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**2022 – 2023**

**PROGRAM GUIDE FOR:**

**BUSINESS MANAGEMENT AND ADMINISTRATION CLUSTER**

**FINANCE CLUSTER**

**MARKETING CLUSTER**

**AND**

**BUSINESS MIDDLE SCHOOL**

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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 9 for additional details.**

Career Pathway Program	<b>Business Administrative Services 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 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.		
	Career Pathway Program Courses	Career Readiness Indicator (CRI)	Workforce Careers
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 Entrepreneurship and Management</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>• Chief Executive Officer</li> <li>• Entrepreneur</li> <li>• General Manager</li> <li>• Human Resources Manager</li> <li>• Training and Development Specialist</li> <li>• Labor and Personnel Relations Specialist</li> <li>• Executive Assistant</li> <li>• Office Manager</li> <li>• Receptionist</li> <li>• Business and Development Manager</li> <li>• Operations Analyst</li> <li>• Management Analyst</li> <li>• Legal Secretary</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		
10005G1001	Business Software Applications I		
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		

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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)	Workforce Careers
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 – Fundamental Business Concepts</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>• 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>• Chief Executive Officer</li><li>• Entrepreneur</li><li>• General Manager</li><li>• Human Resources Manager</li><li>• Training and Development Specialist</li><li>• Labor and Personnel Relations Specialist</li><li>• Executive Assistant</li><li>• Office Manager</li><li>• Receptionist</li><li>• Business and Development Manager</li><li>• Operations Analyst</li><li>• Management Analyst</li><li>• Legal Secretary</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		
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)	Workforce Careers
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</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 – Fundamental Business Concepts</li> <li>• Certiport- Entrepreneurship and Small Business (must hold concentrator status)</li> <li>• Certiport 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>• Chief Executive Officer</li> <li>• Entrepreneur</li> <li>• General Manager</li> <li>• Human Resources Manager</li> <li>• Training and Development Specialist</li> <li>• Labor and Personnel Relations Specialist</li> <li>• Executive Assistant</li> <li>• Office Manager</li> <li>• Receptionist</li> <li>• Business and Development Manager</li> <li>• Operations Analyst</li> <li>• Management Analyst</li> <li>• Legal Secretary</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		
16202G1001	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		

## Finance Cluster Program Guide

This cluster prepares high school students for careers in the field of finance. 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 9 for additional details.**

Career Pathway Program	<b>Accounting 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 accounting. Courses provide an overview of career opportunities, which are available in every sector of the economy and require individuals working in accounting to have strong computational, analytical, and interpersonal skills and effective use of technology.		
	Career Pathway Program Courses	Career Readiness Indicator (CRI)	Workforce Careers
12104G1012	Accounting	<ul style="list-style-type: none"> <li>• ASK Institute – Concepts of Finance</li> <li>• Certiport – Entrepreneurship and Small Business (must hold concentrator status)</li> <li>• Certified Guest Service Professional</li> <li>• National Retail Federation – National Professional Certification in Customer Service and Sales</li> <li>• Certiport Information Technology Specialist (ITS) Databases</li> <li>• IC<sup>3</sup> Global Standard 6 (or higher) Three Exams Required</li> <li>• Intuit® Quickbooks Certified User</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>• Accountant</li> <li>• Chief Financial Officer</li> <li>• Financial Analyst</li> <li>• Fraud Specialist</li> <li>• Credit Analyst</li> <li>• Loan Officer</li> <li>• Account Representative</li> <li>• Bank Teller</li> <li>• Insurance Appraiser</li> <li>• Underwriter</li> <li>• Actuary</li> <li>• Securities/Investments Analyst</li> <li>• Stockbroker</li> <li>• Debt Counselor</li> </ul>
12104G1022	Advanced Accounting		
12009G0501	Business Communications – ½ credit		
12009G1001	Business Communications – 1 credit		
10005G1001	Business Software Applications I		
12147G1003	Career Pathway Project in Finance		
22153G1000	Career Preparedness		
12104G1001	College Accounting		
22998G1014	Cooperative Education		
12147G1002	CTE Lab in Finance		
10052G1001	Data Analytics		
12105G1001	Economic and Financial Services		
19262G0500	Personal Finance – ½ credit		
19262G1001	Personal Finance – 1 credit		

Career Pathway Program	<b>Financial 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 finance. Courses provide an overview of career opportunities, which are available in every sector of the economy and require individuals working in finance to have strong computational, analytical, and interpersonal skills and effective use of technology.		
	Career Pathway Program Courses	Career Readiness Indicator (CRI)	Workforce Careers
12009G0501	Business Communications – ½ credit	<ul style="list-style-type: none"> <li>• ASK Institute – Concepts of Finance</li> <li>• IC<sup>3</sup> Global Standard 6 (or higher) Three Exams Required</li> <li>• Certiport – Entrepreneurship and Small Business (must hold concentrator status)</li> <li>• Certified Guest Service Professional</li> <li>• Certiport Information Technology Specialist (ITS) Databases</li> <li>• Intuit® Quickbooks Certified User</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>• Accountant</li> <li>• Chief Financial Officer</li> <li>• Financial Analyst</li> <li>• Fraud Specialist</li> <li>• Credit Analyst</li> <li>• Loan Officer</li> <li>• Account Representative</li> <li>• Bank Teller</li> <li>• Insurance Appraiser</li> <li>• Underwriter</li> <li>• Actuary</li> <li>• Securities/Investments Analyst</li> <li>• Stockbroker</li> <li>• Debt Counselor</li> </ul>
12009G1001	Business Communications – 1 credit		
12007G0500	Business Finance – ½ credit		
12007G1000	Business Finance		
10005G1001	Business Software Applications I		
12147G1003	Career Pathway Project in Finance		
22153G1000	Career Preparedness		
22998G1014	Cooperative Education		
12147G1002	CTE Lab in Finance		
10052G1001	Data Analytics		
12105G1001	Economic and Financial Services		
12053G1000	Entrepreneurship		
12103G1006	Fundamentals of Financial Management		
12056G1002	Global Financial Markets		
19262G0500	Personal Finance – ½ credit		
19262G1001	Personal Finance – 1 credit		

Career Pathway Program	Insurance Program (Must teach three courses from this program list within two years.)		
	This program is for students who are interested in pursuing careers in the insurance industry. Courses provide an overview of career opportunities, which are available in every sector of the economy and require individuals working in insurance to have knowledge and skills to protect individuals and businesses from financial losses, delivers services that transfer risk from an individual or business to an insurance company, and effective use of technology.		
Course Number	Career Pathway Program Courses	Career Readiness Indicator (CRI)	Workforce Careers
12009G0501	Business Communications – ½ credit	<ul style="list-style-type: none"> <li>• Certified Insurance Service Representative</li> <li>• ASK Institute – Concepts of Finance</li> <li>• Certiport – Entrepreneurship and Small Business (must hold concentrator status)</li> <li>• Certified Guest Service Professional</li> <li>• IC3 Global Standard 6 (or higher) Three Exams Required</li> <li>• Intuit® Quickbooks Certified User</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>• Accountant</li> <li>• Chief Financial Officer</li> <li>• Financial Analyst</li> <li>• Fraud Specialist</li> <li>• Credit Analyst</li> <li>• Loan Officer</li> <li>• Account Representative</li> <li>• Bank Teller</li> <li>• Insurance Appraiser</li> <li>• Underwriter</li> <li>• Actuary</li> <li>• Securities/Investments Analyst</li> <li>• Stockbroker</li> <li>• Debt Counselor</li> </ul>
12009G1001	Business Communications – 1 credit		
10005G1001	Business Software Applications I		
12147G1003	Career Pathway Project in Finance		
22153G1000	Career Preparedness		
12106G0504	Claims and Underwriting Operations – ½ credit		
22998G1014	Cooperative Education		
12147G1002	CTE Lab in Finance		
12053G1000	Entrepreneurship		
12106G0505	Foundations of Insurance I – Property and Casualty – ½ credit		
12106G0506	Foundations of Insurance II – Life and Health – ½ credit		
19262G0500	Personal Finance – ½ credit		
19262G1001	Personal Finance – 1 credit		
12106G0507	Risk Management and Commercial Insurance – ½ credit		

Career Pathway Program	*NAF Academy of Finance Program (Must teach three courses from this program list within two years.)		
	This program is for students who are interested in pursuing careers in finance. Courses provide an overview of career opportunities, which are available in every sector of the economy and require individuals working in finance to have strong computational, analytical, and interpersonal skills and effective use of technology. The Academy of Finance connects high school students with the world of financial services and personal finance, offering a curriculum that covers banking and credit, financial planning, global finance, securities, insurance, accounting, and economics. The Academy of Finance curriculum and certification is validated by the Council for Economic Education. <a href="#">Click here for more information.</a>		
Course Number	Career Pathway Program Courses	Career Readiness Indicator (CRI)	Workforce Careers
12103G0502	Advanced Finance - NAF – ½ credit	<ul style="list-style-type: none"> <li>• ASK Institute – Concepts of Finance</li> <li>• IC<sup>3</sup> Global Standard 6 (or higher) Three Exams Required</li> <li>• Intuit® QuickBooks Certified User</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 219/365 (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>• Accountant</li> <li>• Chief Financial Officer</li> <li>• Financial Analyst</li> <li>• Fraud Specialist</li> <li>• Credit Analyst</li> <li>• Loan Officer</li> <li>• Account Representative</li> <li>• Bank Teller</li> <li>• Insurance Appraiser</li> <li>• Underwriter</li> <li>• Actuary</li> <li>• Securities/Investments Analyst</li> <li>• Stockbroker</li> <li>• Debt Counselor</li> </ul>
12105G0500	Business Economics - NAF – ½ credit		
12110G0500	Ethics in Business - NAF – ½ credit		
12103G0501	Principles of Finance - NAF – ½ credit		
<p><b>*NOTE:</b> This is a purchased curriculum. The courses listed above for the <a href="#">National Academy Foundation</a> (NAF) are a sampling of available courses offered through this provider and is not intended to be an exhaustive list. LEAs must contact the National Academy Foundation (NAF) prior to utilizing any of the course codes with a NAF suffix, as it does require an application process, participation in mandatory training and payment of a membership fee to the provider.</p>			

## Marketing Cluster Program Guide

This cluster prepares high school students for careers in the field of marketing. 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 9 for additional details.**

Career Pathway Program	Marketing Program (Must teach three courses from this program list within two years.)		
	This program is for students who are interested in pursuing careers in marketing. Courses provide an overview of career opportunities, which are available in every sector of the economy and requires individuals working in marketing to become familiar with topics including sales, marketing, customer service, telecommunications, research, and media.		
Course Number	Career Pathway Program Courses	Career Readiness Indicator (CRI)	Workforce Careers
12166G1001	Advertising and Sales	<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) – 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 - Fundamental Business Concepts</li> <li>• ASK Institute- Fundamental Marketing Concepts</li> <li>• Certiport – Entrepreneurship and Small Business (must hold concentrator status)</li> <li>• Certified Guest Service Professional</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>• Chief Executive Officer</li> <li>• Marketing Research Analyst</li> <li>• Public Relations Manager</li> <li>• Entrepreneur</li> <li>• Franchisee</li> <li>• Advertising and Promotions Manager</li> <li>• Store Manager</li> <li>• Retail Marketing Coordinator</li> <li>• Merchandising Manager</li> <li>• Merchandise Buyer</li> <li>• Visual Merchandise Manager</li> <li>• Sales Manager</li> <li>• Research Associate</li> <li>• Sports Marketing Manager</li> <li>• Social Media Manager</li> </ul>
12166G0501	Business Communications – ½ credit		
12009G1001	Business Communications – 1 credit		
10005G1001	Business Software Applications I		
12197G1003	Career Pathway Project in Marketing		
22153G1000	Career Preparedness		
22998G1014	Cooperative Education		
12197G1002	CTE Lab in Marketing		
12162G1001	Digital Marketing		
12053G1000	Entrepreneurship		
12051G1000	Foundations of Business Leadership		
12159G1001	Hospitality Management and Marketing		
12164G1001	Marketing Principles		
12002G1003	Project Management		
12161G1001	Retail and Fashion Marketing		
12163G1003	Sports and Entertainment Marketing		

Career Pathway Program	<b>Professional Sales 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 professional sales. Courses provide an overview of career opportunities, which are available in every sector of the economy and requires individuals working in marketing to become familiar with topics including sales, marketing, customer service, telecommunications, research, and media.		
Course Number	Career Pathway Program Courses	Career Readiness Indicator (CRI)	Workforce Careers
12166G1001 12166G0501 12009G1001 10005G1001 12197G1003 22153G1000 22998G1014 12197G1002 12166G0501 12166G1002 10052G1001 12162G1001 12053G1000 12051G1000 12159G1001 12164G1001 12161G1001	Advertising and Sales Business Communications – ½ credit Business Communications – 1 credit Business Software Applications I Career Pathway Project in Marketing Career Preparedness Cooperative Education CTE Lab in Marketing Customer Service and Sales – ½ credit Customer Service and Sales – 1 credit Data Analytics Digital Marketing Entrepreneurship Foundations of Business Leadership Hospitality Management and Marketing Marketing Principles Retail and Fashion Marketing	<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) – 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 - Fundamental Business Concepts</li> <li>• ASK Institute- Fundamental Marketing Concepts</li> <li>• Certified Guest Service Professional</li> <li>• Certiport – Entrepreneurship and Small Business (must hold concentrator status)</li> <li>• Certiport 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>• Chief Executive Officer</li> <li>• Marketing Research Analyst</li> <li>• Public Relations Manager</li> <li>• Entrepreneur</li> <li>• Franchisee</li> <li>• Advertising and Promotions Manager</li> <li>• Store Manager</li> <li>• Retail Marketing Coordinator</li> <li>• Merchandising Manager</li> <li>• Merchandise Buyer</li> <li>• Visual Merchandise Manager</li> <li>• Sales Manager</li> <li>• Research Associate</li> <li>• Sports Marketing Manager</li> <li>• Social Media Manager</li> </ul>



Career Pathway Program	Real Estate Sales Program (Must teach three courses from this program list within two years.)		
	This program is for students who are interested in pursuing careers in real estate sales. Courses provide an overview of career opportunities, which are available in every sector of the economy and requires individuals working in real estate to become familiar with topics including financing, contracts, sales, marketing, customer service, telecommunications, research, and media.		
Course Number	Career Pathway Program Courses	Career Readiness Indicator (CRI)	Workforce Careers
12166G1001	Advertising and Sales	<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) – 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 - Fundamental Business Concepts</li> <li>• ASK Institute- Fundamental Marketing Concepts</li> <li>• Certified Guest Service Professional</li> <li>• Certiport – Entrepreneurship and Small Business (must hold concentrator status)</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>• Chief Executive Officer</li> <li>• Marketing Research Analyst</li> <li>• Public Relations Manager</li> <li>• Entrepreneur</li> <li>• Franchisee</li> <li>• Advertising and Promotions Manager</li> <li>• Store Manager</li> <li>• Retail Marketing Coordinator</li> <li>• Merchandising Manager</li> <li>• Merchandise Buyer</li> <li>• Visual Merchandise Manager</li> <li>• Sales Manager</li> <li>• Research Associate</li> <li>• Sports Marketing Manager</li> <li>• Social Media Manager</li> </ul>
12009G0501	Business Communications – ½ credit		
12009G1001	Business Communications – 1 credit		
10005G1001	Business Software Applications I		
12154G1023	Buying and Selling Real Estates		
12197G1003	Career Pathway Project in Marketing		
22153G1000	Career Preparedness		
22998G1014	Cooperative Education		
12197G1002	CTE Lab in Marketing		
12162G1001	Digital Marketing		
12053G1000	Entrepreneurship		
12051G1000	Foundations of Business Leadership		
12154G1013	Introduction to Real Estate Sales		
12164G1001	Marketing Principles		

**2022 – 2023 Subject and Personnel Codes****Business Management and Administration Cluster, Finance Cluster, NAF Academy of Finance, Marketing Cluster, and Middle School Program**

Course Number	Course Name	Course Number	Course Name
12104G1012	Accounting	12162G1001	Digital Marketing
12104G1022	Advanced Accounting	11153G1001	Digital Media Design
12103G0502	Advanced Finance - NAF (one-half credit)	11153G1002	Digital Publications Design
12166G1001	Advertising and Sales	12105G1001	Economics and Financial Services
10157E1000	AP Computer Science A	12053G1000	Entrepreneurship
10019E1000	AP Computer Science Principles	12110G0500	Ethics in Business - NAF (one-half credit)
02154G1001	Business and Consumer Mathematics	16202G1001	Event Planning and Management
12054G0501	Business and Legal Concepts – ½ credit	10012G1001	Exploring Computer Science
12054G1001	Business and Legal Concepts – 1 credit	12051G1000	Foundations of Business Leadership
12009G0501	Business Communications – ½ credit	12106G0505	Foundations of Insurance I – Property and Casualty – ½ credit
12009G1001	Business Communications – 1 credit	12106G0506	Foundations of Insurance II – Life and Health – ½ credit
12105G0500	Business Economics - NAF (one-half credit)	12103G1006	Fundamentals of Financial Management
12002G1002	Business Essentials	12056G1002	Global Financial Markets
12007G0500	Business Finance – ½ credit	12159G1001	Hospitality Management & Marketing
12007G1000	Business Finance – 1 credit	12058G0501	Human Resource Management – ½ credit
10005G1001	Business Software Applications I	12058G1001	Human Resource Management – 1 credit
10005G1002	Business Software Applications II	10051G1001	Information Management
12154G1023	Buying and Selling Real Estate	12056G1001	International Business Concepts – 1 credit
12047G1003	Career Pathway Project in Business Management & Administration	12056G0501	International Business Concepts – ½ credit
12147G1003	Career Pathway Project in Finance	10012G1002	Introduction to Computer Science – TEALS
12197G1003	Career Pathway Project in Marketing	12154G1013	Introduction to Real Estate Sales
22153G1000	Career Preparedness	12164G1001	Marketing Principles
12106G0504	Claims and Underwriting Operations – ½ credit	10206G1001	Mobile Application Development
12104G1001	College Accounting	19262G0500	Personal Finance – ½ credit
10205G1001	Computer Game & Simulation Programming	19262G1001	Personal Finance – 1 credit
10151G1001	Computer Science for Business	12103G0501	Principles of Finance - NAF (1/2 credit)
22998G1014	Cooperative Education	12002G1003	Project Management
12047G1002	CTE Lab in Business Management & Administration	12161G1001	Retail and Fashion Marketing
12147G1002	CTE Lab in Finance	12106G0507	Risk Management and Commercial Insurance - ½ credit
12197G1002	CTE Lab in Marketing	12163G1003	Sports and Entertainment Marketing
12166G0501	Customer Service and Sales – ½ credit	05254G1004	Web Development
12166G1002	Customer Service and Sales – 1 credit		
10052G1001	Data Analytics		

**\*NOTE:** This is a purchased curriculum. The courses listed above for the [National Academy Foundation](#) (NAF) are a sampling of available courses offered through this provider and is not intended to be an exhaustive list. **LEAs must contact the National Academy Foundation (NAF) prior to utilizing any of the course codes with a NAF suffix**, as it does require an application process, participation in mandatory training and payment of a membership fee to the provider.

Business 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*
<b>*NOTE:</b> 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*	Business Management and Administration Information Technology	N/A
10019E1000	AP Computer Science Principles*	Business Management and Administration Information Technology	N/A
12009G0501	Business Communications – ½ credit	Business Management and Administration Finance Marketing	2022-2023
12009G1001	Business Communications – 1 credit	Business Management and Administration Finance Marketing	2022-2023
10005G1001	Business Software Applications I	Business Management and Administration Finance Marketing	2022-2023
12154G1023	Buying and Selling Real Estate	Human Services Marketing	2022-2023
10205G1001	Computer Game & Simulation Programming	Business Management and Administration Information Technology	2022-2023
10151G1001	Computer Science for Business*	Business Management and Administration Information Technology	2022-2023
10012G0608	Computer Science Discoveries	Business Management and Administration Information Technology	2022-2023
22998G1014	Cooperative Education	Business Management and Administration Finance Marketing	
12166G0502	Customer Service and Sales – ½ credit	Business Management and Administration Marketing	2022-2023
12166G1002	Customer Service and Sales – 1 credit	Business Management and Administration Marketing	2022-2023
10052G1001	Data Analytics	Business Management and Administration Finance Marketing	2022-2023
12105G1001	Economic and Financial Services	Business Management and Administration Finance	2022-2023
12053G1000	Entrepreneurship	Business Management and Administration Finance Marketing	2022-2023
16202G1001	Event Planning and Management	Business Management and Administration Hospitality & Tourism Human Services	2022-2023
10012G1001	Exploring Computer Science*	Business Management and Administration Information Technology	N/A
12051G1000	Foundations of Business Leadership	Business Management and Administration Finance Marketing	2022-2023
12159G1001	Hospitality Management and Marketing	Business Management and Administration Hospitality and Tourism	2022-2023
10012G1002	Introduction to Computer Science – TEALS*	Business Management and Administration Computer Science	2022-2023
12154G1013	Introduction to Real Estate Sales	Human Services Marketing	2022-2023
10206G1001	Mobile Application Development*	Business Management and Administration Computer Science	2022-2023
12002G1003	Project Management	Business Management and Administration Finance Marketing	2022-2023
12161G1001	Retail and Fashion Marketing	Human Services 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/>.