



## Greetings from South Carolina Career and Technology Education Business, Finance, and Marketing!

Check out the links below for Business, Marketing, and Finance information.

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### Upcoming Professional Development Opportunities and Important Dates:

- ✓ **IT-ology on-going Professional Development:** Check out [IT-ology's programs](#) for workshops and software training opportunities.
- ✓ **Certiport** is offering curriculum resources to teach yourself be a better teacher to your students. The following resources are available for free access and two (2) test vouchers: Microsoft (Word, Excel, Access, PowerPoint, SharePoint), Adobe, Intuit Quickbooks, IC3, Entrepreneurship and Small Business, and a new certification called Communication Skills for Business. If you are interested, contact me at [ddepew@ed.sc.gov](mailto:ddepew@ed.sc.gov). This training is on-going. **Certiport will be at the SCBEA Conference with more information and resources.**
- ✓ **AICPA Advanced Accounting Training**      February 17 – February 19, 2020      Durham, NC  
  
(Cancelled) This three-day training provides Accounting teachers with tools and training needed to elevate the curriculum from basic concepts to comprehensive overview of how accounting guides business decisions. Fee is \$125. Registration
- ✓ **SCBEA Conference**      February 20 – February 23, 2020      Marina Grande Dunes, Myrtle Beach, SC

“See Your Future Clearly in SCBEA 2020” Professional development for Business/Marketing/Finance teachers. Go to [SCBEA](#) website for more information. This conference is a great opportunity to network with other teachers in your programs, gain new skills in the technology workshops, and keep current with South Carolina initiatives and changes with curriculum. (Did you know that SCBEA has a Facebook page and a Twitter feed? Check it out.)

✓ **Education and Business Summit** June 22 – June 25, 2020 Greenville, SC

This conference is very relevant and meaningful for all CATE teachers in South Carolina. Be sure to listen for registration news. Soon, we will be looking for proposals. If you have an innovative idea/approach/success/technology in your teaching endeavors and wish to share with fellow teachers, be sure to submit a proposal. We expect to offer Certification Central again and various other training opportunities. Keep current with technology, techniques, and curriculum. Come to the Summit.

[Ebsummit.info](http://Ebsummit.info)

✓ **YESCarolina (Youth Entrepreneurship of South Carolina)**

The YESCarolina Teacher Training Program certifies South Carolina public & private school educators to teach entrepreneurship in grades 6-12. Since 2004, YESCarolina has trained over 1,000 teachers throughout the state. YESCarolina offers teacher training at no cost to South Carolina public school educators.

The four-day intensive teacher training program focuses on core elements of experiential education and provides tools and methodology for teaching students the principles of entrepreneurship. Upon completion of the program, teachers will receive a certificate recognizing him/her as a Certified Entrepreneurship Teacher (CET). Teachers will also receive lesson plans, activities, videos, and additional resources upon completion of the training. For a fee, teachers can also do online training. Check out the [YESCarolina website](#) for more information.

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### **Financial Literacy and Funding Opportunity**

Do you have a great idea to teach financial literacy in the classroom but have a need for funding? SC Jump\$tart have mini-grants available up to \$5000. Email me, [ddepew@ed.sc.gov](mailto:ddepew@ed.sc.gov), and I will send you the application. There are no deadlines for the grants.

FBLA with Knowledge Matters is hosting the [Virtual Business Personal Finance Challenge](#) during which FBLA members test their financial literacy skills. Participating teams make personal finance decisions for a simulated person. Click above to register your team. The next round begins February 3.

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### **Student Professional Development**

**FBLA** district leadership conferences are scheduled for January 25, 2020. Good luck to participating FBLA chapters and members. For more information regarding the conferences, please go to [SCFBLA.org/conferences](http://SCFBLA.org/conferences).

**February is CTE Month!** Do great things in your CTSO and in your school. Post in #CTEinSC.

FBLA students in Entrepreneurship or Virtual Enterprise have the opportunity to test their Virtual Business Management skills in the [FBLA Virtual Business Management Challenge](#)! The competition begins February 3 and runs through February 28.

**DECA** is hosting SC DECA Career Development Conference in North Charleston, February 28-March 1. For more information go to <https://scdeca.org/conference>.

**Career in Sports Day**, Friday, March 13<sup>th</sup>, is sponsored by the Charlotte Hornets vs. the Cleveland Cavaliers. This educational event offers the opportunity for middle and high school students to hear from top Hornets executives in a multitude of fields about how they got their career started and hear what it really takes to get into sports-related professions. Students then get to utilize a Question & Answer period to dig deeper into the field they are most interested in pursuing. Afterwards, those attending Career in Sports Day get to see the Charlotte Hornets take on the Cleveland Cavaliers. For more information and pricing, contact Fabian Truss at 7094.688.9018 or [fttruss@hornets.com](mailto:fttruss@hornets.com).

The Charlotte Hornets is also sponsoring a **Marketing Project** with a grand prize of \$1000. Develop and design a theme night to be hosted during the 2020-21 Charlotte Hornets season. For more information regarding project details, contact Fabian Truss or me for project requirements. Deadline for submission is February 21, 2020.

**South Carolina Young Entrepreneur** nominations are open until January 31, 2020. Each year SC Economics honors aspiring young entrepreneurs in grades K-12. Candidates may be nominated by teachers, parents, community members, or self-nominated by January 31, 2020. Click [nominate](#).

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### New/Revised Standards from 2018-19

<b>Business Administration and Supervision:</b>	<b>Information Technology:</b>
Advanced Business Law (available 2020-21)	Discovering Computer Science
Computer Applications	Computer Repair and Service/Advanced Computer Repair and Service
Digital Technologies	Webpage Design and Development/Advanced Webpage Design and Development
Fundamentals of Project Management	
Keyboarding	<b>Marketing</b>
Virtual Enterprise 1-4	Professional Sales
<b>Finance:</b>	Sports and Entertainment Marketing
Personal Finance	

All revised documents (standards, student profile, academic indicators, materials/resources, and equipment listing will be found on the [Standards webpage](#), organized by cluster, after one (1) year review process. We also revised Part D to include cyberbullying and Creative Commons! For more resources and apps, please check out the Resource document “hot link” on the course standards document.

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## 2019-20 Course Standards/Curriculum Resources/Equipment Revisions

Fall, 2019 Course Standards	Spring, 2020 Planned Course Standards
<b>Business Administration and Supervision:</b>	<b>Business Administration and Supervision:</b>
IBA 2 for Computer Science credit with a new name, effective 2021-22	Principles of Digital Technology
<b>Information Technology (Fall):</b>	<b>Marketing:</b>
Computer Operating Systems/Advanced Computer Operating Systems	Sports and Entertainment Management
Cyber Security/Advanced/Computer Forensics	<b>Information Technology:</b>
Networking/Advanced Networking	Database Design/Development with SQL/PLC
Server Administration/Advanced Server Administration	All Programming Courses

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## Upcoming Course Deletions

Image Editing 2 (Business) and Financial Math (Finance) will be phased out after June, 2020.

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## Creativity and Innovation / Integration of Technology

Do you want to bring more inquiry, problem-solving, and collaboration to your classroom, as well as integrate technology? Check out these two devices.

- ✓ [Breakout EDU boxes](#)
- ✓ **Siri, Google, Echo/Dot, or Alexa**, virtual assistants that can be used as research aids, timers, Music DJ, weather forecaster, class reminder, game player, translator, reader to students, individualized instruction provider, for examples, and can be programmed to respond to only one voice.

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## New Credentials/Certifications in the 2019-20 Student Reporting Guide

All the Business, Marketing, and Finance certifications/credentials descriptions and links are found at the [CTE Programs](#) Business, Finance, and Marketing webpages, beginning on page 11. Be sure to vet your program credentials to your Advisory Council as well as your local business and industry partners.

Business	Finance	Marketing
<a href="#">#315 Desktop Publishing I/II</a>	<a href="#">#250 Sage 50 Peachtree Accounting Certification</a>	<a href="#">#304 Social Media Strategist</a>

<b>Business</b>	<b>Finance</b>	<b>Marketing</b>
<a href="#"><u>#313 Design and Visual Communications</u></a>		<a href="#"><u>#307CIW E-Commerce Specialist</u></a>
<a href="#"><u>#247 All: CareerSafe OSHA 10 General</u></a>		

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### **New Credentials/Certification in the 2020-21 Student Reporting Guide**

<b>Business (Stackables)</b>	<b>Finance (Stackables)</b>	<b>Marketing (Stackables)</b>
All CTECS TSAs	All CTECS TSAs	All CTECS TSAs
Precision Exams (PE):	Precision Exams (PE):	Precision Exams (PE):
Business Communication 1*	Accounting 1* / Accounting 2	Advertising and Promotion
Business Management*	Banking and Finance	Exploring Business & Marketing*
Digital Business Applications	General Financial Literacy	Digital Marketing
Exploring Business & Marketing*	Personal Financial Responsibility*	Real Estate
Leadership Principles 1*	ICEV Personal Financial Literacy	Social Media Marketing
		Sports and Entertainment Marketing
Soft Skills: Charlotte Works*		
*Cross Cluster		

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