

CTAE PATHWAY GUIDE

SOUTH FORSYTH HIGH SCHOOL



585 Peachtree Pkwy, Cumming, GA 30041 | www.forsyth.k12.ga.us/sfhs

Advanced Accounting



ADVANCED ACCOUNTING students will learn how to make decisions about planning, organizing, and allocating resources using accounting procedures. Performing accounting activities for sole proprietorships and corporations following Generally-Accepted Accounting Procedures are also included. Students analyze business transactions and financial statements, perform payroll, and evaluate the effects of transactions on the economic health of a business. They will also learn about uncollectible accounts, plant assets, inventory, notes payable and receivable, prepaid and accrued expenses, and more.

PATHWAY COURSES

Introduction to Business and Technology
Principles of Accounting I
Principles of Accounting II

CAREER CHOICES

Bank Teller and Manager
Chief Financial Officer
Controller
Corporate Finance Professional
Credit Analyst
Financial Counselor
Financial Manager
Insurance Agent and Broker
Investment Banker
Loan Officer
Personal Financial Advisor

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/POS-Finance-Advanced-Accounting.pdf>

A/V Technology and Film



A/V TECHNOLOGY AND FILM students will design, manufacture, operate and/or repair audio visual equipment, create presentations of sound, video, and data in a variety of formats, gather information, prepare broadcasts, build sets, and operate equipment used to record and transmit programs and/or motion pictures, and operate sound mixing and/or video editing equipment.

PATHWAY COURSES

Audio and Video Technology and Film I
Audio and Video Technology and Film II
Audio and Video Technology and Film III

CAREER CHOICES

Audio and Video Equipment Technician
Broadcast News Analyst
Broadcast Technician
Camera Operator
Control Room Technician
Editor
Journalist
Radio and Television Announcer
Reporter
Sound Technician
Station Manager

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/POS-AAVTC-Audio-Video-Tech-Film.pdf>

Computer Science



COMPUTER SCIENCE students will prepare for entry-level, technical, and professional IT careers, including the design, development, implementation, and maintenance of computer systems and software, as well as knowledge of computer operating systems, programming languages, and software development required of cutting-edge technologies. Students will build a solid understanding and foundation of computer science which emphasis on computational thinking practices: connecting computing, developing computational artifacts, abstracting, analyzing problems and artifacts, communicating, and collaborating.

PATHWAY COURSES

Introduction to Digital Technology
Computer Science Principles or AP CS Principles
AP Computer Science

CAREER CHOICES

Computer Hardware Engineers
Computer Network Architects
Computer Programmers
Computer System Analysts
Database Administrators
Information Security Analysts
Information Systems Managers
Network Administrators
Software Developers
Software Engineers
Video Game Designers

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/POS-Information-Technology-Computer-Science.pdf>

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Culinary Arts



CULINARY ARTS students will complete a variety of skills required by the restaurant and food industry such as knife skills, cooking techniques, menu planning, food purchasing and costing, food safety and sanitation, and front of the house service. The pathway allows students to develop in-depth knowledge and hands-on skill mastery of culinary arts and allows them to refine hands-on production of the classic fundamentals in the commercial kitchen.

PATHWAY COURSES

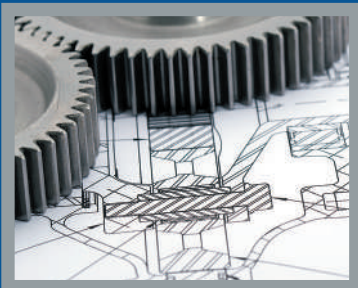
- Introduction to Culinary Arts
- Culinary Arts I
- Culinary Arts II

CAREER CHOICES

- Cake Designer
- Caterer
- Chef and Head Cook
- Dining Room Management
- Food and Beverage Director
- Food Services Manager
- Food Stylist and Photographer
- Food Writer and Critic
- Kitchen Manager
- Pastry Chef
- Personal Chef
- Restaurant Entrepreneur

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/POS-Hospitality-Tourism-Culinary-Arts.pdf>

Engineering and Technology



ENGINEERING AND TECHNOLOGY students will combine hands-on projects and rigorous curriculum to be prepared for challenging postsecondary engineering and technology problems; and build solid technical writing, comprehension, calculation, problem-solving, and technical skills. Students are encouraged to take relevant math and science courses, such as advanced algebra, chemistry, calculus, geometry, trigonometry, physics, design, and engineering concepts.

PATHWAY COURSES

- Foundations of Engineering and Technology
- Engineering Concepts
- Engineering Applications

CAREER CHOICES

- Civil Engineer
- Designer
- Drafter
- Electrical Engineer
- Industrial Engineer
- Machinist
- Manufacturing
- Materials Engineer
- Mechanical Engineer
- Quality Control Inspector

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/POS-STEM-Engineering-Technology.pdf>

Entrepreneurship



ENTREPRENEURSHIP students focus on recognizing a business opportunity, starting a business, operating and maintaining a business. Students will align business goals that focus on planning, organizing, coordinating, and controlling the resources needed to produce and provide goods and/or services that lead to owning and operating a small business. They will learn statutes and regulations affecting businesses, families, and individuals.

PATHWAY COURSES

- Introduction to Business and Technology
- Legal Environment of Business
- Entrepreneurship

CAREER CHOICES

- Advertising and Promotion Manager
- Business Educator
- Chief Executive Officer
- Claims Adjuster or Examiner
- Computer Systems Analyst
- Cost Estimator
- Database Administrator
- Financial Analyst or Manager
- Network and Computer System
- Paralegal and Legal Assistant
- Personal Financial Advisor
- Training and Development Manager

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/POS-BMA-Entrepreneurship.pdf>

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Fashion Marketing



FASHION MARKETING students will be introduced to the retail industry including the fundamentals of fashion marketing, key marketing concepts essential to every business, types of businesses involved in the industry, and an array of career opportunities. Students will develop skills in such areas as fashion economics, marketing segmentation and target marketing, product selection and buying, and inventory system. The pathway will also help them develop skills necessary for managing pricing, visual merchandising, advertising, special promotions, professional sales, and customer service.

PATHWAY COURSES

Marketing Principles
Fashion, Merchandising, and Retailing Essentials
Advanced Fashion, Merchandising, and Retailing

CAREER CHOICES

Advertising and Promotions Manager
Brand Managers
Entrepreneurs/Company Owners
Fashion Designers
General Merchandise Managers
Merchandise Analysts
Manufacturer's Sales Representatives
Online Merchants
Product Developers
Retail Buyers
Visual Merchandisers
Wholesale and Retail Buyers

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/POS-Marketing-Fashion-Merchandising-Retail-Management.pdf>

Human Resource Management



HUMAN RESOURCE MANAGEMENT students will learn about statutes and regulations affecting businesses, families, and individuals. Students will also get an overview of business law while concentrating on the legal aspects of business ownership and management. Students will also analyze the primary functions of human resources management which include recruitment, selection, training, development, compensation, and evaluation. The pathway is designed to equip students with operational knowledge of hiring, managing, and firing employees.

PATHWAY COURSES

Introduction to Business and Technology
Legal Environment of Business
Human Resources Principles

CAREER CHOICES

Compensation and Benefits Manager
Employee Training Specialist
Human Resources Assistant
Human Resources Manager
Human Resources Specialist
Job Analysis Specialist
Training and Development Manager

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/POS-BMA-Human-Resources-Management.pdf>

Landscape Management Systems



LANDSCAPE MANAGEMENT SYSTEMS students will learn the major areas of scientific agricultural production and research; presents problem solving lessons and introductory skills and knowledge in agricultural science and agri-related technologies. The pathway also teaches the procedures to establish, manage, and maintain ornamental or recreational turf, to prepare and maintain athletic fields and playing surfaces, and to produce and market turf.

PATHWAY COURSES

Basic Agriculture Science
General Horticulture and Plant Science
Turf Production and Management

CAREER CHOICES

Agricultural Science Professor
Agriculture Technician
Arborist
Estate Caretaker
Forest Nursery Supervisor
Golf Course Management
Greenhouse Technician
Landscape Architect
Landscape and Nursery Worker
Master Gardener
Natural Resource Manager
Pesticide Handler

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/AFNR-POS-Landscape-Management-Systems.pdf>

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Marketing Communications and Promotions



MARKETING COMMUNICATIONS AND PROMOTIONS students will focus on the performance of key responsibilities required in a retail environment and develop skills in pricing, visual merchandising, advertising, special promotions, professional sales, and customer service. They will also better understand the communication aspects of business in relation to customer/consumer relationships. Students develop knowledge and skills in advertising, direct marketing, public relations, sales promotions, and digital marketing communications.

- PATHWAY COURSES**
- Marketing Principles
 - Promotional and Digital Marketing
 - Integrated Marketing Communications

- CAREER CHOICES**
- Advertising and Promotions Manager
 - Advertising Sales Agents
 - Green Marketers
 - Market Research Analysts
 - Marketing Managers
 - Marketing Strategists
 - Public Relations Specialists
 - Sales Managers
 - Sales Representatives

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/POS-Marketing-Marketing-Communications-Promotion.pdf>

Marketing and Management



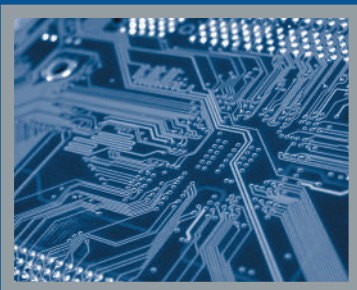
MARKETING AND MANAGEMENT students will focus on managing the processes responsible for identifying, anticipating, and satisfying customer requirements in a manner that is profitable for the business. Student skills include management and entrepreneurship, marketing, buying and merchandising, marketing communications and promotion, professional sales, marketing information management and research, channel management, global marketing, and internet/online marketing.

- PATHWAY COURSES**
- Marketing Principles
 - Marketing and Entrepreneurship
 - Marketing Management

- CAREER CHOICES**
- Advertising Account Executive
 - Communications Specialist
 - Customer Service Representative
 - Entertainment Marketer
 - Insurance Agent
 - Logistics Specialist
 - Market Research Analyst
 - Marketing Specialist
 - Media Buyer
 - Product Development Management
 - Public Relations Specialist

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/POS-Marketing-Marketing-Management.pdf>

Programming



PROGRAMMING students will learn essential skills involved in the design, development, implementation, and maintenance of computer systems and software, requiring knowledge of computer operating systems, programming languages, and software development. Students are able to strategize, design, and develop games and mobile and desktop applications that can be produced in the real world and learn about life-cycles of project development and use models to develop applications. Attention will be placed on how user interfaces affect the usability and effectiveness of a game or an application.

- PATHWAY COURSES**
- Introduction to Digital Technology
 - Computer Science Principles or AP Computer Science Principles
 - Programming, Apps, Games and Society

- CAREER CHOICES**
- Actuaries
 - Computer Programmers
 - Computer Scientist
 - Computer Systems Analyst
 - Computing Systems Manager
 - Computer Software Engineer
 - Database Administrator
 - Information Systems Manager
 - Mathematician

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/POS-Information-Technology-Programming.pdf>

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Sports and Entertainment Marketing



SPORTS AND ENTERTAINMENT MARKETING students will learn about the major segments of the sports and entertainment industry and the social and economic impact the industry has on the local, state, national, and global economies. The products and services offered to consumers and the impact of marketing on these products and services are examined. Students will also have opportunities to develop managerial and analytical skills and deepen their knowledge in sports/entertainment marketing.

PATHWAY COURSES

Marketing Principles
Introduction to Sports and Entertainment Marketing
Advanced Sports and Entertainment Marketing

CAREER CHOICES

Agent
Communications Specialist
Customer Service Representative
Demonstrator and Product Promoter
Entertainment Marketer
Entrepreneur
Market Research Analyst
Marketing Specialist
Media Buyer
Product Development Management
Public Relations Specialist

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/POS-Hospitality-Tourism-Sports-Entertainment-Marketing.pdf>

Teaching as a Profession



TEACHING AS A PROFESSION students will learn to plan, manage, and provide education and training services, and related learning support services such as administration, teaching/training, administrative support, and professional support services. They will be engaged in observations, interactions, and analyses of critical and contemporary educational issues and investigate issues influencing the social and political contexts of educational settings in Georgia and the United States and actively examines the teaching profession from multiple vantage points both within and outside of the school.

PATHWAY COURSES

Examining the Teaching Profession
Contemporary Issues in Education
Teaching as a Profession Internship

CAREER CHOICES

Adult Educator
After-School Program Supervisor
Coach
Education Evaluator
Educational and Teacher Aide
K-12 School Teacher
Media Specialist
Post-Secondary Vocational Education
Recreation Attendant
School Administration
Special Education Teacher

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/POS-Education-Training-Teaching-as-a-Profession.pdf>