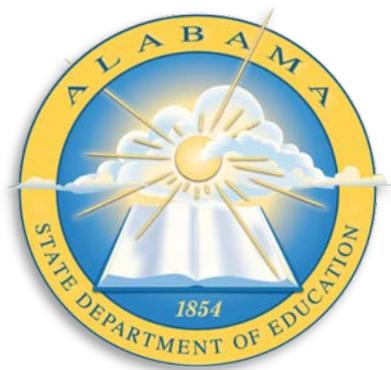# 2024 – 2025

PROGRAM GUIDE FOR:

BUSINESS MANAGEMENT AND ADMINISTRATION CLUSTER

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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 programs: Business Administrative Services, Business Information Technology, and Management. Rigorous instruction is provided to equip learners with knowledge and skills for college and career readiness.

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

Career Pathway Program	Business Administrative Services Program		
	(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	• Adobe Certified Associate (ACA) – Dreamweaver	• Business and Development Manager
12054G0501	Business and Legal Concepts – ½ credit	• Adobe Certified Associate (ACA) – Illustrator	• Chief Executive Officer
12054G1001	Business and Legal Concepts	• Adobe Certified Associate (ACA) – InDesign	• Entrepreneur
12009G0501	Business Communications – ½ credit	• Adobe Certified Associate (ACA) – Photoshop	• Executive Assistant
12009G1001	Business Communications	• Adobe Certified Associate (ACA) – Premier Pro	• General Manager
12002G1002	Business Essentials	• ASK Institute – Concepts of Business Management	• Human Resources Manager
10005G1001	Business Software Applications I	• ASK Institute – Concepts of Entrepreneurship	• Labor and Personnel Relations Specialist
10005G1002	Business Software Applications II	• ASK Institute – Fundamental Business Concepts	• Legal Secretary
12047G1003	Career Pathway Project – Business Management and Administration	• Certiport – Entrepreneurship and Small Business (must hold concentrator status)	• Management Analyst
22153G1000	Career Preparedness	• IC^3 Global Standard 6 (or higher) Three Exams Required	• Office Manager
22998G1014	Cooperative Education	• Microsoft Office – Access Expert 2019/O365	• Operations Analyst
12047G1002	CTE Lab in Business Management & Administration	• Microsoft Office – Excel Expert 2019/O365	• Receptionist
12166G0501	Customer Service and Sales – ½ credit	• Microsoft Office – Word Expert 2019/O365	• Training and Development Specialist
12166G1002	Customer Service and Sales	• Microsoft Office Specialist – Associate 2019/O365 (MOS) (Two of the following areas REQUIRED)	
12051G1000	Foundations of Business Leadership	o Excel Associate	
12056G0501	International Business Concepts – ½ credit	o Outlook Associate	
12056G1001	International Business Concepts	o PowerPoint Associate	
		o Word Associate	

Career Pathway Program	Business Information Technology Program
	(Must teach three courses from this program list within two years.)
	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*	• Adobe Certified Associate (ACA) – Dreamweaver	• Business and Development Manager
10157E1000	AP Computer Science A*	• Adobe Certified Associate (ACA) – Illustrator	• Chief Executive Officer
12002G1002	Business Essentials	• Adobe Certified Associate (ACA) – InDesign	• Computer and Information Systems Managers
10005G1001	Business Software Applications I	• Adobe Certified Associate (ACA) – Photoshop	• Entrepreneur
10005G1002	Business Software Applications II	• Adobe Certified Associate (ACA) – Premier Pro	• Executive Assistant
12047G1003	Career Pathway Project – Business Management and Administration	• ASK Institute – Concepts of Entrepreneurship and Management	• General Manager
22153G1000	Career Preparedness	• ASK Institute – Concepts of Business Management	• Human Resources Manager
10205G1001	Computer Game & Simulation Programming	• ASK Institute – Concepts of Entrepreneurship	• Labor and Personnel Relations Specialist
10013G1000	Computer Science Essentials – PLTW*	• Certified Internet Web (CIW) - JavaScript Specialist	• Legal Secretary
10151G1001	Computer Science for Business*	• Certiport – Entrepreneurship and Small Business (must hold concentrator status)	• Management Analyst
22998G1014	Cooperative Education	• Certiport Information Technology Specialist (ITS) HTML5 Application Development	• Office Manager
12047G1002	CTE Lab in Business Management & Administration	• Certiport Information Technology Specialist (ITS) Databases	• Operations Analyst
10052G1001	Data Analytics	• Certiport Information Technology Specialist (ITS) Software Development	• Receptionist
11153G1001	Digital Media Design	• Certiport Information Technology Specialist (ITS) HTML & CSS	• Training and Development Specialist
11153G1002	Digital Publications Design	• Certiport Information Technology Specialist (ITS) JavaScript	
10012G1001	Exploring Computer Science*	• Certiport Information Technology Specialist (ITS) Java	
10051G1001	Information Management	• Certiport Information Technology Specialist (ITS) Python	
10012G1002	Introduction to Computer Science – TEALS*	• Fiber Optics – Skills for Success	
10206G1001	Mobile Application Development*	• IC^3 Global Standard 6 (or higher) Three Exams Required	
05254G1004	Web Development	• Microsoft Office – Access Expert 2019/O365	
*Instructor must complete high quality professional development/training or certification to teach this course.		• Microsoft Office – Excel Expert 2019/O365	
		• Microsoft Office – Word Expert 2019/O365	
		• Microsoft Office Specialist – Associate 2019/O365 (MOS) (Two of the following areas REQUIRED)	
		o Excel Associate	
		o Outlook Associate	
		o PowerPoint Associate	
		o Word Associate	
		• Oracle Certified Associate (OCA) – Java Programmer	

Career Pathway Program	Management Program **(Must teach three courses from this program list within two years.)** 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	• Adobe Certified Associate (ACA) – Dreamweaver	• Business and Development Manager
10005G1001	Business Software Applications I	• Adobe Certified Associate (ACA) – Illustrator	• Chief Executive Officer
12047G1003	Career Pathway Project – Business Management and Administration	• Adobe Certified Associate (ACA) – InDesign	• Entertainment and Recreation Managers
22153G1000	Career Preparedness	• Adobe Certified Associate (ACA) – Photoshop	• Entrepreneur
22998G1014	Cooperative Education	• Adobe Certified Associate (ACA) – Premier Pro	• Executive Assistant
12047G1002	CTE Lab in Business Management & Administration	• ASK Institute – Concepts of Business Management	• General Manager
12166G0501	Customer Service and Sales – ½ credit	• ASK Institute – Concepts of Entrepreneurship	• Human Resources Assistants
12166G1002	Customer Service and Sales	• ASK Institute – Fundamental Business Concepts	• Human Resources Manager
10052G1001	Data Analytics	• Certiport – Entrepreneurship and Small Business (must hold concentrator status)	• Labor and Personnel Relations Specialist
12105G1001	Economics and Financial Services	• Certiport Information Technology Specialist (ITS) Databases	• Legal Secretary
12053G1000	Entrepreneurship	• IC^3 Global Standard 6 (or higher) Three Exams Required	• Management Analyst
16202G1001	Event Planning and Management	• Microsoft Office – Access Expert 2019/O365	• Meeting, Convention, and Event Planners
12051G1000	Foundations of Business Leadership	• Microsoft Office – Excel Expert 2019/O365	• Office Manager
12159G1001	Hospitality Management & Marketing	• Microsoft Office – Word Expert 2019/O365	• Operations Analyst
12058G0501	Human Resource Management – ½ credit	• Microsoft Office Specialist – Associate 2019/O365 (MOS) (Two of the following areas REQUIRED)	• Project Management Specialists
12058G1001	Human Resource Management	o Excel Associate	• Receptionist
12056G0501	International Business Concepts – ½ credit	o Outlook Associate	• Training and Development Specialist
12056G1001	International Business Concepts	o PowerPoint Associate	
12002G1003	Project Management	o Word Associate	
		• National Retail Federation – National	
		• Professional Certification in Customer Service and Sales	

2024 – 2025 Subject and Personnel Codes
Business Management and Administration Cluster and Middle School Program

Business Management and Administration Cluster Courses			
Course Number	**Course Name**	**Course Number**	**Course Name**
10157E1000	AP Computer Science A*	12166G1002	Customer Service and Sales
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	12105G1001	Economics and Financial Services
12009G0501	Business Communications – ½ credit	12053G1000	Entrepreneurship
12009G1001	Business Communications	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
12047G1003	Career Pathway Project in Business Management & Administration	10051G1001	Information Management
22153G1000	Career Preparedness	12056G1001	International Business Concepts
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
Foundation Course(s)	Business Essentials Business Software Applications I Career Preparedness	Business Essentials Business Software Applications I Career Preparedness	Business Essentials Business Software Applications I Career Preparedness
Concentrator Course(s)	Business and Consumer Mathematics Business and Legal Concepts Business Communications Business Software Applications II Customer Service and Sales Foundations of Business Leadership International Business Concepts	AP Computer Science A AP Computer Science Principles Business Software Applications II Computer Game & Simulation Programming Computer Science Essentials – PTLW Computer Science for Business Data Analytics Digital Media Design Digital Publications Design Exploring Computer Science Information Management Introduction to Computer Science – TEALS Mobile Application Development Web Development	Customer Service and Sales Data Analytics Economics and Financial Services Entrepreneurship Event Planning and Management Foundations of Business Leadership Hospitality Management & Marketing Human Resource Management International Business Concepts Project Management
Capstone Course(s)	Career Pathway Project in Business Management & Administration Cooperative Education CTE Lab in Business Management & Administration	Career Pathway Project in Business Management & Administration Cooperative Education CTE Lab in Business Management & Administration	Career Pathway Project in Business Management & Administration Cooperative Education 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.