

# 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.**

## BUSINESS MANAGEMENT Program of Study



Level 1	T200 Principles of Business, Marketing, and Finance (1/SEM) <i>and</i> T300 Business Information Management I (1/SEM)
Level 2	T305 Business Information Management II (1/SEM) T208 Virtual Business (.5/SEM) T213 Business Law (1/SEM)
Level 3	T203 Business Management (1/SEM)
Level 4	T810 Practicum of Entrepreneurship (2/YL)
<b>Certification:</b> Microsoft Office Specialist (Word, Excel), Entrepreneurship and Small Business	

Successful completion of this program of study will fulfill requirements of the Business and Industry Endorsement

.5, 1, 2 = Credits, SEM=Semester Course, YL=Yearlong Course

### Program of Study (JHS, WHS, VMH)

(Courses vary by campus)

<b>T200 PRINCIPLES OF BUSINESS, MARKETING, &amp; FINANCE</b> <b>13011200</b>	<b>Term</b> <b>18 Weeks</b>  <b>Grade 9-10</b> <b>Credit 1</b> <b>Weight 1.0</b>	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.
---	---	---

<b>T300 BUSINESS INFORMATION MANAGEMENT I (BIM)</b> <b>13011400</b>	<b>Term</b> <b>18 Weeks</b>  <b>Grade 9-12</b> <b>Credit 1</b> <b>Weight 1.0</b>	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.
<b>T305 BUSINESS INFORMATION MANAGEMENT II</b> <b>13011500</b>	<b>Term</b> <b>18 Weeks</b>  <b>Grade 10-12</b> <b>Credit 1</b> <b>Weight 1.0</b>	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. <i><b>Prerequisite: Business Information Management I (BIMI)</b></i>
<b>T213 BUSINESS LAW</b> <b>13011700</b>	<b>Term</b> <b>18 Weeks</b>  <b>Grade 10-12</b> <b>Credit 1</b> <b>Weight 1.0</b>	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.
<b>T207 VIRTUAL BUSINESS</b> <b>13012000</b>  <i><b>(VMHS)</b></i>	<b>Term</b> <b>18 Weeks</b>  <b>Grade 10-12</b> <b>Credit .5</b> <b>Weight 1.0</b>	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.
<b>T203 BUSINESS MANAGEMENT</b> <b>13012100</b>	<b>Term</b> <b>18 Weeks</b>  <b>Grade 11-12</b> <b>Credit 1</b> <b>Weight 1.0</b>	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.
<b>T810 PRACTICUM OF ENTREPRENEURSHIP</b> <b>N1303425</b>	<b>Yearlong</b> <b>36 Weeks</b>  <b>Grade 11-12</b> <b>Credit 2</b> <b>Weight 1.0</b>	The Practicum in Entrepreneurship provides students the opportunity to apply classroom learnings and experiences to real-world business problems and opportunities, while expanding their skill sets and professional relationships as a real or simulated business owner versus the experience one would have as an employee. Students will prepare for an entrepreneurial career in their area of interest.





# MARKETING & SALES Program of Study



<b>Level 1</b>	T200 Principles of Business, Marketing, and Finance (1/SEM)
<b>Level 2</b>	T802 Fashion Marketing (.5/ Qtr.) T808 Sports Marketing & Entertainment (.5/ Qtr.) <i>and</i> T807 Social Media Marketing (.5/SEM)
<b>Level 3</b>	T805 Advanced Marketing (2/YL)
<b>Level 4</b>	T810 Practicum in Entrepreneurship (2/YL)
<b>Certifications:</b> Google Analytics Individual Qualifications, Entrepreneurship and Small Business	

Successful completion of this program of study will fulfill requirements of the Business and Industry Endorsement

.5, 1, 2 = Credits, Qtr. = 9 Weeks, SEM=Semester Course, YL=Yearlong Course

## Program of Study (JHS, WHS, VMHS) (Courses vary by campus)

<b>T200 PRINCIPLES OF BUSINESS, MARKETING, &amp; FINANCE</b> 13011200	<b>Term</b> 18 Weeks  <b>Grade 9-10</b> <b>Credit 1</b> <b>Weight 1.0</b>	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.
<b>T802 FASHION MARKETING</b> 13034300	<b>9 Weeks</b>  <b>Grades 10-12</b> <b>Credit .5</b> <b>Weight 1.0</b>	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.
<b>T808 SPORTS AND ENTERTAINMENT MARKETING</b> 13034600	<b>9 Weeks</b>  <b>Grade 10-12</b> <b>Credit .5</b> <b>Weight 1.0</b>	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











<b>T807 SOCIAL MEDIA MARKETING</b> <b>13034650</b>	<b>Term</b> <b>18 Weeks</b>  <b>Grade 10-12</b> <b>Credit .5</b> <b>Weight 1.0</b>	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.
<b>T805 ADVANCED MARKETING</b> <b>13034700</b>	<b>Yearlong</b> <b>36 Weeks</b>  <b>Grade 11-12</b> <b>Credit 2</b> <b>Weight 1.0</b>	In Advanced Marketing, students will gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students will illustrate appropriate management and research skills to solve problems related to marketing. This course covers technology, communication, and customer-service skills. <b>Prerequisite:</b> one credit from the marketing courses
<b>T810 PRACTICUM OF ENTREPRENEURSHIP</b> <b>N1303425</b>	<b>Yearlong</b> <b>36 Weeks</b>  <b>Grade 11-12</b> <b>Credit 2</b> <b>Weight 1.0</b>	The Practicum in Entrepreneurship provides students the opportunity to apply classroom learnings and experiences to real-world business problems and opportunities, while expanding their skill sets and professional relationships as a real or simulated business owner versus the experience one would have as an employee. Students will prepare for an entrepreneurial career in their area of interest.



## 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><b><u>BPA</u></b> Business Professionals of America 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><b><u>DECA</u></b> 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><b><u>FCCLA</u></b> Involvement in Family Career and Community Leaders of America 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><b><u>HOSA</u></b> 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><b><u>FFA</u></b> FFA is a dynamic youth organization that makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success through agricultural education.</p>
	<p><b><u>SkillsUSA</u></b> 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><b><u>TAFE</u></b> 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><b><u>TPSA</u></b> 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

<b>Career Clusters</b>	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.
<b>Course Credit</b>	A unit of measure awarded for Successful completion of a course. Completion of a one term course typically earns one-half credit for a student.
<b>Coherent Sequence</b>	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.
<b>CTE Courses</b>	These courses prepare students for careers. These were once called vocational courses. The CTE stands for Career and Technical Education.
<b>Distinguished Level of Achievement</b>	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.
<b>Endorsements</b>	The areas of specialized study that are required to earn a high school diploma with endorsements. In the areas of: STEM (Science, Technology, Engineering, & Math), Business & Industry, Arts & Humanities, Public Service, and Multidisciplinary Studies.
<b>EOC</b>	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 high wage, high demand and 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.