

2021-22 Business, Finance, Marketing Programs (Extract from the CTE Student Reporting Guide)

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.

Course Code	Course Title for Business Management and Administration Cluster
5007	Google Applications
5020	Integrated Business Applications 1
5021	<i>Business Data Applications</i>
5030	Digital Multimedia
5032	Global Business
5041	Workplace Communications
5044	Business Law
5049	Advanced Business Law
5090	Fundamentals of Business, Marketing and Finance
5092	Business Principles and Management
5093	Fundamentals of Human Resource Management
5122	Administrative Support Technology
5150	Virtual Enterprise 1
5151	Virtual Enterprise 2
5152	Virtual Enterprise 3
5153	Virtual Enterprise 4
5176	Digital Publication Design
5178	Professional and Leadership Development
5180	Digital Technologies
5270	Principles of Digital Technology
5340	Image Editing
5400	Entrepreneurship
5480	Fundamentals of Project Management
5490	Business Management and Administration Internship, work-based credit
5499	Business Management and Administration, LBA

CIP Code	Program Title (See below for the approved courses for each CTE program)
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. The concentrator courses are identified with **.*

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

Administrative Services

520401

Required Courses:

Administrative Support Technology**

Integrated Business Applications 1**

<i>Additional approved courses if needed to meet state-recognized program requirements:</i>
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Accounting 1*
Advanced Business Law
Advanced Web Page Design and Development
Business Data Applications
Business Law*
Business Principles and Management*
Digital Publication Design*
Digital Technologies
Entrepreneurship*
Fundamentals of Business, Marketing and Finance*
Fundamentals of Web Page Design and Development*
Google Applications
Image Editing*
Principles of Digital Technology
Professional and Leadership Development*
Social Media Marketing
Workplace Communications*
Business Management and Administration Internship, work-based credit

Business Information Management**521206****Required Courses:**

Digital Publication Design**

Image Editing**

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

Accounting 1*
Advanced Web Page Design and Development
Advertising
*Business Data Applications**
Business Law
Business Principles and Management*
Digital Multimedia *
Digital Technologies*
Discovering Computer Science*
Entrepreneurship*
Foundations of Animation*
Fundamentals of Business, Marketing, and Finance*
Fundamentals of Computing*
Fundamentals of Project Management
Fundamentals of Web Page Design and Development*
Google Applications*
Integrated Business Applications 1*
IT Fundamentals
Principles of Digital Technology
Professional Leadership Development*
Social Media Marketing
Workplace Communications*
Business Management and Administration Internship, work-based credit

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

Accounting 1**

Entrepreneurship**

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

Accounting 2*
Advanced Business Law
*Business Data Applications**
Business Finance
Business Law*
Business Principles and Management*
Fundamentals of Business, Marketing and Finance

<i>Additional approved courses if needed to meet state recognized program requirements:</i>
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Fundamentals of Human Resource Management* Fundamentals of Project Management Fundamentals of Webpage Design and Development* Global Business* Google Applications Integrated Business Applications 1* Marketing Management Marketing* Professional and Leadership Development* Social Media Marketing* Virtual Enterprise 1* Virtual Enterprise 2 Virtual Enterprise 3 Virtual Enterprise 4 Workplace Communications* Business Management and Administration Internship, work-based credit
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Human Resources Management

521001

Required Courses:

Business Law**
Fundamentals of Human Resource Management**

<i>Additional approved courses if needed to meet state-recognized program requirements:</i>
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Business Data Applications* Business Principles and Management* Digital Publication Design Entrepreneurship Fundamentals of Business, Marketing, and Finance* Global Business Google Applications Integrated Business Applications 1* Personal Finance* Professional and Leadership Development* Workplace Communications* Business Management and Administration Internship, work-based credit
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Operations Management

520204

Required Courses:

Virtual Enterprise 1**
Virtual Enterprise 2**

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

Accounting 1*
Accounting 2
Advanced Business Law
*Business Data Applications**
Business Law*
Business Principles and Management*
Digital Publication Design
Digital Technologies
Entrepreneurship*
Fundamentals of Business, Marketing, and Finance*
Fundamentals of Project Management
Global Business*
Google Applications
Image Editing*
Integrated Business Applications 1*
Marketing
Professional and Leadership Development
Social Media Marketing
Virtual Enterprise 3*
Virtual Enterprise 4*
Workplace Communications*
Business Management and Administration Internship, work-based credit

Finance Cluster

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

Course Code	Course Title for Finance Cluster
5001	Accounting 1
5005	Accounting 2
5131	Personal Finance
5271	Banking Services
5273	Business Finance
5275	Insurance and Risk Management
5277	Securities and Investments
6190	Finance Internship, work-based credit
6899	Finance, LBA

CIP Code	Program Title (See below for the approved courses for each CTE program)
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.
The concentrator courses are identified with **.*

Note: At least one of the courses designated with an asterisk (*) should be selected for the three (3) Carnegie unit completer status, 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**

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

Banking Services
*Business Data Applications**
Business Finance*
Business Law*
Business Principles and Management*
Entrepreneurship*
Fundamentals of Business, Marketing and Finance*
Insurance and Risk Management
Integrated Business Applications 1*
Personal Finance*
Professional and Leadership Development
Securities and Investments
Virtual Enterprise 1
Virtual Enterprise 2
Virtual Enterprise 3
Virtual Enterprise 4
Workplace Communications*
Finance Internship, work-based credit

Banking Services**520803****Required Courses:**

Banking Services**

Business Finance**

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

Accounting 1*
Accounting 2*
*Business Data Applications**
Business Law*
Business Principles and Management
Entrepreneurship
Fundamentals of Business, Marketing and Finance
Insurance and Risk Management

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

Integrated Business Applications 1*
Marketing*
Personal Finance*
Professional and Leadership Development*
Professional Sales*
Securities and Investments
Workplace Communications*
Finance Internship, work-based credit

Business Finance

520804

Required Courses:

Accounting 1**
Business Finance**

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

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

Insurance

521701

Required Courses:

Business Finance**
Insurance and Risk Management**

<i>Additional approved courses if needed to meet state-recognized program requirements</i>

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

520807

Required Courses:

Business Finance**

Securities and Investments**

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

Marketing Cluster

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

Course Code	Course Title for Marketing Cluster
5034	Social Media Marketing
5410	Fashion Marketing
5421	Marketing
5422	Digital Media Marketing
5423	Marketing Analytics
5425	Sports and Entertainment Marketing
5426	Sports and Entertainment Management
5430	Merchandising
5431	Marketing Management
5470	Advertising
5471	Professional Sales
5091	Marketing Internship, work-based credit
5099	Marketing, LBA

CIP Code	Program Title (See below for the approved courses for each CTE program)
521402	Marketing Analytics
090903	Marketing Communications
521401	Marketing Management
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. The concentrator courses are identified with **.*

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

Marketing Analytics

521402

Required Courses:

Marketing**

Marketing Analytics**

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

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

Marketing Communications

090903

Required Courses:

Advertising** or Digital Media Marketing**
Marketing**

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

Accounting 1*
Advanced Web Page Design and Development
Advertising*
*Business Data Applications**
Digital Media Marketing*
Digital Multimedia*
Digital Publication Design*
Editing*
Entrepreneurship*
Fundamentals of Web Page Design and Development*
Google Applications*
Integrated Business Applications 1*
Marketing Analytics*
Professional and Leadership Development*
Professional Sales*
Social Media Marketing*
Sports and Entertainment Marketing

<i>Additional approved courses if needed to meet state-recognized program requirements:</i>
Virtual Enterprise 1* Virtual Enterprise 2 Virtual Enterprise 3 Virtual Enterprise 4 Image Workplace Communications* Marketing Internship, work-based credit

Marketing Management

521401

Required Courses:

Marketing**

Marketing Management** or Sports and Entertainment Management**

<i>Additional approved courses if needed to meet state-recognized program requirements:</i>
Accounting 1* Accounting 2 Advertising <i>Business Data Applications*</i> Business Finance* Business Law* Business Principles and Management* Entrepreneurship* Event and Entertainment Management Fundamentals of Human Resource Management* Fundamentals of Project Management* Google Applications Integrated Business Applications 1 Introduction to Hospitality and Tourism* Marketing Analytics Professional and Leadership Development* Professional Sales Social Media Marketing* Sports and Entertainment Marketing* Travel and Tourism Management Virtual Enterprise 1 Virtual Enterprise 2 Virtual Enterprise 3 Virtual Enterprise 4 Workplace Communications* Marketing Internship, work-based credit

Required Courses:

Marketing**

Merchandising**

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

Accounting 1*

Advanced Web Page Design and Development

Advertising

*Business Data Applications**

Digital Multimedia*

Digital Publication Design

Entrepreneurship*

Fashion Marketing*

Fundamentals of Web Page Design and Development*

Google Applications*

Image Editing

Integrated Business Applications 1*

Marketing Analytics

Professional and Leadership Development*

Professional Sales

Social Media Marketing*

Sports and Entertainment Marketing*

Workplace Communications*

Marketing Internship, work-based credit

Appendix D

Middle School CTE Courses – Sixth, Seventh and Eighth Grades

Table 1: No High School Credit (Sixth Grade)

COURSE CODE	COURSE TITLES Table 1: No High School Credit (Sixth Grade)
1853	Digital Literacy #

Table 2: No High School Credit (Seventh and Eighth Grades)

COURSE CODE	COURSE TITLE Table 2: No High School Credit (Seventh And Eighth Grades)
2702	Computer Applications
2853	Digital Literacy
2705	Financial Literacy
2704	Google Basics
2706	Keyboarding
2703	Multimedia Basics

