

District Career & Technical Education (CTE) Pathway Proposal

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

Name of State approved (CCCS) CTE Program: Business and Marketing

CCCS Student Rights Assurance: Approved programs must assure and have strategies in place to ensure that no student is unlawfully: • Discriminated against the basis of age, race, religion, color, national origin, sex/gender, pregnancy status, gender identity, sexual orientation, or disability in its activities or programs as required by Title VI, Title IX, and Section 504, Age Discrimination Act, and Title II of the Americans with Disabilities Act. • Denied an equal opportunity to benefit from occupational education solely on the basis of race, color, religion, national origin, sex, age, or disability. Additionally, CTE staff must work with students with qualified disabilities (including the learning disabled and those with physical, sensory, and temporary disabilities) to provide appropriate assistance to students so that they may participate in approved CTE programs as fully as possible. Each program is responsible for providing evidence of each of these in the case of an audit or upon CCCS request.

I. GOALS

A. Provide a brief overview of the CTE Pathway. The Business and Marketing pathway is designed to meet the labor market needs of Colorado's business and industry. Students work to solve real business projects and problems. The hands-on creativity required to complete the projects makes it fun as well as challenging.

B. How does this CTE Pathway fit into the overall educational program? CTE programs significantly increase not only the high school graduation rate, but also results in a higher percentage of students going to college and persisting through graduation. Students taking both academic and technical courses have lower dropout rates and better achievement gains than other students.

C. What benefits would students receive from this CTE pathway? This pathway allows students to acquire a realistic understanding of business processes and activities. Students examine fundamental economic concepts, the business environment, and primary business activities. They develop an understanding of and skills in such areas as customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management.

II. CAREER & TECHNICAL EDUCATION (CTE) PATHWAY COURSES

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 upon the need of students or program modifications. **New course names will be indicated in red text.**

<i>Pathway Name:</i>	Business and Marketing
----------------------	------------------------

<i>Sub-Pathway Name (if applicable):</i>	Business Administration
--	-------------------------

<i>Level:</i>	<i>State Approved Course Name:</i>	<i>State Approved Description:</i>	<i>CIP Code</i>
Level 1	Business and Marketing Essentials	Business and Marketing Essentials (Standard), an introductory business and marketing course, enables students to acquire a realistic understanding of business processes and activities. Students examine fundamental economic concepts, the business environment, and primary business activities. They develop an understanding of and skills in such areas as customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management. Throughout the course, students are presented ethical dilemmas and problem-solving situations for which they must apply academic and critical-thinking skills.	529999
Level 1	Intro to Business	Introduces the application of fundamental business principles to local, national, and international forums. This course examines the relationship of economic systems, governance, regulations, and law upon business operations. It surveys the concepts of career development, business ownership, finance and accounting, economics, marketing, management, operations, human resources, regulations, and business ethics.	529999
Level 1	Introduction to Economics	This course is a survey of economics. It is designed as a beginning economics class. The course covers economics theories, supply and demand, national income accounting, money and banking, market structures and contemporary economic issues.	529999

Level 1	Intro to PC Applications	This course introduces basic computer terminology, file management, and PC system components. Provides an overview of office application software including word processing, spreadsheets, databases, and presentation graphics. Includes the use of a web browser to access the Internet.	529999
Level 1	Ethical Leadership	Ethical Leadership is a principles-based ethics course introducing students to key leadership and ethical knowledge and skills, including integrity, trust, accountability, transparency, fairness, respect, rule of law, and viability. Throughout the course, students apply ethical principles to contemporary, real-world situations that teens and young adults often encounter in school, at home, with friends, and in entry-level job positions. They examine the concept of ethical leadership and strengthen their leadership and ethical decision-making skills through the planning, implementation, and evaluation of a class service-learning project.	529999
Level 1	Personal Finance	Surveys the basic personal finance needs of most individuals and introduces the personal finance tools useful in planning and instituting a successful personal financial philosophy. The course emphasizes the basics of budgeting, buying, saving, borrowing, career planning, investing, retirement planning, estate planning, insurance, and income taxes.	529999
Level 2	Principles of Accounting/Finance	Introduces accounting fundamentals with emphasis on the procedures and practices used in business organizations. Major topics include the accounting cycle for service and merchandising companies, including end-of-period reporting.	529999
Level 2	Principles of Marketing	Presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to businesses and the individual consumer.	529999
Level 2	Fundamentals of Accounting	Introduces accounting fundamentals with emphasis on the procedures and practices used in business organizations. Major topics include the accounting cycle for service and merchandising companies, including end-of-period reporting.	529999
Level 2	Accounting Principles 1	This course introduces accounting principles for understanding the theory and logic that underlie procedures and practices for business organizations. Major topics include the accounting cycle for service	529999

		and merchandising companies, internal control principles and practices, notes and interest, inventory systems and costing, and plant and intangible asset accounting.	
Level 3	Social Media for Business	Teaches students how to use social media as a business strategy and covers how to match that strategy with the goals of the business. This course addresses current trends, ethics, regulations, legal challenges, strategy, content development, and change management. This course helps students develop a better understanding of how marketing with social media is similar to and different from traditional marketing and how to best use online methods to further business goals.	529999
Level 3	Event Marketing/Communications	Defines the importance and role of marketing, media and public relations in the event planning industry. Identify marketing and communication tools such as social media, promotional events, networking and blogs. Design a marketing plan to include target market research, communication tools, objectives, strategies, and implementation.	529999
Level 3	Consumer Behavior	Enables the student to understand the variables that affect consumer behavior in the marketplace and the implications of this knowledge for marketing decisions and strategies.	529999
Level 3	Customer Service	Enables students to learn the relationship of self to customers, problem solve and understand the importance of communicating with customers. Specific emphasis is given to managing customer expectations by building customer rapport and creating positive outcomes.	529999
Level 3	Principles of Advertising	Examines the principles and practices of advertising and its relationship to business in order to promote a business or organization. Areas of major emphasis include advertising principles, strategies, media, copy and layout, and ethical considerations.	529999
Level 3	International Marketing	Enables the student to explore the international marketing for U.S. products, and to explore the increasing competitive international environment and recent changes in the environment that have challenged U.S. business. The course is designed to make the reader an "informed observer" of the global marketplace as well as enabling him/her to develop skills to make marketing decisions in a global context.	529999
Level 3	Legal Environment of Business	Emphasizes public law, regulation of business, ethical considerations, and various relationships existing	529999

		within society, government, and business. Specific attention is devoted to economic regulation, social regulation, regulation and laws impacting labor-management issues, and environmental concerns. Students develop an understanding of the role of law in social, political, and economic change.	
Level 3	Business Communications	Emphasizes effective business writing and cover letters, memoranda, reports, application letters, and resumes. This course includes the fundamentals of business communication and an introduction to international communication.	529999
Level 3	Intro to Programming	Focuses on a general introduction to computer programming. This course emphasizes the design and implementation of structured and logically correct programs with good documentation. It is centered on basic programming concepts, including control structures, modularization, and data processing. A structured programming language is used to implement program designs. It emphasizes the writing of multiple programs following the software development process, from start to finish, including design, implementation, and testing.	529999
Level 3	Web Design 1	Introduces web site planning, design and creation utilizing HTML through industry-standard development tools [may list specific software]. Emphasis is placed on applying stylistic decisions using cascading style sheets. Web-based considerations regarding color, typography, aesthetics, user interface design, and process integration with visual-based design tools will be explored.	529999
Level 3	Graphic Design	Focuses upon the study of design layout and conceptual elements concerning graphic design projects such as posters, advertisements, logos, and brochures.	529999
Level 3	Principles of Finance	Provides factual knowledge of financial institutions and the monetary system used in the United States in relationship to the global economy. Examines tools and techniques such as capital budgeting, time value of money, analysis of financial statements, cost of capital, and risk analysis to analyze business decisions, plan and determine project and firm value, and evaluate sources of financing.	529999
Level 3	Accounting Principles 2	This course continues the application of accounting principles to business organizations. Major topics include corporate equity and debt financing, investments, cash flow statements, financial analysis, budgeting, cost and managerial accounting.	529999

Level 3	Tax Help Colorado	Prepares the students for preparation of federal and state income tax returns for individuals. Emphasis is placed on form preparation with the use of tax software.	529999
Level 3	IB Business Management (SL)	IB Business and Management courses prepare students to take the International Baccalaureate Business Management exam at either the Standard or Higher Level. In keeping with Individual and Society courses, IB Business and Management promotes problem-solving by identifying the problem, selecting and interpreting data, applying appropriate analytical tools, and recommending solutions by evaluating their quantitative and qualitative implications. These courses also equip students with knowledge and understanding of business terminology, concepts and principles.	529999
Level 4	Entrepreneurship	Students in this course will demonstrate the culmination of learning within the business program. During this course, students will demonstrate their understanding of business and management in a variety of simulated scenarios applying theories, concepts, and problem-solving. Students will complete a capstone project which will demonstrate their understanding of fundamental business concepts including Accounting, Business Law, Ethics, Entrepreneurship, Computer Information Systems, Finance, Human Resources, Management, Marketing, Operations, Project Management, Risk Management, and Strategic Planning. The course covers the major aspects of small business management to enable the entrepreneur to successfully start a business.	529999
Level 4	Leadership	Focuses on the leadership skills for contemporary organizations. Covers development and communication a shared vision to motivate and empower employees to manage conflict, to negotiate, and to develop teams.	529999
Level 4	Project Management in Organizations	Investigates the concepts and applicability of project management within organizations. It examines the unique nature of the project management structure including its emphasis on integrated decision making throughout a life cycle of a product from the planning, implementing, monitoring, and controlling phases. Emphasis is on the processes of initiating, planning, executing, controlling, and closing activities of project management.	529999
Level 4	Project Management in Action	Introduces major activities and tools in Project Management related to resources, risk and quality. There is a heavy focus to provide how to manage the	529999

		human element of project management. Specific project management tools and methodologies are introduced and used.	
Level 4	School-based Enterprise – Operations Management	This course focuses on all facets of starting and managing a school-based enterprise. Focus will include writing a business plan, holding interviews, and establishing operating policies and procedures. Building a solid framework of work-based learning for the student.	529999
Level 4	School-based Enterprise – Retail	This course is an entrepreneurial operation in a school setting that provides goods/services to meet the needs of a market. Students will learn hands-on retail procedures including customer service, advertising, sales, merchandising and math.	529999
Level 4	IB Business Management (HL)	IB Business and Management courses prepare students to take the International Baccalaureate Business Management exam at either the Standard or Higher Level. In keeping with Individual and Society courses, IB Business and Management promotes problem-solving by identifying the problem, selecting and interpreting data, applying appropriate analytical tools, and recommending solutions by evaluating their quantitative and qualitative implications. These courses also equip students with knowledge and understanding of business terminology, concepts and principles.	529999
Level 4	Work Based Learning- WBL (Business, Finance, Marketing)	Students build on prior knowledge and skills in the program of study to further develop and apply employability and technical skills that prepare them for success in future career and postsecondary education.	529999
Level 4	Capstone in CTE (Business Administration)	This course allows for individualized, advanced, and/or cumulative work in a program of study. This work is individualized to the student within a specific program of study to allow for specialized study. It may include problem-/project-based learning or preparation for industry certification. The specific content and course design is determined by the instructor, in collaboration with the individual student.	529999

<i>Sub-Pathway Name (if applicable):</i>	High School of Business
--	-------------------------


<i>Level:</i>	<i>State Approved Course Name:</i>	<i>State Approved Description:</i>	<i>CIP Code</i>
Level 1	Leadership	Leadership, a project-based leadership course, develops student understanding and skills in such areas as communication skills, emotional intelligence, operations, and professional development. Students acquire an understanding and appreciation of the need for leadership skills. To encourage immediate implementation of leadership skills, Leadership utilizes an ongoing service-learning project for course delivery and reinforcement. The course content is sequenced for students to identify, plan, implement, and evaluate a service-learning project based on the needs of their community/school. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course.	529999
Level 1	Wealth Management	This project-based financial literacy and investment course develops student understanding and skills in such areas as personal finance, types of investment, the stock market, and stock valuation. Students acquire an understanding and appreciation of the need for personal financial management and investing. To encourage immediate implementation of financial literacy and investment skills, Wealth Management utilizes an on-going investment project for course delivery and reinforcement. The course content is sequenced for students to develop a diversified, balanced investment portfolio based both on their interest in products and companies and on fundamental analysis. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills.	529999
Level 2	Principles of Business	Principles of Business, a project-based business course, develops student understanding and skills in such areas as business law, economics, financial analysis, human resources management, information management, marketing, operations, and strategic management. Through the use of three projects, students acquire an understanding and appreciation of the business world. They develop a business	529999

		analysis report, conduct an environmental scan of the local business community, and investigate business activities. Current technology will be used to acquire information and to complete the projects. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course.	
Level 2	Business Economics	In Business Economics, a project-based business course, students expand their understanding that businesses are influenced by external factors that are often beyond their control. Consumer spending, government policies, economic conditions, legal issues, and global competition are addressed through practical, current applications to everyday societal and business life. Decision matrices are introduced, and the importance and costs of quality are stressed. Students develop their knowledge and skills in such areas as economics, entrepreneurship, operations, and professional development. Throughout the course, students will be presented with current economic problems for which they are asked to determine solutions, often through the application of decision matrices.	529999
Level 3	Principles of Marketing	Principles of Marketing is a project-based business course that develops student understanding and skills in the functional areas of marketing: channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Students acquire an understanding and appreciation of each of the marketing functions and their ethical and legal issues. Decision matrices are employed to aid in market planning.	529999
Level 3	Principles of Finance	Principles of Finance furthers student understanding of two specific business activities— accounting and finance—that were introduced in an earlier High School of Business™ course, Principles of Business. Through multiple projects, students make connections between accounting, with an emphasis on cash flow, and finance, with an emphasis on decision-making. Students acquire an understanding of financial statements, calculate financial ratios, and make business decisions based on their interpretation of those financial statements and ratios. In addition, students determine business-financing options, as well as develop an appreciation for types of financial service providers and financial markets. Decision matrices are employed to aid in financial planning.	529999


Level 4	Principles of Management	Principles of Management is a project-based business course that expands student understanding of management. Students acquire an appreciation for aspects of management, such as project management, human resources management, knowledge management, quality management, and risk management. In addition, ethical and legal considerations affecting business activities are stressed, and students develop managerial and supervisory skills through interaction with lower grade-level High School of Business™ students. Decision matrices are employed to aid in management planning.	529999
Level 4	Business Strategies	Business Strategies serves as the capstone course for the High School of Business™ program. Students employ their decision matrices to finalize marketing, financial, and management plans developed previously, incorporating them into a business plan for a non-profit organization. The non-profit venture is actualized during the course, requiring students to engage in risk assessment, strategic planning, and performance assessment.	529999

Signature Page


Does the Career and Technical Education (CTE) Coordinator approve adoption of this program?
*** Your signature below indicates your approval of the program.*

Signature 
Joy Griffin (Jan 28, 2021 18:51 MST)


Does the Director of CIPG approve adoption of this program?
*** Your signature below indicates your approval of the program.*

Signature 
Erica Mason (Jan 28, 2021 19:32 MST)

Does the Chief Assessment Officer approve adoption of this program?
*** Your signature below indicates your approval of the program.*

Signature 
Matt Reynolds (Jan 28, 2021 19:46 MST)

Does the Assistant Superintendent approve adoption of this program?
*** Your signature below indicates your approval of the program.*

Signature 

Does the Board of Education approve adoption of this program?	Yes	No
Date of BOE Meeting _____		
Signature _____		

Superintendent File: IGA-E-2

Office use: The following information is required to build individual courses into Infinite Campus.

Credit Type: (FNA, PRA, MAT, etc)	
Department Code:	
Course Number:	
Course entered in NCAA database if applicable.	
Update Graduation Competencies course document if applicable for Math and English courses.	
VIP Code:	
CIP Code:	
Add to HEAR list, if applicable.	
Course Mapping SCED code:	
Date entered into Infinite Campus	
Credit amount:	