

Career and Technical Education Department

Business, Finance, and Marketing

Senior High School



Arts & Communications



Business, Management Marketing & Technology



Health Science



Engineering/Manufacturing & Industrial Technology



Human Services



Natural Resources & Agriscience

VPAA – Meets Visual, Performing & Applied Arts Requirement

OLE – Meets Online Learning Experience Requirement

SMR – Senior Math Related

C – CTE Completer

WLII – Meets World Language II Requirement

CTE MICROSOFT OFFICE (VPAA/OLE/SMR/WLII/C) - V245 10, 11, 12 1.0 credit

In Microsoft Office students will learn to use basic and advanced features of Microsoft Office 2019 as well as other essential computing concepts. Students will have the opportunity to demonstrate their proficiency by taking the industry recognized Microsoft Office Certification Tests in Word, Excel and PowerPoint. The second semester of Microsoft Office will be primarily project based; allowing students to utilize specific skills covered in the first semester through practical application and a variety of business simulations. Additional business management topics including, but not limited to, international business, human resources, and ethics will be covered. Microsoft Office students may qualify for college credit at Baker College under the UCS-Baker College Articulation Agreement or Davenport University under the UCS-Davenport articulation agreement.

STW BUSINESS MANAGEMENT INTERN – N206 11, 12 1.0 credits

PREREQUISITE: School to Work Coordinator approval, and completed or co-enrolled in CTE MICROSOFT OFFICE

This course offers students the opportunity to spend a portion of their school day working at a training site in the community. This employment experience is related to the career goals of the student and is supervised by a school-to-work coordinator. The student will develop workplace skills and leadership traits in their chosen area of specialty. Evaluation of job performance and assessment of coursework is the responsibility of the STW Coordinator with input from the training site supervisor. This program adheres to all federal and state labor laws.

FINANCE (VPAA/OLE/SMR) - G135 10, 11, 12 .5 credit

This course is designed to give students the business financial management and investing skills they will need after high school. Students will explore financial career decisions, fundamentals of investing, personal financial protection, and financial management for business. Students

will use technology to assist their learning about stocks, bonds, and mutual funds. They will develop an investment portfolio and a financial plan. Students will complete hands-on simulations on financial topics using Microsoft Excel and the Internet.

CTE ACCOUNTING I (VPAA/OLE/SMR/C) – V130 10, 11, 12 1.0 credit

Accounting I is a one-year course which covers the accounting cycle beginning with the opening entry in the journal, posting to the ledger, preparing a trial balance, a worksheet, and financial reports or statements of a business. A practical project using actual business forms to reinforce concepts of the accounting cycle and procedures is also used. Business students may qualify for college credit at Baker College under the UCS-Baker College articulation agreement or Macomb Community College under the UCS-MCC articulation agreement.

CTE ACCOUNTING II (VPAA/OLE/SMR/WLII/C) – V135 11, 12 1.0 credit

PREREQUISITE: CTE ACCOUNTING I

Accounting II is a course designed for students who intend to pursue a career in business. The course begins with a review of the accounting cycle. The remainder of the course teaches advanced accounting techniques and the application of these techniques to management decisions. An introduction to basic computerized accounting procedures is covered. Practical computerized projects, using actual business forms, are used to reinforce concepts of the accounting cycle and procedures. Students may qualify for college credit at Baker College under the UCS-Baker College Articulation Agreement or Macomb Community College under the UCS-MCC articulation agreement.

STW FINANCE INTERN – N207 11, 12 1.0 credits

PREREQUISITE: School to Work Coordinator approval, and completed or co-enrolled in CTE ACCOUNTING I

This course offers students the opportunity to spend a portion of their school day working at a training site in the community. This employment experience is related to the career goals of the student and is supervised by a school-to-work coordinator. The student will develop workplace skills and leadership traits in their chosen area of specialty. Evaluation of job performance and assessment of coursework is the responsibility of the STW Coordinator with input from the training site supervisor. This program adheres to all federal and state labor laws.

CTE INTRODUCTION TO MARKETING (VPAA/OLE/SMR) - V150 10, 11, 12 1.0 credit

This course will introduce students to the functions and foundations of marketing. This is a hands-on project-based course that encourages independent thinkers as well as student collaboration. Presentation skills, creativity, soft skills, and mock interviews are part of this course to help prepare students for college and career.

Topics that are covered are: Marketing, Selling, Economics, Communication Skills, Promotion and Career Portfolios.

Marketing helps prepare students for college level course work as well as immediate entry into the world of work. Students enrolled in the Marketing program will be able to participate in DECA, Association of Marketing students. DECA gives students the opportunity to compete in marketing areas while building self-confidence and networking with business professionals. Participation in student organizations is an instant resume enhancement as well as an incentive on college applications. Students may qualify for college credit at Baker College under the UCS-Baker College Articulation Agreement or Davenport University under the UCS-Davenport articulation agreement.

CTE ADVANCED MARKETING (VPAA/OLE/SMR/WLII/C) – V160 11, 12 1.0 credit

PREREQUISITE: Introduction to Marketing

This course is an upper-level marketing course that will prepare students for the collegiate level. This is a hands-on project-based course that will further the foundational concepts covered in Marketing I as well as introduce advanced topics of study.

Topics that are covered are: Product Service Management, Marketing Research, Promotion/Advertising, Pricing, Human Resources and Professional Career Skills.

Students will explore different career opportunities and college programs available in the business field by guest speakers. DECA is strongly encouraged. Students may qualify for college credit at Baker College under the UCS-Baker College Articulation Agreement or Davenport University under the UCS-Davenport articulation agreement.

CTE SCHOOL STORE OPERATIONS (VPAA/OLE/C) – V170 10, 11, 12 1.0 credit

PREREQUISITE: Successful completion of (or concurrently enrolled in) ADVANCED MARKETING or SMALL BUSINESS/SPECIALTY MARKETING

This course is designed to give the student training in basic store operations through actual work experience in the student-operated store. Areas of study include display and merchandising, operating a point of sale, inventory control, proper sales procedures, stocking/ buying goods, calling vendors and market research. Students are enrolled based on a written application, a personal interview, and the store director's approval.

CTE SMALL BUSINESS/SPECIALTY MARKETING (VPAA/OLE/WLII/C) – V180 10, 11, 12 1.0 credit

PREREQUISITE: CTE INTRODUCTION TO MARKETING

This program presents small business operations and specialty marketing as a career path. Students will focus in on the following areas:

- Business Operations
- Financial Start-Up
- Fashion Marketing
- Hospitality Marketing
- Product Service Management
- Human Resources
- Sports Marketing
- Travel/Tourism Marketing

Students will learn how to run a small business and what it takes to become a successful entrepreneur. They will create a business plan; understand the communication skills necessary to operate a business while working in conjunction with specialty marketing topics. Students will have the opportunity to join and compete in a DECA. Students will have the opportunity to take School Store Operations for a hands on school-based enterprise experience.

STW MARKETING INTERN – N208 11, 12 1.0 credits

PREREQUISITE: School to Work Coordinator approval, and completed or co-enrolled in CTE INTRODUCTION TO MARKETING

This course offers students the opportunity to spend a portion of their school day working at a training site in the community. This employment experience is related to the career goals of the student and is supervised by a school-to-work coordinator. The student will develop workplace skills and leadership traits in their chosen area of specialty. Evaluation of job performance and assessment of coursework is the responsibility of the STW Coordinator with input from the training site supervisor. This program adheres to all federal and state labor laws.