allow them to create fairly complex word processing and spreadsheet documents. They will continue their Internet research, applying it to spreadsheets, charts and graphs, and Web pages. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

492510 DWE-Approved Computer Applications III

Credit: .5 Grade Levels: 9-12

Computer Applications III is a half-unit course designed to provide students with the computer skills necessary to do well in college and needed in most jobs today. Students will learn techniques that will allow them to create simple to intermediate desktop publishing documents; create, access, and edit databases; use e-mail efficiently and ethically; create advanced electronic presentations; and create Web pages using Web-page design software. They will continue their Internet research, applying it to advanced electronic presentations and the Web pages they create. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

590080 DWE-Approved Marketing Education

Credit: 1 Grade Levels: 9-12

This is an individually approved course in marketing education submitted by the district.

Does course count in required 38 units and, if yes, how: No

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

040	Marketing Education
222	Marketing Technology

492610 DWE-Approved Marketing Education

Credit: 1 Grade Levels: 9-12

This is an individually approved course in marketing education submitted by the district.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

040	Marketing Education
222	Marketing Technology

492520 DWE-Approved Programming III

Credit: .5 Grade Levels: 10-12

Programming III is a half-unit course that is a continuation of the study of the language taught in Programming II. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
225	Business Technology

492550 DWE-Approved Senior Technology Seminar

Credit: 1 Grade Levels: 12

In this project-based course, students are assigned actual computer projects from the school district and local businesses. The projects may include creating presentations to be used at meetings and seminars, creating advanced databases, maintaining Web pages, customizing database reports and screens, maintaining computers, etc. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
037	Computer Tech Permit
225	Business Technology

492650 DWE Approved Web Page Design I – Foundations

Credit: 1 Grade Levels: 10-12

Web Design I – Foundations is the first level of Web Page Design, and it prepares students with work-related skills for advancement into postsecondary education or industry. Course content includes exposure to basic Web design and the dynamics of networking/internetworking, Web hosting and Web design in e-commerce. The course content provides students the opportunity to acquire fundamental skills in both theory and practical application of Web design and of leadership and interpersonal skill development. Laboratory facilities and experiences simulate those found in the Web Page Design and construction industry. Further, this course provides for and directly maps to the Certified Internet Webmaster "Foundations" national certification examination.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course: 032 Business Education

- 034 Data Processing/Computer Permit
- 037 Computer Tech Permit
- 225 Business Technology
- 031 Business Education (Secretarial)

492660 DWE Approved Web Page Design II – Site Designer

Credit: 1 Grade Levels: 10-12

Web Page Design II – Site Designer is the second level of Web Page Design concentration, and it prepares students with work-related skills for advancement into postsecondary education or industry. Course content includes exposure to basic and advanced Web design, pixelated and vector-based Web graphics, Web animations, dynamics of Web hosting, and Web design in eCommerce. The course content provides students the opportunity to acquire fundamental skills in both theory and practical application of Web design and of leadership and interpersonal skill development. Laboratory facilities and experiences simulate those found in the Web page design and Web page construction industry. Further, this course provides for and directly maps to the Certified Internet Webmaster “Site Designer” national certification examination.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course:

- 032 Business Education
- 034 Data Processing/Computer Permit
- 037 Computer Tech Permit
- 225 Business Technology
- 031 Business Education (Secretarial)

COURSES ONLY: WORK-BASED LEARNING, SUPPORT, SPECIAL POPULATIONS, and MISCELLANEOUS COURSES

493860 Internship

Credit: 1 Grade Levels: 11-12

This is a practical and supervised job experience designed to assist students to successfully transition from school-to-work or successfully continue their education in a chosen career focus/major area. Internships are individualized and competency-based.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course: 412 Career Preparation

493880 Workplace Readiness

Credit: .5 Grade Levels: 10-12

This one-semester course is designed to help students transition from school to work. It focuses on the SCANS competencies with emphasis on problem solving, teamwork, communication skills, and the use of technology.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course: 412 Career Preparation

460010 EAST/Workforce Technology

Credit: 1 Grade Levels: 9-12

This one year of EAST Lab experience is designed to help students transition from school to work. It focuses on the SCANS competencies with emphasis on problem solving, teamwork, communications skills, and the use of technology. It counts as one unit of credit toward completer status in any of the career and technical areas of study.

Does course count in required 38 units and, if yes, how: Yes ADE

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course: 412 Career Preparation

Special Populations

493800 JAG Apprenticeship/Work-Based Learning

Credit: 1 Grade Levels: 11-12

This is an instructor-supervised work release course that includes monthly employer evaluations of participants.

Employment is not a requirement of the JAG program, but credit can be given at the discretion of the individual school district. Participants should be expected to complete 180 hours of work-based learning in order to receive one credit – with a maximum of four credits for completing 720 hours of work study within a consecutive two-year period.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course: 413 Career Services for Special Populations

493780 JAG Multi-Year I

Credit: 1 Grade Levels: 11-12

JAG utilizes the National Jobs for America's Graduates model. It is designed to assist career and technical students whose ability to successfully graduate from high school and obtain meaningful employment is in jeopardy.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course: 413 Career Services for Special Populations

493790 JAG Multi-Year II

Credit: 1 Grade Levels: 11-12

JAG utilizes the National Jobs for America's Graduates model. It is designed to assist career and technical students whose ability to successfully graduate from high school and obtain meaningful employment is in jeopardy.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course: 413 Career Services for Special Populations

493770 JAG Senior Applications

Credit: 1 Grade Levels: 12

JAG utilizes the National Jobs for America's Graduates model. It is designed to assist career and technical students whose ability to successfully graduate from high school and obtain meaningful employment is in jeopardy.

Does course count in required 38 units and, if yes, how: Yes Career & Technical

Does course count in the 22 units required for graduation: Yes

Licensure required to teach this course: 413 Career Services for Special Populations

MIDDLE SCHOOL COURSES

399040 Computer Technology: Introduction

Credit: Grade Levels: 7-8

Computer Technology: Introduction is a one-semester course designed to prepare seventh- and eighth-grade students with an introduction to computers and business applications that are necessary to live and work in a technological society. Emphasis is given to data entry, computer concepts and operations, programming and design, computer software, implications of technology in society, and ethics. The course is designed to provide students with an understanding of the business, industrial, and scientific areas in which the computer is used.

Does course count in required 38 units and, if yes, how: No

Does course count in the 22 units required for graduation: No

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
033	Middle School Business
034	Data Processing/Computer Permit
037	Computer Tech Permit
224	Business Technology
225	Business Technology

399050 Keyboarding (grades 7-8)

Credit: Grade Levels: 7-8

Keyboarding is a one-semester course designed to help students develop speed and accuracy by learning the touch operation of alphanumeric/keyboard characters. Emphasis is placed on the following: mastery of the keyboard with desirable keyboarding techniques; development of speed and accuracy; basic problem-solving applications of centering and arranging reports, letters, and tables; proofreading; formatting; and proper care of the equipment. Keyboarding is a foundation for developing entry-level skills for business careers.

Does course count in required 38 units and, if yes, how: No

Does course count in the 22 units required for graduation: No

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
033	Middle School Business
034	Data Processing/Computer Permit
224	Business Technology
225	Business Technology

399060 Keyboarding Applications (grades 7-8)

Credit: Grade Levels: 7-8

Keyboarding Applications is a one-semester course designed to further develop keyboarding skills. Emphasis is placed on the following: developing speed and accuracy; proofreading; producing mailable copy from rough drafts; preparing handwritten and statistical documents; and improving production of various types of business communications.

Keyboarding Applications provides the skills and knowledge necessary for entry-level employment for business careers.

Does course count in required 38 units and, if yes, how: No

Does course count in the 22 units required for graduation: No

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
033	Middle School Business
034	Data Processing/Computer Permit
224	Business Technology
225	Business Technology

DWE PRIOR APPROVAL MIDDLE SCHOOL COURSES

399020 DWE-Approved Computer Applications I (grade 8)

Credit: Grade Levels: 8

Computer Applications I is a half-unit course designed to provide students with the fundamental computer skills necessary to do well in high school and in virtually all jobs today. In the area of word processing, students will learn the fundamental skills necessary to create and edit the most widely used documents and use the most commonly used features of a word processor, such as bullets, numbered lists, special characters, borders and shading, fonts, and paragraph and line searching. The fundamentals in use of scanners, graphics, and Word Art are applied to documents. Internet searching skills and citing Internet sources are stressed with these applied to a simple PowerPoint presentation. In the area of spreadsheets, students will be expected to create and edit simple spreadsheets, using basic formulas and functions, and create a simple graph or chart. Districts desiring to implement this course should request approval from the Business/Marketing Education Office.

Does course count in required 38 units and, if yes, how: No

Does course count in the 22 units required for graduation: No

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
034	Data Processing/Computer Permit
037	Computer Tech Permit
224	Business Technology
225	Business Technology

399010 DWE-Approved Information Technology: Fundamentals

Credit: Grade Levels: 8

Information Technology: Fundamentals will provide students with the opportunity to learn about computer and networking information and to practice these basic technological concepts. This is not an industry-level certified course but rather an opportunity to assist in making immediate course selections and future career choices and gaining an exposure to technical life skills.

Does course count in required 38 units and, if yes, how: No

Does course count in the 22 units required for graduation: No

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
033	Middle School Business
034	Data Processing/Computer Permit
037	Computer Tech Permit
224	Business Technology
225	Business Technology

399230 DWE-Approved Keyboarding (grades 5-6)

Credit: Grade Levels: 5-6

Keyboarding is a nine-week course designed to help students develop speed and accuracy by learning the touch operation of alphanumeric/keyboard characters. Emphasis is placed on the following: mastery of the keyboard with desirable keyboarding techniques; development of speed and accuracy; and proper care of the equipment. Keyboarding is foundation for developing entry-level skills for business careers.

Does course count in required 38 units and, if yes, how: No

Does course count in the 22 units required for graduation: No

Licensure required to teach this course:

033	Middle School Business
224	Business Technology

399240 DWE-Approved Keyboarding Connections (grades 7-8)

Credit: Grade Levels: 7-8

While improving keyboarding skills, students will improve their writing and literacy skills by composing and typing business documents such as letters and memos. Students will compose and type reports and will be introduced to basic word processing skills. This class is designed to help prepare students for the state benchmark test as students will compose their own response to written work and learn to organize their thoughts by using graphic organizers. (DWE approval needed.)

Does course count in required 38 units and, if yes, how: No

Does course count in the 22 units required for graduation: No

Licensure required to teach this course:

031	Business Education (Secretarial)
032	Business Education
033	Middle School Business
034	Data Processing/Computer Permit
224	Business Technology
225	Business Technology

**TECHNOLOGY STANDARDS
2009-2010**

Computer System for: Middle School
Jr. High School
High School
Instructor/Teacher

Business/Marketing Technology

Business, Management & Administration Cluster
Finance Cluster
Hospitality & Tourism Cluster
Marketing Sales and Service Cluster

Windows® Operating System Purchases

Please remember these are *minimum* specs. Districts have the option to purchase beyond the minimum. Any specific brands listed are used as a reference point only. Any brand of hardware that has comparable specs may be purchased.

LEVEL I Workstation:

Mini Tower with front USB and audio ports

300 Watt on +12v rails 80plus certification (Energy Star 4.0)

Intel Core 2™ Duo Processor E7300 (2.66 GHz, 3M, 1066MHz FSB)

256 MB ATI RADEON HD 3450 (Dual DVI/VGA/1 TV-out)

2GB DD2 Non-ECC SDRAM, 800MHz, (2 DIMM)

Heat Sink For Intel Celeron Core 2 Duo Processors

160 GB SATA 3.0Gb/s and 8MB DataBurst Cache™

48x32 CDRW/DVD Combo

17" LCD Display @ 450:1 Contrast

Intel® Gigabit LAN 10/100/1000 Ethernet

Logitech Keyboard with Optical Wheel Mouse

Cyber Acoustic ACM-500 headphones

No Floppy Drive

Microsoft Windows Vista Business Edition – optional Downgrade to Microsoft Windows XP Professional

Edition with SP3

- **Note: This system does not meet minimum specs to run Adobe CS4: Additional Hard drive, RAM, 1394 port and upgraded Video Card would be required.**

Estimated cost: \$1050.00

**TECHNOLOGY STANDARDS
2009-2010**

Computer System for: Program Specific
Instructor/Teacher

Business/Marketing Technology
Information Technology Cluster

Windows® Operating System Purchases

Please remember these are *minimum* specs. Districts have the option to purchase beyond the minimum. Any specific brands listed are used as a reference point only. Any brand of hardware that has comparable specs may be purchased.

LEVEL II Workstation:

Mini Tower with front USB and audio ports

500 Watt on +12v rails 80plus certification (Energy Star 4.0)

Intel Core 2™ Duo Processor E7300 (2.66 GHz, 3M, 1066MHz FSB)

512 MB ATI RADEON HD 3450 (Dual DVI/plus single DVI VGA adapter)

3GB DD2 Non-ECC SDRAM, 800MHz, (3 DIMM)

Heat Sink For Intel Celeron Core 2 Duo Processors

160 GB SATA 3.0Gb/s and 8MB DataBurst Cache™

16X DVD-ROM

16X DVD+/-RW

17" LCD Display @ 450:1 Contrast

Intel® Gigabit LAN 10/100/1000 Ethernet

Logitech Keyboard with Optical Wheel Mouse

Cyber Acoustic ACM-500 headphones

No Floppy Drive

Microsoft Windows Vista Business Edition – optional Downgrade to Microsoft Windows XP Professional Edition with SP3

Estimated Cost: \$1363.00

**TECHNOLOGY STANDARDS
2009-2010**

iMac Computer Purchases

The iMac is an all-in-one of anodized aluminum with a flat-panel LCD glossy widescreen display, keyboard and 4-button optical Apple Mighty Mouse with scroll ball.

Specifications:

- built-in iSight camera, microphone, speakers, and amplifier
- Gigabit Ethernet, Bluetooth, and wireless (802.11g/n)
- 8x double-layer SuperDrive – will play and burn both DVDs and CDs
- one Firewire 800 port, six USB2.0 ports
- It comes with a free copy of the iLife digital content creation suite. It meets the ENERGY STAR 5.0 requirements and has an EPEAT Gold rating. Listed here are four of many configurations available.

20-Inch: 2.66 GHz (1680-by-1050 resolution)

2.66 GHz Intel Core 2 Duo
2GB memory
320GB hard drive
160 GB 7200-rpm Serial ATA hard drive (optional 1 TB)
NVIDIA GeForce 9400M graphics
\$949.00

24-Inch: 2.66 GHz (1920-by-1200 resolution)

2.66 GHz Intel Core 2 Duo
4GB memory
640GB 7200-rpm Serial ATA hard drive (optional 1 TB)
NVIDIA GeForce 9400M graphics
\$1,399.00

24-Inch: 2.93 GHz

2.93GHz Intel Core 2 Duo
4GB memory
640GB hard drive
NVIDIA GeForce GT 120 with 256Mb memory
\$1,699.00

24-Inch: 3.06 GHz

3.06GHz Intel Core 2 Duo
4GB memory
1TB 7200-rpm Serial ATA hard drive
NVIDIA GeForce GT 130 with 512Mb memory
\$2,099.00

*** Add \$119 to extend the warranty from 1- year to a 3-Year AppleCare Warranty Protection Plan

Please Note: schools will be required to purchase Microsoft Windows OS in addition to purchasing a Mac computer. The state EOC testing software requires Internet Explorer. The only additional cost is the one associated with the purchase of the Windows license. The Leopard Mac OS X includes Bootcamp software (the software required to allow a Mac user to load multiple operating systems and then to choose which operating system will be running on the Mac).

MacBook/MacBook Pro Laptop Computer Purchases

The MacBook and the MacBook Pro are laptops of either durable white polycarbonate shell or anodized aluminum unibody enclosure, with a glossy widescreen TFT display.

Specifications:

- built-in iSight camera, microphone and speakers
- Gigabit Ethernet, Bluetooth, and wireless (802.11g/n)
- 8x double-layer SuperDrive – will play and burn both DVDs and CDs
- NVIDIA Geforce graphics card

It comes with a free copy of the iLife digital content creation suite. It meets the ENERGY STAR requirements and has an EPEAT Gold rating. Listed here are three of many configurations available.

MacBook (White) Specifications:

13.3" Screen, MagSafe power port & latch

2.13 GHz Intel Core 2 Duo, 3MB on-chip L2 cache

2GB SDRAM - 800MHz DDR2 (optional 4GB)

160GB Serial ATA Drive @ 5400 rpm

One Firewire 400 port, two USB2.0 ports

NVIDIA GeForce 9400M graphics

Price: \$949.00 + \$183 for 3-yr APP***

MacBook Pro (Aluminum) Specifications:

13.3" Screen, MagSafe power port & latch

2.6 GHz Intel Core 2 Duo, 3MB on-chip L2 cache

2GB SDRAM - 1066MHz DDR3 (optional 4GB or 8GB)

160GB Serial ATA Drive @ 5400 rpm (opt: up to 500GB)

NVIDIA GeForce 9400M graphics with 256MB

1280 x 800 pixel LED-backlit Display

Multi-touch trackpad & illuminated keyboard

7-hr built-in battery

One Firewire 800 port, two USB2.0 ports, SD card slot

Price: \$1099.00 + \$183 for 3-yr APP***

MacBook Pro (Aluminum) Specifications:

15.4" Screen, MagSafe power port & latch

2.53 GHz Intel Core 2 Duo (opt: up to 3.0 GHz)

4GB SDRAM - 1066MHz DDR3 (opt: 8GB)

250GB Serial ATA Drive (opt: up to 500GB)

1440 x 900 pixel LED-backlit Display

Price: \$1899.00 + \$239 for 3-yr APP***

OFFICE OF BUSINESS/MARKETING TECHNOLOGY

STATE STAFF

Office of Business/Marketing Technology

Phone: (501) 682-1768

Fax: (501) 682-1268

Jim Brock, Program Manager

E-mail: james.brock@arkansas.gov

Ginger Fisher, Program Advisor

E-mail: ginger.fisher@arkansas.gov

Tim Johnston, Program Advisor

E-mail: tim.johnston@arkansas.gov

LaTrenda Jackson, Program Advisor

E-mail: latrenda.jackson@arkansas.gov

Peggy Wakefield, Program Advisor

E-mail: peggy.wakefield@arkansas.gov

CAREER CLUSTERS: BUSINESS, MANAGEMENT, AND ADMINISTRATION; FINANCE; HOSPITALITY AND TOURISM; AND INFORMATION TECHNOLOGY

BUSINESS TECHNOLOGY

Program Description

Business technology programs are designed to prepare individuals to perform managerial, research, and technical support functions related to production and buying as well as selling goods and services.

Technical support functions include word processing and data-entry skills, use of the latest in modern business equipment, communication, and accounting skills. Business information processing includes the skills to process and retrieve internal business information and respond to external data requests. Enterprise management prepares individuals to develop, own, and operate businesses, including the applications of doing business in international markets and finance.

Occupational Program

Business technology has four career clusters from which students may choose. Specific courses are required for each of the programs of study (pathways); in addition, various options may be selected to complete the required curriculum.

Career Focuses

The program framework for secondary education and training is designed for linkage/articulation to postsecondary programs of study. All curriculums adhere to the workforce training requirements for increased levels of technical skills and stronger foundations in applied academics. Program offerings in each school must include a minimum of one career focus/program of study in three (3) different occupational clusters (offered annually).

Length of Courses and Eligibility of Students

Length of courses and eligibility of students are shown on the Business/Marketing Technology Program framework and course offerings immediately following.

Student Organizations

The career and technical student organization Future Business Leaders of America (FBLA) shall be an integral part of the business technology instructional program and shall follow the guidelines, goals, objectives, and shall participate in activities of the state and national organization.

MARKETING TECHNOLOGY

CLUSTER: MARKETING, SALES, AND SERVICE

Planning, managing, and performing marketing activities to reach organizational objectives

Program Description

Marketing technology provides instruction that prepares individuals to plan and execute, at the operational or direct sales level, the promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. Marketing tasks will include segments of the apparel and fashion industry, retailing of food, real estate, tourism, vehicle and petroleum operations, as well as developing business enterprises.

Occupational Program

One career focus program of study (pathway) is provided for students in this cluster, but several options are available as individual drawing boards are developed. The two two-semester capstone courses are Marketing and Marketing Management. In addition to the core marketing courses, related classes may be selected from those listed below in Optional Courses.

The career focus program of study for marketing technology is based on three broad competency areas that are essential for success in any marketing occupation—economic fundamentals of marketing; human resource foundation; marketing and business foundations.

Program Framework

The two sequential courses, Marketing and Marketing Management, are designed to give a good foundation for all students to explore and gain skills and knowledge in the occupational field of marketing and management. School-based instruction is provided for all students. For those students who desire work experience as a part of their educational program, a cooperative component is available. It is not required for all students but is desirable for many of them.

Cooperative education combines classroom instruction with alternating periods of on-the-job training in marketing occupations related to the student's career goal. Training sponsors are selected to coordinate the learning experiences provided on the job. Training plans are developed cooperatively by the teacher/coordinator and the training sponsor to ensure the development of required competencies.

Optional Courses

Courses such as advertising, desktop publishing, enterprise management, fashion merchandising, introduction to marketing, sports and entertainment marketing, international business, retailing, salesmanship, hospitality and tourism, or lodging management may be offered in any marketing education program. Courses may combine classroom instruction with supervised laboratory activities designed to help the student achieve his or her career goal. The laboratory experiences may include marketing simulations, operation of a school store, motel, boutique, parts warehouse, or a student bank within the educational institution.

Length of Program

1. Marketing and Marketing Management shall both be one-year courses.
2. Optional courses may be offered on a one- or two-semester basis.

Eligibility of Students

1. Marketing is available for grades 11-12.
2. Marketing Management is available for grades 11-12. Students on block schedule can take Marketing Management in the 11th grade if they take Marketing first term and Marketing Management second term.
3. Optional courses are available for grades 10-12.
4. Cooperative students must be 16 years of age to meet labor law requirements.
5. Students must have an occupational objective in the field of marketing.
6. If possible, cooperative students should be placed in an approved marketing technology training station before school starts.

Student Organization

The student organization DECA, an association of marketing students, shall be an integral part of the marketing technology program and shall follow the same guidelines, goals, objectives, and shall participate in activities of the Arkansas association and the national DECA organization.

Pathways and Programs of Study by Career Cluster

*A four-year transition period will be given to implement the new program of study changes. These changes will need to be in place for the 2012 – 2013 school year.

**Digital Communications POS will replace Desktop Publishing POS and Multimedia POS in 2013-2014. This is a four-year transition period to modify course offerings.

Business, Management, and Administration Cluster

Business, management, and administration careers encompass planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations. Business, management, and administration career opportunities are available in every sector of the economy.

General Management Pathway

Management Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
492120	Computerized Business Applications	1			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492320	Management	1					X	X
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492320	Management	1					X	X

* Administrative Services

Office Administration Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
492120	Computerized Business Applications	1			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492380	Office Management	1						
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492380	Office Management	1						
OR								
492120	Computerized Business Applications	1			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492130	Office Education Cooperative	1					X	X
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492130	Office Education Cooperative	1					X	X

Finance Cluster

Planning, services for financial and investment planning, banking, insurance, and business financial management.

Accounting Pathway

Accounting Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
492120	Computerized Business Applications	1			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492110	Computerized Accounting II	1				X	X	X
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492110	Computerized Accounting II	1				X	X	X

***Business Finance Pathway**

Business Finance Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
492120	Computerized Business Applications	1			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492140	Database Applications	.5				X	X	X
492450	Spreadsheet Applications	.5				X	X	X
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492140	Database Applications	.5				X	X	X
492450	Spreadsheet Applications	.5				X	X	X

***Securities and Investments Pathway**

Securities and Investments Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
492120	Computerized Business Applications	1			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492240	Introduction to Finance	.5			X	X	X	X
492270	Investments & Securities	.5				X	X	X
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492240	Introduction to Finance	.5			X	X	X	X
492270	Investments & Securities	.5				X	X	X

***Insurance Pathway**

Insurance & Risk Management Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
492120	Computerized Business Applications	1			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492240	Introduction to Finance	.5			X	X	X	X

492210	Insurance and Risk Management	.5				X	X	X
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492240	Introduction to Finance	.5			X	X	X	X
492210	Insurance and Risk Management	.5				X	X	X

Banking Services Pathway

Banking Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
492120	Computerized Business Applications	1			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492050	Banking & Finance Principles	.5				X	X	X
492040	And ONE of the following courses: B&F Operations/Teller Training	.5				X	X	X
492020	B&F Consumer Lending							
492030	B&F Law							
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492050	Banking & Finance Principles	.5				X	X	X
492040	And ONE of the following courses: B&F Operations/Teller Training	.5				X	X	X
492020	B&F Consumer Lending							
492030	B&F Law							

Hospitality and Tourism Cluster

Hospitality & Tourism encompasses the management, marketing, and operations of restaurants and other food services, lodging, attractions, recreation events, and travel-related services.

Travel and Tourism Pathway

Hospitality Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
492120	Computerized Business Applications	1			X	X	X	X
492260	Introduction to Travel & Tourism	.5				X	X	X
492250	Introduction to Hospitality	.5				X	X	X
492460	Travel Destinations	.5				X	X	X
492230	International Travel	.5				X	X	X
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492260	Introduction to Travel & Tourism	.5				X	X	X
492250	Introduction to Hospitality	.5				X	X	X
492460	Travel Destinations	.5				X	X	X
492230	International Travel	.5				X	X	X
OR								
492120	Computerized Business Applications	1			X	X	X	X
492260	Introduction to Travel & Tourism	.5				X	X	X
492250	Introduction to Hospitality	.5				X	X	X
492300	Lodging Management I	1				X	X	X
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492260	Introduction to Travel & Tourism	.5				X	X	X
492250	Introduction to Hospitality	.5				X	X	X
492300	Lodging Management I	.5				X	X	X

Lodging Pathway

Lodging Management Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
492120	Computerized Business Applications	1			X	X	X	X
492300	Lodging Management I	1				X	X	X
492310	Lodging Management II	1				X	X	X
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492300	Lodging Management I	1				X	X	X
492310	Lodging Management II	1				X	X	X

Information Technology Cluster

Building linkages in IT occupations framework: for entry level, technical, and professional careers related to the design, development, support, and management of hardware, software, multimedia, and systems integration services.

Web Design & Digital Communications Pathway

**Digital Communications Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
492120	Computerized Business Applications	1			X	X	X	X
492150	Desktop Publishing I	.5				X	X	X
492260	Desktop Publishing II	.5				X	X	X
	Elective(s)	1						
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492150	Desktop Publishing I	.5				X	X	X
492160	Desktop Publishing II	.5				X	X	X
	Elective(s)	1						
OR								
492120	Computerized Business Applications	1			X	X	X	X
492360	Multimedia Applications I	.5				X	X	X
492370	Multimedia Applications II	.5				X	X	X
	Elective(s)	1						
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492360	Multimedia Applications I	.5				X	X	X
492370	Multimedia Applications II	.5				X	X	X
	Elective(s)	1						

Web Design Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
Seek DWE prior approval before implementation								
A student may be added to Web Design by Teacher Recommendation								
492120	Computerized Business Applications	1			X	X	X	X
492650	Web Page Design I-Foundations	1				X	X	X
492660	Web Page Design II-Site Designer	1				X	X	X
OR								
492490	Computer Applications I	.5			X	X	X	X

492500	Computer Applications II	.5			X	X	X	X
492650	Web Page Design I-Foundations	1				X	X	X
492660	Web Page Design II-Site Designer	1				X	X	X
OR								
492650	Web Page Design I-Foundations	1				X	X	X
492660	Web Page Design II-Site Designer	1				X	X	X
	Elective(s)	1						

***Programming/Software Engineering Pathway**
Programming Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
492120	Computerized Business Applications	1			X	X	X	X
492390	Programming I	.5			X	X	X	X
492400	Programming II	.5			X	X	X	X
492140	Database Applications	.5				X	X	X
492450	Spreadsheet Applications	.5				X	X	X
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492390	Programming I	.5			X	X	X	X
492400	Programming II	.5			X	X	X	X
492140	Database Applications	.5				X	X	X
492450	Spreadsheet Applications	.5				X	X	X

Information Support and Services Pathway
Oracle Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
492120	Computerized Business Applications	1			X	X	X	X
492960	Database Fundamentals	.5				X	X	X
492570	Database Programming	.5				X	X	X
492580	Introduction to Java	.5				X	X	X
492590	Java Programming	.5				X	X	X
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492960	Database Fundamentals	.5				X	X	X
492570	Database Programming	.5				X	X	X
492580	Introduction to Java	.5				X	X	X
492590	Java Programming	.5				X	X	X

Marketing, Sales, and Service Cluster

Planning, managing, and performing marketing activities to reach organizational objectives.

***Marketing Research (Management and Research) Pathway**
Marketing Technology and Research Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
* Must have A.Y.A. Marketing License to teach these courses								
492120	Computerized Business Applications	1			X	X	X	X
492330	Marketing *	1					X	X
492350	Marketing Management *	1					X	X
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492330	Marketing *	1					X	X
492350	Marketing Management *	1					X	X
OR								

492120	Computerized Business Applications	1			X	X	X	X
492330	Marketing *	1					X	X
492340	Marketing Management: Work-Based Learning *	.5					X	X
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492330	Marketing *	1					X	X
492340	Marketing Management: Work-Based Learning *	.5					X	X

***Marketing Management Pathway**
 Entrepreneurship Program of Study

Course Code	Core Requirements	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
492120	Computerized Business Applications	1			X	X	X	X
492200	Computerized Accounting I	1				X	X	X
492170	Enterprise Management I	.5				X	X	X
492180	Enterprise Management II	.5				X	X	X
OR								
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492100	Computerized Accounting I	1				X	X	X
492170	Enterprise Management I	.5				X	X	X
492180	Enterprise Management II	.5				X	X	X

Course Code	Business/Marketing Courses	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
* Must have A.Y.A. Marketing License to teach these courses								
492530	Advance Database & Spreadsheets	.5				X	X	X
492010	Advertising	.5				X	X	X
492020	Banking & Finance Consumer Lending	.5				X	X	X
492030	Banking & Finance Law	.5				X	X	X
492040	Banking & Finance Operations/Teller Training	.5				X	X	X
492050	Banking & Finance Principles	.5				X	X	X
492060	Business Communications	.5				X	X	X
492070	Business Law I	.5				X	X	X
492080	Business Law II	.5				X	X	X
492100	Computerized Accounting I	1				X	X	X
492110	Computerized Accounting II	1				X	X	X
492120	Computerized Business Applications	1				X	X	X
492140	Database Applications	.5				X	X	X
492560	Database Fundamentals – Oracle Internet Academy	.5				X	X	X
492570	Database Programming – Oracle Internet Academy	.5				X	X	X
492150	Desktop Publishing I	.5				X	X	X
492160	Desktop Publishing II	.5				X	X	X
492170	Enterprise Management I	.5				X	X	X
492180	Enterprise Management II	.5				X	X	X
492190	Fashion Merchandising	.5				X	X	X
492210	Insurance & Risk Management	.5				X	X	X
492220	International Business	.5				X	X	X
492230	International Travel	.5				X	X	X
492240	Introduction to Finance	.5				X	X	X
492250	Introduction to Hospitality	.5				X	X	X
492580	Introduction to Java – Oracle Internet Academy	.5				X	X	X
492630	Introduction to Marketing	.5				X	X	X
492260	Introduction to Travel & Tourism	.5				X	X	X
492270	Investments & Securities	.5				X	X	X
492590	Java Programming – Oracle Internet Academy	.5				X	X	X
690050	Keyboarding (Local Credit Only)	.5				X	X	X
690060	Keyboarding Application (Local Credit Only)	.5				X	X	X
492300	Lodging Management I (Business)	1				X	X	X
492310	Lodging Management II (Business)	1				X	X	X
492320	Management	1					X	X
492330	Marketing *	1					X	X
492350	Marketing Management *	1					X	X
492340	Marketing Management: Work Based Learning*	1					X	X
492360	Multimedia Applications I	.5				X	X	X
492370	Multimedia Applications II	.5				X	X	X
492230	Office Education Cooperative	1					X	X
492620	Office Education Work Based Learning	1					X	X
492380	Office Management	1					X	X
492390	Programming I	.5				X	X	X
492400	Programming II	.5				X	X	X
492410	Rapid Writing I	.5				X	X	X
492420	Rapid Writing II	.5				X	X	X
492430	Retailing	.5				X	X	X
492440	Salesmanship	.5				X	X	X
492640	Sports and Entertainment Marketing	.5				X	X	X
492450	Spreadsheet Applications	.5				X	X	X
492460	Travel Destinations	.5				X	X	X
492540	Web Design & Multimedia Production	.5					X	X
492470	Word Processing I	.5				X	X	X
492480	Word Processing II	.5				X	X	X

Course Code	DWE Prior Approval Business/Marketing Courses	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
Seek DWE prior approval before implementation								
492600	Business Education	1			X	X	X	X
590070	Business Education	1			X	X	X	X
492490	Computer Applications I	.5			X	X	X	X
492500	Computer Applications II	.5			X	X	X	X
492510	Computer Applications III	.5			X	X	X	X
492610	Marketing Education	1			X	X	X	X
590080	Marketing Education	1			X	X	X	X
492520	Programming III	.5				X	X	X
492550	Senior Technology Seminar	.5						X
492650	Web Page Design I-Foundations	1				X	X	X
492660	Web Page Design II-Site Designer	1				X	X	X

Course Code	Middle School Courses	Units of Credit	7 th	8 th	9 th	10 th	11 th	12 th
399040	Computer Technology: Introduction		X	X				
399050	Keyboarding		X	X				
399060	Keyboarding Applications		X	X				

Course Code	DWE Prior Approval Middle School Courses	Units of Credit	5 th	6 th	7 th	8 th	9 th	10 th	11 th	12 th
Seek DWE prior approval before implementation										
399020	Computer Applications I					X				
399230	DWE Approved Keyboarding (5-6)		X	X						
399010	Information Tech: Fundamentals		X	X						
399240	Keyboarding Connections				X	X				

BUSINESS/MARKETING TECHNOLOGY

CLUSTERS: ALL
 PATHWAYS: ALL
 PROGRAMS OF STUDY: ALL*

2009-2010

MINIMUM INSTRUCTIONAL EQUIPMENT AND SOFTWARE

SR HIGH/JR HIGH/MIDDLE SCHOOL LEVEL

Item	Student Count			Specification/Description
	15	20	25	
Student computer systems	15	20	25	See Technology Standards – Level 1
Student computer stations	15	20	25	Minimum of 30" x 43" per station, keyboard height 26"-28"
Student posture chairs	15	20	25	Ergonomically designed w/strong back support, must be adjustable, classroom set
Teacher computer system	1	1	1	See Technology Standards
Teacher computer station	1	1	1	Minimum of 30" x 43" per station, keyboard height 26"-28"
Teacher posture chair	1	1	1	Ergonomically designed w/strong back support, must be adjustable
Teacher laser printer	1	1	1	
Digital camera	1	1	1	
Filing cabinets	2	2	2	4-drawer, lockable
Laser printer	1	1	1	
LCD projector	1	1	1	Minimum 1,000 ANSI lumens
Media cart (Unless LCD projector is ceiling mounted)	1	1	1	
Scanner	1	1	1	

***INCLUDING MARKETING RESEARCH (MARKETING INFORMATION MANAGEMENT AND RESEARCH) AND MARKETING MANAGEMENT**

BUSINESS/MARKETING TECHNOLOGY

CLUSTER: INFORMATION TECHNOLOGY
 PATHWAY: WEB DESIGN AND DIGITAL COMMUNICATIONS
 PROGRAM OF STUDY: DIGITAL COMMUNICATIONS (DESKTOP PUBLISHING, MULTIMEDIA
 AND WEB DESIGN)

2009-2010

MINIMUM INSTRUCTIONAL EQUIPMENT AND SOFTWARE

Item	Student Count			Specification/Description
	15	20	25	
Student Computer system	3	4	5	See Technology Standards – Level II
Digital camera	3	4	5	Minimum 8.2 megapixels – Multimedia & Desktop Publishing
Digital video camcorder w/remote microphone and tripod with hybrid storage capability.	2	2	3	Multimedia
Printer, color laser	1	1	1	Desktop Publishing & Multimedia – color laser or printer/fax/copier/scanner combination
Software (not included in equipment total) – latest version, appropriate to courses being taught (cost varies w/computer lab size & configuration)				<p><u>Desktop Publishing:</u> Microsoft Office, Corel WordPerfect Office, Illustrator, Adobe InDesign, Adobe PhotoShop; Adobe CS3, or equivalents</p> <p><u>Multimedia:</u> Dreamweaver, Flash, FrontPage, Studio 8, Animation software, Morphing software, Adobe Premiere, or equivalents</p> <p><u>Web Design:</u> Expression Web, CS3, Firefox, Internet Explorer, Fireworks</p>