

## Business Management and Administration

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.

<b>Course Code</b>	<b>Course Title</b>
5122	Administrative Support Technology
5044	Business Law
5092	Business Principles and Management
5176	<i>Digital Publication Design</i>
5030	Digital Multimedia
5180	Digital Technologies
5400	Entrepreneurship
5090	Fundamentals of Business, Marketing and Finance
5480	Fundamentals of Project Management
5032	Global Business
5007	Google Applications
5093	<i>Fundamentals of Human Resource Management</i>
5340	<i>Image Editing</i>
5341	Image Editing 2 <i>(Phasing Out July 2020)</i>
5020	Integrated Business Applications 1
5021	Integrated Business Applications 2
5482	Logistics and Business Processes <i>(Phasing Out July 2021)</i>
5270	<i>Principles of Digital Technology</i>
5178	Professional and Leadership Development
5034	Social Media in Business (Moved to Marketing Cluster- <i>Social Media Marketing</i> )
5150	Virtual Enterprise 1
5151	Virtual Enterprise 2
5152	Virtual Enterprise 3
5153	Virtual Enterprise 4
5041	<i>Workplace Communications</i>
5490	<i>Business Management and Administration Internship, work-based credit</i>
5499	Business Management and Administration, LBA
<b>CIP Code</b>	<b>Program Title (See below for the approved courses for each CTE program)</b>
520401	Administrative Services
521206	Business Information Management
520201	General Management
521001	Human Resources Management
520204	Operations Management

**Each state-recognized CTE program identified below must include only approved courses listed for each CIP code and must offer the *minimum number of Carnegie units required for the program.***

*All of the Business Management and Administration CIP-coded programs require a minimum of three (3) Carnegie units.*

**Note: At least one of the courses designated with an asterisk (\*) should be selected for the three (3) Carnegie unit completer status for 2019–20 school year if needed to meet state recognized program requirements.**

**Administrative Services**

**520401**

**Required Courses:**

Administrative Support Technology  
Integrated Business Applications 1

***Additional approved courses if needed to meet state-recognized program requirements:***

Accounting 1*	Google Applications
Advanced Web Page Design and Development	<i>Image Editing*</i>
Business Law*	Image Editing 2 <i>(Phasing Out July 2020)</i>
Business Principles and Management*	Integrated Business Applications 2*
<i>Digital Publication Design*</i>	<i>Principles of Digital Technology</i>
Digital Technologies	Professional and Leadership Development*
Entrepreneurship*	<i>Social Media Marketing</i>
Fundamentals of Business, Marketing and Finance*	<i>Workplace Communications*</i>
Fundamentals of Web Page Design and Development*	<i>Business Management and Administration Internship, work-based credit</i>

**Business Information Management****521206****Required Courses:***Digital Publication Design**Image Editing*

Accounting 1*	Fundamentals of Web Page Design and Development*
Advanced Web Page Design and Development	Google Applications*
Advertising	Image Editing 2 <i>(Phasing Out July 2020)</i>
Business Law	Integrated Business Applications 1*
Business Principles and Management*	Integrated Business Applications 2
Digital Multimedia *	IT Fundamentals
Digital Technologies*	<i>Principles of Digital Technology</i>
Entrepreneurship*	Professional Leadership Development*
Foundations of Animation*	<i>Social Media Marketing</i>
Fundamentals of Business, Marketing, and Finance*	<i>Workplace Communications*</i>
<i>Fundamentals of Computing</i>	<i>Business Management and Administration Internship, work-based credit</i>
Fundamentals of Project Management	

**General Management****520201****Required Courses:**

Accounting 1

Entrepreneurship

***Additional approved courses if needed to meet state-recognized program requirements:***

Accounting 2*	Logistics and Business Processes <i>(Phasing Out July 2021)</i>
Business Finance	Marketing*
Business Law*	Marketing Management
Business Principles and Management*	Professional and Leadership Development*
Fundamentals of Business, Marketing and Finance	<i>Social Media Marketing*</i>
<i>Fundamentals of Human Resource Management*</i>	Virtual Enterprise 1*
Fundamentals of Project Management	Virtual Enterprise 2
Fundamentals of Webpage Design and Development*	Virtual Enterprise 3
Global Business*	Virtual Enterprise 4
Google Applications	<i>Workplace Communications*</i>
Integrated Business Applications 1*	<i>Business Management and Administration Internship, work-based credit</i>
Integrated Business Applications 2	

**Human Resources Management****521001****Required Courses:**

Business Law

*Fundamentals of Human Resource Management****Additional approved courses if needed to meet state-recognized program requirements:***

Business Principles and Management*	Integrated Business Applications 1*
<i>Digital Publication Design</i>	Integrated Business Applications 2
Entrepreneurship	Personal Finance*
Fundamentals of Business, Marketing, and Finance*	Professional and Leadership Development*
Global Business	<i>Workplace Communications*</i>
Google Applications	<i>Business Management and Administration Internship, work-based credit</i>

**Operations Management****520204****Required Courses:**

Virtual Enterprise 1

Virtual Enterprise 2

***Additional approved courses if needed to meet state-recognized program requirements:***

Accounting 1*	Integrated Business Applications 1*
Accounting 2	Integrated Business Applications 2
Business Law*	Logistics and Business Processes ( <i>Phasing Out July 2021</i> )
Business Principles and Management*	Marketing
Digital Technologies	Professional and Leadership Development
Entrepreneurship*	<i>Social Media Marketing</i>
Fundamentals of Business, Marketing, and Finance*	Virtual Enterprise 3*
Fundamentals of Project Management	Virtual Enterprise 4*
Global Business*	<i>Workplace Communications*</i>
Google Applications	<i>Business Management and Administration Internship, work-based credit</i>

**Finance**

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

<b>Course Code</b>	<b>Course Title</b>
5001	Accounting 1
5005	Accounting 2
5271	Banking Services
5273	Business Finance
5275	<i>Insurance and Risk Management</i>
5131	Personal Finance
5277	Securities and Investments
6190	<i>Finance Internship, work-based credit</i>
6899	Finance, LBA
<b>CIP Code</b>	<b>Program Title (See below for the approved courses for each CTE program)</b>
520801	Academy of Finance
520301	Accounting
520803	Banking Services
520804	Business Finance
521701	Insurance
520807	Securities and Investments

**Each state-recognized CTE program identified below must include only approved courses listed for each CIP code and must offer the *minimum number of Carnegie units required for the program.***

*All of the Finance CIP-coded programs require a minimum of three (3) Carnegie units.*

**Note: At least one of the courses designated with an asterisk (\*) should be selected for the three (3) Carnegie unit completer status for 2019–20 school year if needed to meet state recognized program requirements.**

**Academy of Finance****520801**

Schools meeting the National Academy Foundation (NAF) membership requirements must follow the NAF curriculum [[NAF](#)].

**Accounting**

520301

**Required Courses:**

Accounting 1

Accounting 2

<i>Additional approved courses if needed to meet state-recognized program requirements:</i> Banking Services	Personal Finance*
Business Finance*	Professional and Leadership Development
Business Law*	Securities and Investments
Business Principles and Management*	Virtual Enterprise 1
Entrepreneurship*	Virtual Enterprise 2
Fundamentals of Business, Marketing and Finance*	Virtual Enterprise 3
<i>Insurance and Risk Management</i>	Virtual Enterprise 4
Integrated Business Applications 1*	<i>Workplace Communications*</i>
Integrated Business Applications 2	<i>Finance Internship, work-based credit</i>

**Banking Services**

520803

**Required Courses:**

Banking Services

Business Finance

***Additional approved courses if needed to meet state-recognized program requirements:***

Accounting 1*	Integrated Business Applications 2
Accounting 2*	Marketing
Business Law*	Personal Finance*
Business Principles and Management	Professional and Leadership Development*
Entrepreneurship	Professional Sales*
Fundamentals of Business, Marketing and Finance	Securities and Investments
<i>Insurance and Risk Management</i>	<i>Workplace Communications*</i>
Integrated Business Applications 1*	<i>Finance Internship, work-based credit</i>

**Business Finance**

520804

**Required Courses:**

Accounting 1  
Business Finance

***Additional approved courses if needed to meet state-recognized program requirements:***

Accounting 2	Integrated Business Applications 2
Banking Services*	Marketing*
Business Law*	Personal Finance*
Entrepreneurship*	Professional and Leadership Development*
Fundamentals of Business, Marketing and Finance*	Professional Sales*
Global Business*	Securities and Investments*
<i>Insurance and Risk Management</i>	<i>Workplace Communications*</i>
Integrated Business Applications 1*	<i>Finance Internship, work-based credit</i>

**Insurance**

521701

**Required Courses:**

Business Finance  
*Insurance and Risk Management*

***Additional approved courses if needed to meet state-recognized program requirements***

Accounting 1*	Marketing*
Accounting 2	Personal Finance*
Banking Services	Professional and Leadership Development*
Business Law*	Professional Sales*
Business Principles and Management	Securities and Investments
Entrepreneurship*	<i>Social Media Marketing*</i>
Fundamentals of Business, Marketing and Finance*	<i>Workplace Communications*</i>
Integrated Business Applications 1*	<i>Finance Internship, work-based credit</i>
Integrated Business Applications 2	

**Securities and Investments**

520807

**Required Courses:**

Business Finance

Securities and Investments

***Additional approved courses if needed to meet state-recognized program requirements:***

Accounting 1	Integrated Business Applications 1*
Accounting 2	Integrated Business Applications 2
Banking Services*	Marketing*
Business Law*	Personal Finance*
Business Principles and Management	Professional and Leadership Development
Entrepreneurship*	Professional Sales*
Fundamentals of Business, Marketing and Finance*	<i>Workplace Communications*</i>
Insurance and Risk Management	<i>Finance Internship, work-based credit</i>

**Marketing**

Planning, managing, and performing marketing activities to reach organizational objectives such as brand management, professional sales, merchandising, marketing communications and market research.

<b>Course Code</b>	<b>Course Title</b>
5470	Advertising
5422	Digital Media Marketing
5410	Fashion Marketing
5421	Marketing
5431	Marketing Management
5423	Marketing Analytics
5430	Merchandising
5471	Professional Sales
5034	<i>Social Media Marketing</i>
5426	Sports and Entertainment Management
5425	Sports and Entertainment Marketing
5091	<i>Marketing Internship, work-based credit</i>
5099	Marketing, LBA
<b>CIP Code</b>	<b>Program Title (See below for the approved courses for each CTE program)</b>
090903	Marketing Communications
521401	Marketing Management
521402	Marketing Analytics
521802	Merchandising



Each state-recognized CTE program identified below must include only approved courses listed for each CIP code and must offer the *minimum number of Carnegie units required for the program*.

All Marketing CIP-coded programs require a minimum of three (3) units.

**Note: At least one of the courses designated with an asterisk (\*) should be selected for the three (3) Carnegie unit completer status for 2019–20 school year if needed to meet state recognized program requirements.**

**Marketing Communications**

**090903**

**Required Courses:**

Advertising or Digital Media Marketing  
Marketing

***Additional approved courses if needed to meet state-recognized program requirements:***

Advanced Web Page Design and Development	Marketing Analytics
Advertising*	Professional and Leadership Development*
Digital Media Marketing*	Professional Sales*
<i>Digital Publication Design*</i>	<i>Social Media Marketing</i>
Digital Multimedia*	Sports and Entertainment Marketing*
Entrepreneurship*	Virtual Enterprise 1*
Fundamentals of Web Page Design and Development*	Virtual Enterprise 2
Google Applications*	Virtual Enterprise 3
<i>Image Editing *</i>	Virtual Enterprise 4
Image Editing 2 (Phasing Out July 2020)	<i>Workplace Communications*</i>
Integrated Business Applications 1*	<i>Marketing Internship, work-based credit</i>
Integrated Business Applications 2	

**Marketing Management****521401****Required Courses:**

Marketing

Marketing Management

***Additional approved courses if needed to meet state-recognized program requirements:***

Accounting 1*	Logistics and Business Processes ( <i>Phasing Out July 2021</i> )
Accounting 2	Marketing Analytics
Advertising	Professional and Leadership Development*
Business Finance*	Professional Sales
Business Law*	<i>Social Media Marketing*</i>
Business Principles and Management*	Sports and Entertainment Management*
Entrepreneurship*	Travel and Tourism Management
Event and Entertainment Management	Virtual Enterprise 1
<i>Fundamentals of Human Resource Management*</i>	Virtual Enterprise 2
Fundamentals of Project Management*	Virtual Enterprise 3
Google Applications	Virtual Enterprise 4
Integrated Business Applications 1	<i>Workplace Communications*</i>
Integrated Business Applications 2	<i>Marketing Internship, work-based credit</i>
Introduction to Hospitality and Tourism*	

**Marketing Analytics****521402****Required Courses:**

Marketing

Marketing Analytics

***Additional approved courses if needed to meet state-recognized program requirements:***

Advertising	SAS Programming 2
Entrepreneurship*	<i>Social Media Marketing*</i>
Google Applications*	Sports and Entertainment Marketing
Integrated Business Applications 1*	Virtual Enterprise 1*
Integrated Business Applications 2	Virtual Enterprise 2
Merchandising	Virtual Enterprise 3
Professional and Leadership Development*	Virtual Enterprise 4
Professional Sales	<i>Workplace Communications*</i>
SAS Programming 1*	<i>Marketing Internship, work-based credit</i>

**Merchandising**

521802

**Required Courses:**

Marketing

Merchandising

***Additional approved courses if needed to meet state-recognized program requirements:***

Advanced Web Page Design and Development	Integrated Business Applications 1*
Advertising	Integrated Business Applications 2
<i>Digital Publication Design</i>	Marketing Analytics
Digital Multimedia*	Professional and Leadership Development*
Entrepreneurship*	Professional Sales
Fashion Marketing*	<i>Social Media Marketing*</i>
Fundamentals of Web Page Design and Development*	Sports and Entertainment Marketing*
Google Applications*	<i>Workplace Communications*</i>
<i>Image Editing</i>	<i>Marketing Internship, work-based credit</i>
Image Editing 2 (Phasing Out July 2020)	

**Appendix D - Middle School CTE Courses – Sixth, Seventh and Eighth Grades**

<b>No High School Credit</b>	
<b>Course Code</b>	<b>Course Title</b>
2702	Computer Applications
2853	Digital Literacy
2705	Financial Literacy
2704	Google Basics
2706	Keyboarding
2703	Multimedia Basics

## **Certifications and Descriptions**

### **Business**

#### **19 – IC 3 (Internet and Computer Core Certification)**

The Internet and Computing Core Certification (IC<sup>3</sup>) program ensures that students have the knowledge and skills required for basic use of computer hardware, software, networks, and the Internet. IC<sup>3</sup> is a gateway to advancement in education, employment, or other certification programs. [[CERTIPORT](#)]

#### **64 – Certified Associate in Project Management (CAPM)**

Certified Associate in Project Management (CAPM) is a credential offered by the Project Management Institute (PMI) as a professional-level certification aimed at industry professionals. This certification entails that professionals have learned theories, tools, and techniques used to ensure project success: task organization and sequencing; schedule development; critical path methods, milestone, PERT, and Gantt charts; reverse planning methods; and cost, performance, and client considerations. [[PMI](#)]

#### **65 – Adobe Certified Expert**

Adobe Certified Expert (ACE) is a professional-level certification aimed at industry professionals who have attained a deep level of mastery in using Adobe technology. An individual with the ACE certification is a qualified professional in fields such as web design, digital media, or rich Internet application development. [[ACE](#)]

#### **80 – Adobe Certified Associate – Visual Communication with Adobe Photoshop**

Adobe Certified Associate is an entry-level certification aimed at validating communication skills using a particular digital medium. The Visual Communication with Adobe® Photoshop® exam validates entry-level skills in communication corresponding to Adobe Photoshop software. Photoshop is the industry standard for the utmost creative control in image editing and compositing. One can apply filters nondestructively, manage and correct color more easily, convert color images to rich black-and-white with one click, and retouch images with more powerful cloning and healing tools. [[CERTIPORT](#)]

#### **83 – Adobe Certified Associate–Video Communication with Adobe Premiere Pro**

Adobe Certified Associate is an entry-level certification aimed at validating communication skills using a particular digital medium. The Video Communication with Adobe Premiere® Pro exam validates entry-level skills in communication corresponding to Adobe Premiere Pro software. [[CERTIPORT](#)]

#### **85 – Microsoft Digital Literacy Certification**

The goal of Microsoft Digital Literacy is to teach and assess basic computer concepts and skills so that students can use computer technology in everyday life to develop new social and economic opportunities for themselves, their families, and their communities. Whether you are entirely new to computing or have some experience, this curriculum will help you develop a fundamental understanding of computers. From using the Internet to sending e-mail or creating a résumé, the Digital Literacy Curriculum helps develop the essential skills one needs to begin

computing by focusing on computer basics, Internet and the World Wide Web, productivity, computer security and digital lifestyles. [\[MICROSOFT\]](#)

### **Microsoft Office Specialist (MOS) Certifications**

MOS certifications help validate proficiency in using Microsoft Office 2010 and meet the demand for the most up-to-date skills on the latest Microsoft technologies. Candidates who pass a certification exam show that they can meet globally recognized performance standards.

Candidates must pass one certification exam in order to earn MOS certification. [\[MICROSOFT\]](#)

**86 – MOS Office 2010 – Word 2010**

**87 – MOS Office 2010 – Word 2010 Expert**

**88 – MOS Office 2010 – Excel 2010**

**89 – MOS Office 2010 – Excel 2010 Expert**

**90 – MOS Office 2010 – PowerPoint 2010**

**91 – MOS Office 2010 – Outlook 2010**

**92 – MOS Office 2010 – Access 2010**

### **Microsoft Office Specialist (MOS) Certifications**

MOS certifications help validate proficiency in using Microsoft Office 2016 and meet the demand for the most up-to-date skills on the latest Microsoft technologies. Candidates who pass a certification exam show that they can meet globally recognized performance standards.

Candidates must pass one certification exam in order to earn MOS certification. [\[MICROSOFT\]](#)

**100 – MOS Office 2016 – Word 2016**

**101 – MOS Office 2016 – Word 2016 Expert**

**102 – MOS Office 2016 – Excel 2016**

**103 – MOS Office 2016 – Excel 2016 Expert**

**104 – MOS Office 2016 – PowerPoint 2016**

**105 – MOS Office 2016 – Access 2016**

**106 – MOS Office 2016 – Outlook 2016**

### **168 – Entrepreneurship and Small Business Certification**

The ESB certification is built to test and validate foundation-level concepts and knowledge in entrepreneurship and small business management. The core concepts include entrepreneurship; recognizing and evaluating opportunities; planning for, starting, and operating a business; marketing and sales; and financial management. [\[CERTIPORT-ESB\]](#)

### **315 – Desktop Publishing I/II**

The Desktop Publishing exam validates entry-level skills in desktop publishing using current professional software (Adobe InDesign). Word and Publisher are not considered professional software applications by industry. [\[PRECISIONEXAMS\]](#)

### **A31 – Digital Literacy**

Ignition Digital Literacy and Responsibility™ informs students in grades 7–9 on how technology works, while also placing them in virtual environments to tackle issues including

privacy, security, cyber bullying, digital relationships, and the viral nature of the web. [\[EVERFI\]](#)

### **Microsoft Office 2013 Certifications**

Office 2013 meets the demand for the most up-to-date skills on the latest Microsoft technologies. Candidates who pass a certification exam show that they can meet globally recognized performance standards. Candidates must pass one certification exam in order to earn MOS certification. [\[MICROSOFT\]](#)

**A32 – MOS: Microsoft Office Word 2013**

**A33 – MOS: Microsoft Office Excel 2013**

**A34 – MOS: Microsoft Office PowerPoint 2013**

**A35 – MOS: Microsoft Office Outlook 2013**

**A36 – MOS: Microsoft Office Access 2013**

**A37 – MOS: Microsoft Office SharePoint 2013**

**A38 – MOS: Microsoft Office OneNote 2013**

**A39 – Adobe Certified Associate–Print & Digital Media Publication with Adobe InDesign**

The Print & Digital Media Publication with Adobe InDesign® exam validates entry-level skills in print and digital media publication corresponding to Adobe InDesign software.

[\[CERTIPORT\]](#)

**A40 – Adobe Certified Associate – Graphic Design & Illustration with Adobe Illustrator**

The Graphic Design & Illustration with Adobe Illustrator® exam validates entry-level skills in graphic design and illustration corresponding to Adobe Illustrator software.

[\[CERTIPORT\]](#)

**A77 – Business Office Technology**

The Business Office Technology Certification endorsed by Express Employment Professionals provides students with a solid understanding of current and emerging technologies in today's workplace. In addition, the certification addresses major topics such as computers, operating systems and networking, telecommunications, business documents, web and business ethics and the Microsoft® Office Suite. The certification consists of 15 modules and a 100-question final certification exam. [\[ICEV\]](#)

**A78 – Career Preparedness**

The Career Preparedness Certification endorsed by Express Employment Professionals equips students with the skills necessary to thrive in a post-secondary or workplace environment. In addition, the certification addresses major topics such as higher learning, the job seeking process, financial literacy, workplace etiquette and the Microsoft® Office Suite. The certification consists of 23 modules and a 100-question final certification exam. [\[ICEV\]](#)

**A85 – Southwest Airlines Professional Communications Certification**

This certification focuses on teaching students the communication essentials to thrive in any workplace environment. Verbal and non-verbal communication skills are explored and discussed throughout the certification, and how those skills are utilized for a positive, successful

experience in the workplace is analyzed. In addition to communication skills, other career-related concepts such as leadership styles, presentation strategies, conflict management, collaboration and English applications are covered in the certification lessons.

The certification is offered by iCEV Multimedia and consists of 15 modules and a 100-question final certification exam. [\[ICEV\]](#)

### **247 – OSHA 10 General – Online Modules**

This 10-hour training is for entry level workers and employers on the recognition, avoidance, abatement, and prevention of safety and health hazards in workplaces in the general industry. Students that complete the course will receive an industry recognized credential card from OSHA. [\[OSHA 10 GENERAL\]](#)

## **Finance**

### **08 – Academy of Finance**

The National Academy Foundation's Academy of Finance (AOF) introduces students to the broad range of career opportunities in the financial services industry and gives them new choices for their future. [\[NAF\]](#)

### **Microsoft Office Specialist (MOS) Certifications**

MOS certifications help validate proficiency in using Microsoft Office 2016 and meet the demand for the most up-to-date skills on the latest Microsoft technologies. Candidates who pass a certification exam show that they can meet globally recognized performance standards. Candidates must pass one certification exam in order to earn MOS certification. [\[MICROSOFT\]](#)

### **88 – MOS Office 2010 – Excel 2010**

### **89 – MOS Office 2010 – Excel 2010 Expert**

### **102 – MOS Office 2016 – Excel 2016**

### **103 – MOS Office 2016 – Excel 2016 Expert**

### **158 – QuickBooks Certified User**

QuickBooks is one of the best-selling versions of small business financial software. QuickBooks certification is proof to clients or employers that you are proficient using QuickBooks. You become QuickBooks certified by passing Intuit's QuickBooks Certification Exam. [\[CERTIPORT\]](#)

### **250 – Sage 50 Peachtree Accounting Certification**

Peachtree is a staple software program used in the accounting world for business and educational purposes nationwide. Peachtree allows users to perform many accounting functions for business, such as journal entries, customer account management and the production of financial statements. There are levels of software available, depending on the business's size and needs. Obtaining a certification in Peachtree is helpful in proving software skills acquisition and career readiness. [\[SAGEU\]](#)

### **A10 – W!SE – Financial Literacy Certification Program (FLCP)**

The W!SE Financial Literacy Certification Program (FLCP) addresses the urgent need for financial literacy and education. The program provides high school students with access to financial education and the opportunity to become certified financially literate. [[WISE](#)]

### **A30 – Financial Literacy**

EverFi– Financial Literacy™ covers complex financial concepts covering more than 600 topics, including credit scores, budgeting, insurance, credit cards, student loans, mortgages, taxes, stocks, savings, 401k's and other critical concepts. EverFi tracks individual student progress and knowledge gain and provides students who successfully complete the course with certification in financial literacy. [[EVERFI](#)]

### **247 – OSHA 10 General – Online Modules**

This 10-hour training is for entry level workers and employers on the recognition, avoidance, abatement, and prevention of safety and health hazards in workplaces in the general industry. Students that complete the course will receive an industry recognized credential card from OSHA. [[OSHA 10 GENERAL](#)]

## **Marketing**

### **206 – Bing Ads**

The Bing Ads program shows you how to get the most of your ad spend, so you gain more from your marketing dollars. Focused on Search Engine Marketing:

- Increase your Bing Ads proficiency
- Optimize ad campaigns
- Enjoy member benefits
- Maximize your Bing Ads reporting & tools knowledge [[BINGADS](#)]

### **Guest Service Gold®**

Guest Service Gold® is a comprehensive program designed to accomplish the goal of creating guest service-oriented line level employees who know how to engage with their guests to provide memorable guest service. Core components include training, employee certification and property certification and can be implemented by any service-oriented business, such as restaurants, transportation companies, attractions, retail outlets, not just lodging properties. It can also be used in academic settings to provide students with a solid foundation in guest service.

### **207 – Guest Service Gold® Making Connections [[AHLEI-GOLDMC](#)]**

### **208 – Guest Service Gold® Golden Opportunities (2015) [[AHLEI--GOLD](#)]**

### **209 – Guest Service Gold®: Tourism (2018) [[HOSPNET](#)]**

### **210 – Certified Guest Service Professional**

Today's successful hospitality and tourism employees must have effective guest service skills in today's competitive market. They must be able to engage and connect with their guests to go



above and beyond the call of duty. The Certified Guest Service Professional (CGSP®) designation provides recognition for those individuals who know how to deliver exceptional service by engaging with their guests and creating memorable experiences. Recognized worldwide, the CGSP® designation is the highest acknowledgment of award-winning guest service for employees in the hospitality and tourism industry. To qualify for the Certified Guest Service Professional (CGSP®) designation individuals must successfully complete one of AHLEI's Guest Service Gold® training programs. [\[CGSP-AHLA\]](#)

### **211 – Facebook Certified Planning Professional**

This exam measures competency in the skills, tools, advertising policies and best practices required to manage Facebook pages, create, purchase and manage ads, select and use advertising objectives, target audiences for maximum impact, and understand the role of Facebook media planners and buyers. [\[FB-BLUEPRINT\]](#)

### **212 – Google Advertising Fundamentals Exam (Google AdWords)**

The AdWords Fundamentals exam covers basic and intermediate concepts, including the benefits of online advertising and AdWords, and best practices for managing and optimizing AdWords campaigns. [\[GOOGLE-PARTN\]](#)

### **213 – Google Analytics**

The Google Analytics IQ exam is designed to test your knowledge of digital analytics best practices and the Google Analytics platform. [\[SUPPORTGOGGLE\]](#)

### **214 – Retail Industry Fundamentals, National Retail Federation**

The Retail Industry Fundamentals credential helps train and advance both entry-level retail associates and first-time job seekers. It is an industry-led and validated program that focuses on five core areas:

- Basic work fundamentals
- The business of retail
- Customer focus
- Getting and keeping jobs in retail
- Selling [\[RIF-NRF\]](#)

### **246 – SC Property and Casualty Producer License**

The South Carolina Department of Insurance is responsible for licensing and regulating the Insurance profession in the State of South Carolina. SC Property and Casualty Producer License is a required license in South Carolina to sell property and casualty insurance. [\[PRODUCER\]](#)

### **247 – OSHA 10 General – Online Modules**

This 10-hour training is for entry level workers and employers on the recognition, avoidance, abatement, and prevention of safety and health hazards in workplaces in the general industry. Students that complete the course will receive an industry recognized credential card from OSHA. [\[OSHA 10 GENERAL\]](#)

### **307 – CIW E-Commerce Specialist**

This exam is for the individual who already understands the foundations of Web technologies and wants to demonstrate proficiency in e-commerce practices and site design. Skills covered are as follows:

E-commerce site development, including ways to conduct business online and manage the technical issues associated with constructing an e-commerce Web site.

E-commerce technology and security, including e-commerce technologies at various levels of sophistication, Customer Relationship Management (CRM) software, and practices for securing your online transactions as well as your customers' personal information.

E-commerce business, marketing and legal issues, including Web marketing strategies, online product promotion, and legal topics such as taxation and international shipping. [\[CIWECOM\]](#)

#### **A94 – Microburst EmployABILITY Soft Skills Certification**

Employers require their workforce to demonstrate soft skills in order to be an effective team member in the business/industry environment. Based on over 30 years of soft skills training in the global private business sector, the Microburst Learning Soft Skills certification program cultivates students' soft skills by directly reengineering it from the business world to the world of education. The blended learning approach includes on-line pre-assessments with individualized evaluation reports, highly interactive online lessons, program instructor certification, comprehensive instructor guides with flexible classroom activities to meet a variety of schedules and class sizes, post-assessments, and student certification. With completion of all on-line modules, along with face-to-face classroom instruction and group activities, each completer receives the Employer's Choice Certification.

The EmployABILITY Soft Skills certificate program is supported and promoted by SC Future Makers, STEM Premier, SC Manufacturing Alliance, SC Chamber of Commerce, Mechanical Contractor's Association of South Carolina and the SCDE. This soft skills certification is in alignment with the Profile of the SC Graduate. [\[MICROBURST\]](#)