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**2023 - 2024**

**PROGRAM GUIDE FOR:**

**BUSINESS MANAGEMENT AND ADMINISTRATION CLUSTER**

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CAREER AND TECHNICAL EDUCATION  
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## Business Management and Administration Cluster Program Guide

This cluster prepares high school students for careers in the field of business management and administration in three career pathways: Business Administrative Services, Business Information Technology, and Management. Rigorous instruction is provided to equip learners with knowledge and skills for college and career readiness. Extended learning experiences to enrich and enhance instruction is reinforced through learner participation in career and technical student organizations (DECA and FBLA).

**\*\*Courses highlighted in yellow are shared with other clusters. See "Shared Courses" table on page 5 for additional details.**

Career Pathway Program	<b>Business Administrative Services Program</b> (Must teach three courses from this program list within two years.)		
	This program is for students who are interested in pursuing careers in business administration and management. Courses provide an overview of career opportunities, which are available in every sector of the economy and require specific skills in organization, time management, customer service, communication, and effective use of technology.		
Course Number	Career Pathway Program Courses	Career Readiness Indicator (CRI)	In Demand Occupations
02154G1001	Business and Consumer Mathematics	<ul style="list-style-type: none"> <li>• Adobe Certified Associate (ACA) – Photoshop</li> <li>• Adobe Certified Associate (ACA) – Dreamweaver</li> <li>• Adobe Certified Associate (ACA) – Flash</li> <li>• Adobe Certified Associate (ACA) – Premier Pro</li> <li>• Adobe Certified Associate (ACA) – InDesign</li> <li>• Adobe Certified Associate (ACA) – Illustrator</li> <li>• ASK Institute – Concepts of Business Management</li> <li>• ASK Institute – Concepts of Entrepreneurship</li> <li>• ASK Institute – Fundamental Business Concepts</li> <li>• Certiport- Entrepreneurship and Small Business (must hold concentrator status)</li> <li>• IC<sup>3</sup> Global Standard 6 (or higher) Three Exams Required</li> <li>• Microsoft Office – Access Expert 2019/O365</li> <li>• Microsoft Office – Excel Expert 2019/O365</li> <li>• Microsoft Office – Word Expert 2019/O365</li> <li>• Microsoft Office Specialist- Associate 2019/O365 (MOS) (Two of the following areas REQUIRED)               <ul style="list-style-type: none"> <li>○ Excel Associate</li> <li>○ Outlook Associate</li> <li>○ PowerPoint Associate</li> <li>○ Word Associate</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Business and Development Manager</li> <li>• Chief Executive Officer</li> <li>• Entrepreneur</li> <li>• Executive Assistant</li> <li>• General Manager</li> <li>• Human Resources Manager</li> <li>• Labor and Personnel Relations Specialist</li> <li>• Legal Secretary</li> <li>• Management Analyst</li> <li>• Office Manager</li> <li>• Operations Analyst</li> <li>• Receptionist</li> <li>• Training and Development Specialist</li> </ul>
12054G0501	Business and Legal Concepts – ½ credit		
12054G1001	Business and Legal Concepts – 1 credit		
12009G0501	Business Communications – ½ credit		
12009G1001	Business Communications – 1 credit		
12002G1002	Business Essentials		
10005G1001	Business Software Applications I		
10005G1002	Business Software Applications II		
12047G1003	Career Pathway Project – Business Management and Administration		
22153G1000	Career Preparedness		
22998G1014	Cooperative Education		
12047G1002	CTE Lab in Business Management & Administration		
12166G0501	Customer Service and Sales – ½ credit		
12166G1002	Customer Service and Sales – 1 credit		
12051G1000	Foundations of Business Leadership		
12056G0501	International Business Concepts – ½ credit		
12056G1001	International Business Concepts – 1 credit		

Career Pathway Program	<b>Business Information Technology Program</b> <b>(Must teach three courses from this program list within two years.)</b> This program is for students who are interested in pursuing careers in business information technology. Courses provide an overview of career opportunities, which are available in every sector of the economy and require specific skills in basic computer programming, print and digital media, information management, and other effective uses of technology.		
Course Number	Career Pathway Program Courses	Career Readiness Indicator (CRI)	In Demand Occupations
10019E1000	AP Computer Science Principles*	<ul style="list-style-type: none"> <li>• Adobe Certified Associate (ACA) – Photoshop</li> <li>• Adobe Certified Associate (ACA) – Dreamweaver</li> <li>• Adobe Certified Associate (ACA) – Flash</li> <li>• Adobe Certified Associate (ACA) – Premier Pro</li> <li>• Adobe Certified Associate (ACA) – InDesign</li> <li>• Adobe Certified Associate (ACA) – Illustrator</li> <li>• ASK Institute – Concepts of Entrepreneurship and Management</li> <li>• ASK Institute – Concepts of Business Management</li> <li>• ASK Institute – Concepts of Entrepreneurship</li> <li>• Certified Internet Web (CIW) - JavaScript Specialist</li> <li>• Certiport- Entrepreneurship and Small Business (must hold concentrator status)</li> <li>• Certiport Information Technology Specialist (ITS) HTML5 Application Development</li> <li>• Certiport Information Technology Specialist (ITS) Databases</li> <li>• Certiport Information Technology Specialist (ITS) Software Development</li> <li>• Certiport Information Technology Specialist (ITS) HTML &amp; CSS</li> <li>• Certiport Information Technology Specialist (ITS) JavaScript</li> <li>• Certiport Information Technology Specialist (ITS) Java</li> <li>• Certiport Information Technology Specialist (ITS) Python</li> <li>• Fiber Optics – Skills for Success</li> <li>• IC<sup>3</sup> Global Standard 6 (or higher) Three Exams Required</li> <li>• Microsoft Office – Access Expert 2019/O365</li> <li>• Microsoft Office – Excel Expert 2019/O365</li> <li>• Microsoft Office – Word Expert 2019/O365</li> <li>• Microsoft Office Specialist - Associate 2019/O365 (MOS) (Two of the following areas REQUIRED)               <ul style="list-style-type: none"> <li>○ Excel Associate</li> <li>○ Outlook Associate</li> <li>○ PowerPoint Associate</li> <li>○ Word Associate</li> </ul> </li> <li>• Oracle Certified Associate (OCA) - Java Programmer</li> </ul>	<ul style="list-style-type: none"> <li>• Business and Development Manager</li> <li>• Chief Executive Officer</li> <li>• Computer and Information Systems Managers</li> <li>• Entrepreneur</li> <li>• Executive Assistant</li> <li>• General Manager</li> <li>• Human Resources Manager</li> <li>• Labor and Personnel Relations Specialist</li> <li>• Legal Secretary</li> <li>• Management Analyst</li> <li>• Office Manager</li> <li>• Operations Analyst</li> <li>• Receptionist</li> <li>• Training and Development Specialist</li> </ul>
10157E1000	AP Computer Science A*		
12002G1002	Business Essentials		
10005G1001	Business Software Applications I		
10005G1002	Business Software Applications II		
12047G1003	Career Pathway Project – Business Management and Administration		
22153G1000	Career Preparedness		
10205G1001	Computer Game & Simulation Programming		
10013G1000	Computer Science Essentials – PLTW*		
10151G1001	Computer Science for Business*		
22998G1014	Cooperative Education		
12047G1002	CTE Lab in Business Management & Administration		
10052G1001	Data Analytics		
11153G1001	Digital Media Design		
11153G1002	Digital Publications Design		
10012G1001	Exploring Computer Science*		
10051G1001	Information Management		
10012G1002	Introduction to Computer Science – TEALS*		
10206G1001	Mobile Application Development*		
05254G1004	Web Development		
*Instructor must complete high quality professional development/training or certification to teach this course.			

Career Pathway Program	<b>Management Program</b> <b>(Must teach three courses from this program list within two years.)</b> This program is for students who are interested in pursuing careers in management. Courses provide an overview of career opportunities, which are available in every sector of the economy and require specific skills that plan, organize, direct, and evaluate all or part of a business organization through allocation and use of financial, human and material resources, and effective use of technology.		
Course Number	Career Pathway Program Courses	Career Readiness Indicator (CRI)	In Demand Occupations
12002G1002	Business Essentials	<ul style="list-style-type: none"> <li>• Adobe Certified Associate (ACA) – Photoshop</li> <li>• Adobe Certified Associate (ACA) – Dreamweaver</li> <li>• Adobe Certified Associate (ACA) – Flash Premier Pro</li> <li>• Adobe Certified Associate (ACA) – InDesign</li> <li>• Adobe Certified Associate (ACA) – Illustrator</li> <li>• ASK Institute – Concepts of Business Management</li> <li>• ASK Institute – Concepts of Entrepreneurship</li> <li>• ASK Institute – Fundamental Business Concepts</li> <li>• Certipoint- Entrepreneurship and Small Business (must hold concentrator status)</li> <li>• Certipoint Information Technology Specialist (ITS) Databases</li> <li>• IC<sup>3</sup> Global Standard 6 (or higher) Three Exams Required</li> <li>• Microsoft Office – Access Expert 2019/O365</li> <li>• Microsoft Office – Excel Expert 2019/O365</li> <li>• Microsoft Office – Word Expert 2019/O365</li> <li>• Microsoft Office Specialist - Associate 2019/O365 (MOS) (Two of the following areas REQUIRED)               <ul style="list-style-type: none"> <li>○ Excel Associate</li> <li>○ Outlook Associate</li> <li>○ PowerPoint Associate</li> <li>○ Word Associate</li> </ul> </li> <li>• National Retail Federation – National Professional Certification in Customer Service and Sales</li> </ul>	<ul style="list-style-type: none"> <li>• Business and Development Manager</li> <li>• Chief Executive Officer</li> <li>• Entertainment and Recreation Managers</li> <li>• Entrepreneur</li> <li>• Executive Assistant</li> <li>• General Manager</li> <li>• Human Resources Assistants</li> <li>• Human Resources Manager</li> <li>• Labor and Personnel Relations Specialist</li> <li>• Legal Secretary</li> <li>• Management Analyst</li> <li>• Meeting, Convention, and Event Planners</li> <li>• Office Manager</li> <li>• Operations Analyst</li> <li>• Project Management Specialists</li> <li>• Receptionist</li> <li>• Training and Development Specialist</li> </ul>
10005G1001	Business Software Applications I		
12047G1003	Career Pathway Project – Business Management and Administration		
22153G1000	Career Preparedness		
22998G1014	Cooperative Education		
12047G1002	CTE Lab in Business Management & Administration		
12166G0501	Customer Service and Sales – ½ credit		
12166G1002	Customer Service and Sales – 1 credit		
10052G1001	Data Analytics		
12105G1001	Economics and Financial Services		
12053G1000	Entrepreneurship		
16202G1001	Event Planning and Management		
12051G1000	Foundations of Business Leadership		
12159G1001	Hospitality Management & Marketing		
12058G0501	Human Resource Management – ½ credit		
12058G1001	Human Resource Management – 1 credit		
12056G0501	International Business Concepts – ½ credit		
12056G1001	International Business Concepts – 1 credit		
12002G1003	Project Management		

**2023 – 2024 Subject and Personnel Codes**  
**Business Management and Administration Cluster and Middle School Program**

Course Number	Course Name	Course Number	Course Name
10157E1000	AP Computer Science A*	12166G1002	Customer Service and Sales – 1 credit
10019E1000	AP Computer Science Principles*	10052G1001	Data Analytics
02154G1001	Business and Consumer Mathematics	11153G1001	Digital Media Design
12054G0501	Business and Legal Concepts – ½ credit	11153G1002	Digital Publications Design
12054G1001	Business and Legal Concepts – 1 credit	12105G1001	Economics and Financial Services
12009G0501	Business Communications – ½ credit	12053G1000	Entrepreneurship
12009G1001	Business Communications – 1 credit	16202G1001	Event Planning and Management
10157E1000	AP Computer Science A*	10012G1001	Exploring Computer Science*
12002G1002	Business Essentials	12051G1000	Foundations of Business Leadership
10005G1001	Business Software Applications I	12058G0501	Human Resource Management – ½ credit
10005G1002	Business Software Applications II	12058G1001	Human Resource Management – 1 credit
12047G1003	Career Pathway Project in Business Management & Administration	10051G1001	Information Management
22153G1000	Career Preparedness	12056G1001	International Business Concepts – 1 credit
10205G1001	Computer Game & Simulation Programming	12056G0501	International Business Concepts – ½ credit
10013G1000	Computer Science Essentials – PLTW*	10012G1002	Introduction to Computer Science – TEALS*
10151G1001	Computer Science for Business*	10206G1001	Mobile Application Development*
22998G1014	Cooperative Education	12002G1003	Project Management
12047G1002	CTE Lab in Business Management & Administration	05254G1004	Web Development
12166G0501	Customer Service and Sales – ½ credit		

\*NOTE: Instructor must complete high quality professional development/training or certification to teach this course.

**Middle School Program Courses**

Course Number	Course Name
12001G0808	Business Skills Development
22151G0608	Career Explorations
22153G0512	Career Preparedness - A
10012G0608	Computer Science Discoveries*
11153G0808	Digital Media Skills Development
11153G0608	Digital Technology
12053G0808	Entrepreneurship & Financial Skills Development
12001G0607	Exploring Business Management and Administration, Finance, & Marketing Career Clusters
12001G0888	Introduction to Business Management and Administration, Finance, & Marketing Career Clusters
10152G0808	Introduction to Programming

\*NOTE: Instructor must complete high quality professional development/training or certification to teach this course.

Shared Courses			
Course Number	Course Name	Cluster(s)	Required Year to Implement COS
10157E1000	AP Computer Science A	Information Technology	N/A
10019E1000	AP Computer Science Principles	Information Technology	N/A
12009G0501	Business Communications – ½ credit	Finance Marketing	2022-2023
12009G1001	Business Communications – 1 credit	Finance Marketing	2022-2023
10005G1001	Business Software Applications I	Finance Marketing	2022-2023
12154G1023	Buying and Selling Real Estate	Human Services Marketing	2022-2023
10205G1001	Computer Game & Simulation Programming	Information Technology	2022-2023
10151G1001	Computer Science for Business	Information Technology	2022-2023
10012G0608	Computer Science Discoveries	Information Technology	2022-2023
22998G1014	Cooperative Education	Finance Marketing	N/A
12166G0502	Customer Service and Sales – ½ credit	Marketing	2022-2023
12166G1002	Customer Service and Sales – 1 credit	Marketing	2022-2023
10052G1001	Data Analytics	Finance Marketing	2022-2023
12105G1001	Economic and Financial Services	Finance	2022-2023
12053G1000	Entrepreneurship	Finance Marketing	2022-2023
16202G1001	Event Planning and Management	Hospitality & Tourism Human Services	2022-2023
10012G1001	Exploring Computer Science	Information Technology	N/A
12051G1000	Foundations of Business Leadership	Finance Marketing	2022-2023
10012G1002	Introduction to Computer Science – TEALS	Computer Science	2022-2023
10206G1001	Mobile Application Development	Computer Science	2022-2023
12002G1003	Project Management	Finance Marketing	2022-2023

**General Note:** Course descriptions and content standards for most courses are located on the Alabama Department of Education website at: <https://www.alabamaachieves.org/career-and-technical-education/cte-courses-of-study/>.

## College and Career Readiness Indicator Course Matrix

Program Name	Business Administrative Services	Business Information Technology	Management
<b>Foundation Course(s)</b>	Business Essentials	Business Essentials	Business Essentials
	Business Software Applications I	Business Software Applications I	Business Software Applications I
	Career Preparedness	Career Preparedness	Career Preparedness
<b>Concentrator Course(s)</b>	Business and Consumer Mathematics	AP Computer Science A	Customer Service and Sales
	Business and Legal Concepts	AP Computer Science Principles	Data Analytics
	Business Communications	Business Software Applications II	Economics and Financial Services
	Business Software Applications II	Computer Game & Simulation Programming	Entrepreneurship
	Customer Service and Sales	Computer Science Essentials – PTLW	Event Planning and Management
	Foundations of Business Leadership	Computer Science for Business	Foundations of Business Leadership
	International Business Concepts	Data Analytics	Hospitality Management & Marketing
		Digital Media Design	Human Resource Management
		Digital Publications Design	International Business Concepts
		Exploring Computer Science	Project Management
		Information Management	
		Introduction to Computer Science – TEALS	
		Mobile Application Development	
		Web Development	
	<b>Capstone Course(s)</b>	Career Pathway Project in Business Management & Administration	Career Pathway Project in Business Management & Administration
Cooperative Education		Cooperative Education	Cooperative Education
CTE Lab in Business Management & Administration		CTE Lab in Business Management & Administration	CTE Lab in Business Management & Administration

To meet the CCR Indicator as a CTE completer, a student must earn three (3.0) credits with the grade of a “C” or higher in CTE courses that are part of an approved CTE program of study. Additional requirements are outlined in [Memorandum FY22-2065](#).

This matrix is intended for general guidance on the CCR completer status and is subject to change. For all CTE programming information, please refer to the CTE Cluster specific Program Guide. It contains a list of approved CTE programs, valid course numbers, required prerequisite courses, approved Career Readiness Indicators (CRIs) and in demand occupations.

**\*Courses are listed in alphabetical order, not in sequential order.**