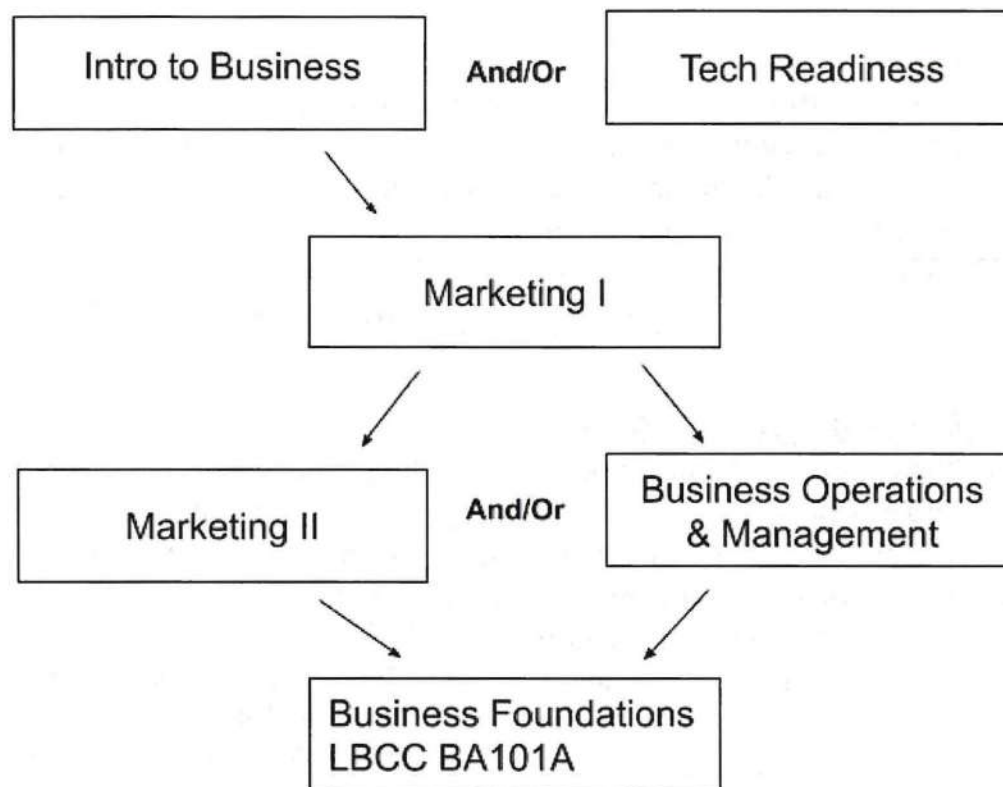


## CTE Business Path



### Beginning

#### Introduction to Business

A survey course designed to introduce the student to the principles and functions of business. Subjects discussed include economic systems, forms of business ownership, management, human relations, marketing, accounting, and finance.

Course Number	Credit	Grade	Prerequisite
	.5	9-12	None

#### Tech readiness

This is an introduction to the creation of documents and cloud computing. Includes contemporary software applications such as: Microsoft Office Suite and Google Suite. Students will be taught and/or reinforce their skills of typing by touch (keyboarding). Through technology students will develop the organization, practical and professional skills, and confidence expected of a college or career ready young adult.

Course Number	Credit	Grade	Prerequisite
	.5	9-12	None

#### Marketing I

Students will learn the foundations of business and marketing, including elements of the marketing mix. Students will also analyze elements of the promotional mix including advertising, publicity, personal selling, visual merchandising, and sales promotion.

Course Number	Credit	Grade	Prerequisite
	.5	9-12	Intro to Business

### **Intermediate**

#### **Marketing II**

Students will study the selling process, collect and apply market research, new product development, entrepreneurship, sources of business finance, pricing strategies, and promotion methods. The course culminates with the development of a new business plan based on student interest.

Course Number	Credit	Grade	Prerequisite
	.5	9-12	Intro to business & Marketing I

#### **Business Operations & Management**

Business Operations and Management is a year long course wherein students can put academic and business skills to use in exciting projects. Students will design and produce their own business cards, and become involved in the set up and operation of Cobra Cafe (student store) & Event Management (manage concessions).

Course Number	Credit	Grade	Prerequisite
	.5	10-12	Intro to Business & Marketing I (waived for the 21/22 school year with teacher/s recommendations)

### **Advanced**

#### **Business Foundations**

First course in a two-course sequence offered through LBCC College Now. Introduces the various fields and activities of both established and entrepreneurial businesses. Develops professional skills needed to be successful in modern business and engages in critical reflection around skill sets and career opportunities.

#### **Upon Completion**

Upon successful completion of this course, students will be able to:

Explain key business activities and the primary concepts and terms associated with these activities. Describe how business interacts with the external environment and how this interaction impacts both business and the external environment. Describe the financial, legal, and administrative procedures involved in starting new business ventures. Identify ethical issues facing businesses. Explain current business news from the perspective of different business disciplines. Develop a professional presence and engage in professional development. Work collaboratively on a team-based business project using their foundational business knowledge.

Course Number	Credit	Grade	Prerequisite
BA 101A (LBCC) CL	3 1	11 & 12	Marketing I & Bus Op & Manag (plan for 22/23 school year)