

INDUSTRY BASED CERTIFICATIONS

Business and Marketing students have the opportunity to become:

Internet and Computing Core Certified (IC3),



Microsoft Office Specialist (MOS)



Arkansas Department of Career Education

CAREER & TECHNICAL EDUCATION DIVISION



BUSINESS AND MARKETING TECHNOLOGY

WISE (Working in Support of Education)



CIW Certified (Web Design)



Certified Internet
Web Professional

Arkansas Department of Career Education
Career and Technical Education Division

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Little Rock, Arkansas 72201

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<http://ace.arkansas.gov>



Preparing Tomorrow's Future Today

PROGRAMS AND SERVICES

The Arkansas Department of Career Education-Business and Marketing Technology staff provides leadership for the following programs that support business and marketing education:

- ▶ Development of instructional resources, such as frameworks that are based on content and performance standards.
- ▶ Comprehensive staff development activities that include statewide conferences, regional workshops, and summer in-service training.
- ▶ Development of competency assessments for courses in business education.
- ▶ Development of business education programs, such as career pathways/programs of study, exploring business technology, and entrepreneurship.
- ▶ On-site technical assistance in program and instructional delivery systems.
- ▶ Partnerships with representatives of business and industry.
- ▶ State-wide initiative for Industry Certification.
- ▶ Business and Marketing Education has Arkansas's largest career-technical education enrollment, serving over 97,000 students annually. Additionally, the Arkansas Department of Career Education supports two career-technical student organizations—DECA and FBLA. Through the two student organizations, over 16,400 students are served annually through leadership training.

There are 65 classes with 11 Programs of Study in Business Education offered in secondary public schools and Career Centers.



CAREER PATHS FOR STUDENTS

These programs provide instruction from five of the National Career Clusters. Instruction for jobs that include High Skill, High Wage, High Demand positions are taught to students completing our programs. The table below provides examples of clusters that lead to the foundation of these positions.

Cluster	Programs Offered	Prospective Jobs
Business, Management & Administration	<ul style="list-style-type: none"> ▶ General Management ▶ Administrative Services 	General manager, Meeting & Convention Planner, Chief Executive Officer, Administrative Assistant, Court Reporter, Office Manager
Information Technology	<ul style="list-style-type: none"> ▶ Web Design and Digital Communications 	Audio Video Engineer, Media Specialist, Web Designer or Specialist, Project Leader
Finance	<ul style="list-style-type: none"> ▶ Accounting ▶ Business Finance ▶ Insurance ▶ Securities and Investments ▶ Banking Services 	Accountant, Auditor, Financial Analyst, Treasurer, Controller and Chief Financial Officer, Bill & Account Collector, Compliance Officer, Customer Service Representative, Data Processor, Teller, Securities and Investments, Insurance Agent
Hospitality & Tourism	<ul style="list-style-type: none"> ▶ Travel and Tourism 	Chef, Convention Planner, Front Desk Clerk, Forest Ranger, Hotel Support and Administration
Marketing, Sales and Service	<ul style="list-style-type: none"> ▶ Marketing Research ▶ Marketing Management 	Brand Manager, Customer Satisfaction Manager, Customer Service Representative, Interviewer, Entrepreneurship