



Business & Industry

ENDORSEMENT

BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER



The Business, Marketing, and Finance Career Cluster focuses on careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations. **JISD offers the following programs of study: Business Management and Marketing & Sales.**



Level 1	T200 Principles of Business, Marketing, and Finance (1/SEM) <i>and</i> T300 Business Information Management I (1/SEM)
Level 2	<i>Choose 2:</i> T305 Business Information Management II (1/SEM) T213 Business Law (1/SEM) T207 Virtual Business (.5/SEM)
Level 3	T203 Business Management (1/SEM)
Level 4	T430 Career Preparation I (2/YL)
<i>Certifications:</i> Microsoft Specialist in Excel, Word	

Business Management Program of Study (JHS, WHS, VMH, JLA)

(courses vary by campus)

T200 PRINCIPLES OF BUSINESS, MARKETING, AND FINANCE 13011200	Semester (18 Weeks) Grade 9-10 Credit 1 Weight 1.0	In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance
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T300 BUSINESS INFORMATION MANAGEMENT I (BIM) 13011400	Semester (18 Weeks) Grade 9-12 Credit 1 Weight 1.0	Business Information Management I, students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and make a successful transition to the workforce and postsecondary education. Students apply technical skills to address business applications of emerging technologies, create word processing documents, develop a spreadsheet, formulate a database, and make an electronic presentation using appropriate software.
T305 BUSINESS INFORMATION MANAGEMENT II 13011500 <i>(JHS, WHS)</i>	Semester (18 Weeks) Grade 10-12 Credit 1 Weight 1.0	In Business Information Management II, students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and make a transition to the workforce or postsecondary education. Students apply technical skills to address business applications of emerging technologies, create complex word-processing documents, develop sophisticated spreadsheets using charts and graphs, and make an electronic presentation using appropriate multimedia software. Prerequisite: Business Information Management I (BIMI)
T213 BUSINESS LAW 13011700	Semester (18 Weeks) Grade 10-12 Credit 1 Weight 1.0	Business Law is designed for students to analyze various aspects of the legal environment, including ethics, the judicial system, contracts, personal property, sales, negotiable instruments, agency and employment, business organization, risk management, and real property.
T207 VIRTUAL BUSINESS 13012000 <i>(VMHS)</i>	Semester (18 Weeks) Grade 10-12 Credit 1 Weight 1.0	Virtual Business is designed for students to start a virtual business by creating a web presence, conducting online and off-line marketing, examining contracts appropriate for an online business, and demonstrating project-management skills. Students will also demonstrate bookkeeping skills for a virtual business, maintain business records, and understand legal issues associated with a virtual business.
T203 BUSINESS MANAGEMENT 13012100	Semester (18 Weeks) Grade 11-12 Credit 1 Weight 1.0	Business Management is designed to familiarize students with the concepts related to business management as well as the functions of management, including planning, organizing, staffing, leading, and controlling. Students will also demonstrate interpersonal and project-management skills.
T806 ENTREPRENEURSHIP 13034400 <i>(JHS)</i>	Semester (18 Weeks) Grade 11-12 Credit 1 Weight 1.0	Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services
T430 CAREER PREPARATION I 12701300	Yearlong (36 Weeks) Grade 11-12 Credit 2 Weight 1.0	Career Preparation I provide opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences. The goal is to prepare students with a variety of skills for a changing workplace. Career preparation is relevant and rigorous, supports student attainment of academic standards, and effectively prepares students for college and career success





Level 1	T200 Principles of Business, Marketing, and Finance (1/SEM)
Level 2	T802 Fashion Marketing (.5/SEM) <i>and</i> T808 Sports and Entertainment Marketing (.5/SEM)
Level 3	T800 Advertising (.5/SEM) <i>and</i> T807 Social Media Marketing (.5/SEM) <i>or</i> T801 Retail Management (1/YR)
Level 4	T430 Career Preparation I (2/YL)
Certifications: Entrepreneurship and Small Business, Google Analytics Individual Qualification	

Marketing and Sales
Program of Study (JHS, WHS, VMHS)
(courses vary by campus)

T200 PRINCIPLES OF BUSINESS, MARKETING, AND FINANCE 13011200	Semester (18 Weeks) Grade 9-10 Credit 1 Weight 1.0	In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance.
T802 FASHION MARKETING 13034300 <i>(JHS, VMHS)</i>	Semester (18 Weeks) Grade 10-12 Credit .5 Weight 1.0	Fashion Marketing is designed to provide students with knowledge of the various business functions in the fashion industry. Students in Fashion Marketing will gain a working knowledge of promotion, textiles, merchandising, mathematics, selling, visual merchandising, and career opportunities.
T808 SPORTS AND ENTERTAINMENT MARKETING 13034600	Semester (18 Weeks) Grade 10-12 Credit .5 Weight 1.0	Sports and Entertainment Marketing will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and entertainment. The areas this course will cover include basic marketing concepts, publicity, sponsorship, endorsements, licensing, branding, event marketing, promotions, and sports and entertainment marketing strategies

T800 ADVERTISING 13034200	Semester (18 Weeks) Grade 10-12 Credit .5 Weight 1.0	Advertising is designed as a comprehensive introduction to the principles and practices of advertising. Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital media. The course explores the social, cultural, ethical, and legal issues of advertising, historical influences, strategies, media decision processes as well as integrated marketing communications, and careers in advertising and sales promotion. The course provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge.
T807 SOCIAL MEDIA MARKETING 13034650	Semester (18 Weeks) Grade 10-12 Credit .5 Weight 1.0	Social Media Marketing is designed to look at the rise of social media and how marketers are integrating social media tools in their overall marketing strategy. The course will investigate how the marketing community measures success in the new world of social media. Students will manage a successful social media presence for an organization, understand techniques for gaining customer and consumer buy-in to achieve marketing goals, and properly select social media platforms to engage consumers and monitor and measure the results of these efforts.
T801 RETAIL MANAGEMENT N1303420	Yearlong (36 Weeks) Grade 11-12 Credit 1 Weight 1.0	Retail Management is designed to provide students with information about the day-to-day responsibilities of supervisors in the retail industry to include the various business functions of acquiring sales, hiring and managing staff, inventory and resource management. <i>(school store enterprise)</i>
T430 CAREER PREPARATION 12701300	Yearlong (36 Weeks) Grade 11-12 Credit 2 Weight 1.0	Career Preparation I provide opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences. The goal is to prepare students with a variety of skills for a changing workplace. Career preparation is relevant and rigorous, supports student attainment of academic standards, and effectively prepares students for college and career success.



Work-Based Learning



Work-Based Learning is designed to provide students part-time work experience and classroom instruction that will prepare them with attitudes and skills necessary to be successful in today's work force. **Students may earn two (2) credits for attending the Career Preparation class each day and working a minimum of 10 hours weekly.** The course should **span the entire school year**, and classroom instruction must average one class period each day for every school week. A student is expected to be enrolled the entire school year; however, in accordance with local district policy, a student may enter or exit the course at semester when extenuating circumstances require such a change.

OPEN TO ALL 11TH AND 12 GRADERS WHO MEET THE FOLLOWING REQUIREMENTS:

1. Career Preparation Request Form submitted to the counselor– ask you counselor or visit JISD/CTE website
2. Able to work a minimum of 10 hours per week for each semester
3. Good attendance record and no mandatory/discretionary discipline placements
4. Able to provide own transportation from school to worksite.
5. Student must be a minimum age of 16 and hold valid work documentation such as a Social Security Card

T430 Career Preparation I 12701300	Yearlong (36 Weeks) Grade 11-12 Credit 2 Weight 1.0	Career Preparation I provides opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences. The goal is to prepare students with a variety of skills for a changing workplace. Career Preparation is relevant and rigorous, supports student attainment of academic standards, and effectively prepares students for college and career success.
T431 Career Preparation II 12701400	Yearlong (36 Weeks) Grade 11-12 Credit 2 Weight 1.0	Career Preparation (CPI) is a work-based instructional arrangement that develops essential knowledge through classroom technical instruction and on-the-job training in an approved career and technical training area. Career Preparation II develops essential knowledge and skills through advanced classroom instruction with business and industry employment experiences. Career Preparation II maintains relevance and rigor, supports student attainment of academic standards, and effectively prepares students for college and career success. <i>Prerequisite: Career Preparation I</i>



Career and Technical Student Organizations

Career and Technical Student Organizations (CTSOs) play an integral part in a student's career and technical Education. CTSOs enrich student learning that starts in the classroom, build strong partnerships between industries and future employees, and provide future career experience that students carry into their careers and communities. <https://txcte.org/teachers>. *Student CTSO membership requires student enrollment in the respective pathway.*

	<p><u>Business Professionals of America (BPA)</u> Members compete in demonstrations of their business technology skills, develop their professional and leadership skills, network with one another and professionals across the nation, and get involved in the betterment of their community through good works projects.</p>
	<p><u>DECA</u> A national association of marketing education students, provides teachers and members with educational and leadership development activities to merge with the education classroom instructional program. DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.</p>
	<p><u>Family Career and Community Leaders of America (FCCLA)</u> Involvement in FCCLA offers members the opportunity to expand their leadership potential and develop skills for life — planning, goal setting, problem solving, decision-making and interpersonal communication — necessary in the home and workplace</p>
	<p><u>Health Occupations Students of America (HOSA)</u> HOSA is a national vocational student organization endorsed by the U.S. Department of Education and the Health Occupations Education Division of the American Vocational Association. HOSA's two-fold mission is to promote career opportunities in the health care industry and to enhance the delivery of quality health care to all people. HOSA's goal is to encourage all health occupations instructors and students to join and be actively involved in the HOE-HOSA Partnership</p>
	<p><u>National Future Farmers of America (FFA)</u> The National Future Farmer of American organization is not just for students who want to be production famers, FFA also welcomes members who aspire to careers in other fields. The Nation FFA organization remains committed to the individual student, providing a path to achievement in premier leadership, personal growth and career success through agricultural education.</p>
	<p><u>SkillsUSA</u> SkillsUSA is a national organization serving high school and college students and professional members who are enrolled in technical, skilled and service occupations, including health occupations.</p>
	<p><u>TAFE</u> The Texas Association of Future Educators is a statewide student organization created to allow young men and women an opportunity to explore the teaching profession. The organization provides students the necessary knowledge to make informed decisions about pursuing careers in education.</p>
	<p><u>Texas Public Service Association (TPSA)</u> Texas Public Service Association was developed to help high school Law Public Safety, Corrections, Security students experience interaction with other students and working professionals in an effort to pinpoint their future career expectations through competition and education.</p>

Glossary

Career Clusters	This is a grouping of course sequences (programs of study) that prepare students for careers in the same field of study or that require similar skills.
Course Credit	A unit of measure awarded for Successful completion of a course. Completion of a one semester course typically earns one-half credit for a student.
Coherent Sequence	A series of courses in which vocational and academic education are integrated, and which directly relates to, and leads to, both academic and occupational competencies.
CTE Courses	These courses prepare students for careers. These were once called vocational courses. The CTE stands for Career and Technical Education.
Distinguished Level of Achievement	A high level of academic achievement earned by going above and beyond the Foundation + Endorsement high school program. A student must earn this designation to be eligible for the top 10 percent automatic admission to a Texas public university.
Endorsements	The areas of specialized study that are required to earn high school diplomas with endorsements. They are: STEM (Science, Technology, Engineering, & Math), Business & Industry, Arts & Humanities, Public Service, and Multidisciplinary Studies.
EOC	STAAR end-of-course (EOC) exams are state mandated tests given during the final weeks of a course. In addition to meeting graduation course requirements, students are required to pass five end- of-course exams to earn a diploma from a Texas public high school. Those five exams are given when a student takes English I and II, Biology, Algebra I, and U.S. History courses.

Foundation High School Program

The basic 22-credits (not counting additional electives or endorsement courses) needed to graduate from the Texas public school system.

FAFSA

This is the federal student financial aid application. It stands for Free Application for Federal Student Aid.

Industry Workforce Credential

A state, nationally, or internationally-recognized credential that aligns with the knowledge and skills standards identified by an association or government entity representing a particular profession or occupation and valued by business or industry.

Programs of Study

Programs of Study provides students with course sequences that prepare them for success in in-demand, high wage, high skill careers.

Performance Acknowledgements

Students may earn an additional acknowledgement on their diploma because of outstanding performance in areas such as dual credit courses and bilingualism and bi-literacy; on Advanced Placement (AP) exams, International Baccalaureate, PSAT, ACT's Plan, the SAT or ACT exams, or by earning a nationally or internationally-recognized business or industry certification.

STAAR

State of Texas Assessments of Academic Readiness (STAAR) is the state-mandated test given annually to students in grades 3 – 8 and in five high school courses.