

Superintendent File: IGA-E-2

IGA-E-2 District CTE Pathway Proposal - M.S. Intro to Business and Entrepreneurship

The Career & Technical Education (CTE) Pathway proposal must be submitted to the CTE Coordinator for prior approval and must include the following information:

The requestor will need to complete sections:

- **SECTION I: CONTACT INFORMATION**
- **SECTION II: GENERAL CTE INFORMATION**
- **SECTION III: CONCURRENT ENROLLMENT PROGRAM INFORMATION**
- **SECTION IV: CONCURRENT EDUCATION PROGRAM COURSE INFORMATION**

Academic Systems will facilitate the completion of the remaining sections.

SECTION I: CONTACT INFORMATION

Group(s) initiating this proposal: *(check all that apply):* Teachers Students
 Administrators Citizens

School sponsoring this proposal:

Ranch View Middle School

Level of School: Elementary Middle High

Contact Information of the individual completing the course proposal:

Name: **Katie Kruse**

Phone Number: 7202190762

Email Address: kskruse@dcsdk12.org

SECTION II: GENERAL CTE INFORMATION

Name of the State-Approved (CCCS) CTE Program

M.S. Intro to Business and Entrepreneurship

This proposal is for a:

Single Course

Program (Multiple Courses)

If this is a Program Proposal, skip to [Section II](#).

If this is a single course, does it fit into an existing pathway?

Yes

No

If yes, what is the pathway name?

Business and Marketing

If this is a single course skip to [SECTION IV: CTE Pathway Course Information](#)

SECTION III: CTE PATHWAY INFORMATION**Name of CTE Pathway:****Business and Marketing****A. Provide a brief overview of the CTE Pathway**

The pathway to business education begins at the high school level, specifically at TRHS. The progression of courses is as follows:

1. **Level 1:** Business and Marketing Essentials
2. **Level 2:** Intro to Sales / Principles of Marketing (MAR1011, MAR2016) - College Credit Eligible (CE)
3. **Level 3:** Intro to Advertising / Social Media for Business (MAR2020, MAR1055) - College Credit Eligible (CE)
4. **Level 4:** IB Business SL/HL

Students can enter the program at various levels, and upper-level courses offer opportunities to earn college credits through ACC or IB testing.

At the middle school level, the Intro to Business and Entrepreneurship course provides students with a foundational overview, preparing them for future options at TRHS. This course also promotes vertical Professional Learning Community support, co-advisory boards, and integration with FBLA.

To establish FBLA at RVMS in connection with this course, the following Career and Technical Education (CTE) requirements must be met:

- A credentialed instructor (K. Kruse has the necessary credentials)
- A minimum of two approved business courses (each lasting one semester)
- An active FBLA chapter (or another Career and Technical Student Organization) with a program of work and calendar of events
- An advisory committee with a designated chair
- Compliance with ADA, equity, diversity, and inclusion standards

While no documentation is required, integrating work-based learning concepts from the continuum (available at <https://cwdc.colorado.gov/strategies/work-based-learning>) into the courses is encouraged.

B. How does this CTE Pathway fit into the overall educational program?

This CTE Pathway is available in all DCSD high schools. ThunderRidge, our feeder high school, features a robust Business and Marketing Pathway that includes a yearlong course, Business and Marketing Essentials (BAM), which students can transition into directly from Ranch View. ThunderRidge also offers several Career and Technical Student Organizations (CTSOs) that complement this pathway, including DECA (for marketing students) and FBLA (Future Business Leaders of America).

At the middle school level, the Intro to Business and Entrepreneurship course, offered for one semester, allows students to explore fundamental business concepts. This prepares them for the pathway and related extracurricular opportunities in high school and beyond.

[Scope and Sequence](#) for the class approved by the State.

C. What benefits would our student receive from this CTE pathway?

Students would benefit from a direct connection to programming that supports their future at ThunderRidge and aids in their career exploration. They will also have the chance to join FBLA (Future Business Leaders of America) at the middle school level, allowing them to apply their learning through real-world experiences and competitions. Currently, this opportunity is not available within DCSD. FBLA is approved at the state level, and DCSD high schools have historically excelled in FBLA programming. However, FBLA can only be offered at the middle school level if there is an approved business course in place. The Intro to Business and Entrepreneurship course meets this requirement.

SECTION IV: CAREER & TECHNICAL EDUCATION (CTE) PATHWAY COURSE INFORMATION

Complete the table below indicating the course sequence students would take within the CTE program. Other courses may be added or changed within the program, based on the needs of students or program modifications. For new courses provide all the information in **GREEN** font color.

Pathway Name: **Business and Marketing**

Sub-Pathway Name:

Department Code:

CIP Code:

| Course Level: | State Approved Course Name: | State Approved Description: | Credit Type: | Course Length |
|---------------|--|--|--------------|---------------|
| Middle School | M.S. Intro to Business & Entrepreneurship | This course introduces basic business and entrepreneurship concepts to students through the exploration of key topics. The course examines the elements of a business as it relates to society and the overall economy. It surveys the concepts of career development, business ownership, finance and accounting, economics, marketing, management, operations, human resources, and business ethics. | MSC | .5 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

SECTION V: DCSD SYSTEM APPROVAL

At this stage of the process, the course proposal is submitted to the relevant stakeholders for final review. Approval is indicated by providing a signature and date.

A. Building Administrator:

Name: Erin Kylo School: Ranch View MS
 Signature: *Erin Kylo* Date: Sep 29 2024

B. Coordinator of Postsecondary Readiness:

Name: Dan McMinimee
 Signature: *Dan McMinimee* Date: Sep 29 2024

C. Director of Curriculum, Instruction, & Assessment:

Name: Erica Mason
 Signature: *Erica Mason* Date: Sep 30 2024

D. Executive Director of Schools:

Name: Ian Wells
 Signature: *Ian Wells* Date: Sep 30 2024

E. Learning Services Officer:

Name: Matt Reynolds
 Signature: *Matt Reynolds* Date: Sep 30 2024

F. Assistant Superintendent:

Name: Danny Winsor
 Signature: *Danny Winsor* Date: Sep 30 2024

SECTION VI: BOARD OF EDUCATION APPROVAL

This proposal has been submitted and thoroughly reviewed by DCSD Staff. It has been determined to meet all necessary criteria and is now ready for the Board's review and approval.

Does the DCSD Board of Education approve the adoption of the proposed course/pathway?

Yes No

BOE President Signature:

Date of BOE Meeting:

Section VII: ACADEMIC SYSTEMS COURSE BUILD

This section is utilized by the Academic Systems Team to build the course within Infinite Campus (IC). Once the process is complete, both the requestor and the building principal will be notified. Additionally, the appropriate contacts at each school will be informed of the new course offering.

| Office use | Input | Entered by: |
|--|---------|-------------|
| Credit type(s): (<i>Fine Art, Science, Practical Arts, etc.</i>) | MSC | |
| Department Code: | BU | |
| Course Number: | 7912000 | |
| Date entered in Infinite Campus database: | | |
| Course Mapping SCED Code: | 12053 | |
| Course entered in NCAA database (if applicable): | N/A | |
| Lock Program ID VIP code: | | |
| Lock VE CIP code: | | |
| Add to HEAR list Yes or No | N/A | |