

## Courses in Business and Administrative Services (C4)

PATHWAYCOURSES	SUBJECT CODE
Business Foundations <sup>1</sup>	141000
Fundamentals of Business and Administrative Services <sup>2</sup>	142000
Management Principles	141025
Human Resource Management	142035
Office Management	142005
Medical Office Management	142015
Medical Terminology for Business	142050
Legal Environment of Business	142010
Operations Management	142020
Supply Chain Management	142025
Logistics Management	142030
Business Informatics	142040
Strategic Entrepreneurship	141030
Business Applications and Economics <sup>1</sup>	141005
Business Administration Marketing	141010
Business Administration Finance	141015
Business Administration Strategic Management	141020
ELECTIVECOURSES	SUBJECT CODE
Business and Administrative Services Capstone <sup>3</sup>	142045
International Business	141035
Marketing Principles <sup>2</sup>	144000
Professional and Technical Sales	144030
Digital Marketing and Management	144015
Finance Foundations <sup>2</sup>	143000
Financial Accounting	143005
Managerial Accounting	143015
Fundamentals of Financial Services	143020

<sup>1</sup>First course in the career field; <sup>2</sup>First course in the pathway; <sup>3</sup>Does not count as one of the required four courses  
Programs must include a minimum of three pathway courses

### Business Foundations

Subject Code: 141000

This is the first course for the Business and Administrative Services, Finance and Marketing career fields. It introduces students to specializations within the three career fields. Students will obtain knowledge and skills in fundamental business activities. They will acquire knowledge of business processes, economics and business relationships. Students will use technology to synthesize and share business information. Employability skills, leadership and communications and personal financial literacy will be addressed.

## **Fundamentals of Business and Administrative Services**

Subject Code: 142000

This is the first course specific to the Business and Administrative Services career field. It introduces students to the specializations offered in Business and Administrative Services. Students will obtain fundamental knowledge and skills in general management, human resources management, operations management, business informatics and office management. They will acquire knowledge of business operations, business relationships, resource management, process management and financial principles. Students will use technological tools and applications to develop business insights.

## **Management Principles**

Subject Code: 141025

Students will apply management and motivation theories to plan, organize and direct staff toward goal achievement. They will learn to manage a workforce, lead change, and build relationships with employees and customers. Students will use technology to analyze the internal and external business environment, determine trends impacting business, and examine risks threatening organizational success. Ethical challenges, project management and strategic planning will also be addressed.

## **Human Resource Management**

Subject Code: 142035

Students will develop human resources strategies to obtain, retain, and effectively use talent throughout the organization. Students will utilize technology to create job applications, job descriptions, and job profiles to support the talent acquisition process. They will learn to recruit applicants, administer employment assessments, conduct background investigations, and make and communicate hiring decisions. Students will also develop employee handbooks and establish performance improvement processes. Rewards and recognition practices, relationship management and compliance will be addressed.

## **Office Management**

Subject Code: 142005

Students will apply techniques used to manage people and information in a business environment. Students will learn to build relationships with clients, employees, peers and stakeholders and to assist new employees. They will manage business records, gather and disseminate information, and preserve critical artifacts. They will also examine contracts, internal controls and compliance requirements. Business office tools and applications will be emphasized.

## **Medical Office Management**

Subject Code: 142015

Students will carry out procedures used to manage people and information in medical offices. Students will code medical procedures in accordance with applicable guidelines as well as use technology to convert patient information to electronic medical records. They will also manage the insurance billing and collection process, utilize a patient scheduling and registration system, and develop a compliance program. Medical office safety and security will be emphasized.

## **Medical Terminology for Business**

Subject Code: 142050

This course focuses on the development and use of a working medical vocabulary. Topics include medical terminology development, business relationships, compliance, and business practices. Students will use medical terminology for transcription, coding, and related medical management processes. Students will also focus on operation of a medical office and office-related skills.

### **Legal Environment of Business**

Subject Code: 142010

Students will examine all aspects of business law including the judicial system, differences between types of laws and origins of laws, administrative and employment laws and laws impacting individuals as well as businesses. Students will also research real estate and debtor and creditor laws and regulations. Students will learn to support attorneys by conducting legal research and preparing fully-compliant legal documents. Compliance and contract law will be emphasized.

### **Operations Management**

Subject Code: 142020

Students will learn to plan, organize, and monitor day-to-day business activities. They will use technology to plan production activities, forecast inventory needs, and negotiate vendor contracts. Students will also calculate break-even, set cost-volume-profit goals, and develop policies and procedures to promote workplace safety and security. They will design sustainability plans and use lean and six sigma principles to plan for quality improvement. Corporate social responsibility, ethics, risk management and compliance will be emphasized.

### **Supply Chain Management**

Subject Code: 142025

Students will determine how to facilitate the flow of goods from the point of origin to the point of consumption. Students will utilize technology to track supply chains and measure their effectiveness and efficiency. They also will identify opportunities to improve service levels, quality and costs through supply chains and select strategies for improving customer and supplier relationships. International business, business process analysis, project management, internal controls and compliance will be emphasized.

### **Logistics Management**

Subject Code: 142030

Students will develop plans and networks to move materials, information, products and services through organizations. Students will analyze transportation cost structures and reverse logistics' costs. They will utilize technology to evaluate warehouse size and space layouts. Students will also design receiving and fulfillment processes and develop preventive maintenance schedules. Requirements for the treatment, storage, and disposal of hazardous materials will be emphasized. Project management techniques and international business will be examined.

### **Business Informatics**

Subject Code: 142040

Students will capture and use organizational knowledge and data to solve business problems and meet specific business needs. Students will select tools and techniques to facilitate knowledge sharing. They will also maintain and update knowledge management systems. They will examine business issues using business process analysis and complete data research and analysis using structured approaches and tools. Relationship management and project management skills will also be emphasized.

### **Strategic Entrepreneurship**

Subject Code: 141030

Students will use innovation skills to generate ideas for new products and services, evaluate the feasibility of ideas, and develop a strategy for commercialization. They will use technology to select target markets, profile target customers, define the venture's mission, and create business plans. Students will take initial steps to establish a business. Students will calculate and forecast costs, break-even, and sales. Establishing brand, setting prices, promoting products, and managing customer relationships will be emphasized.

### **Business Applications and Economics**

Subject Code: 141005

Students will develop fundamental knowledge and skills in business administration. They will examine business activities, business processes and forms of business ownership. Students will acquire an understanding of economic principles such as supply and demand, division of labor and competition. They will identify current trends, issues and conditions impacting business and determine the impact of the global environment on business operations. Innovation, technology, leadership and communications will also be addressed.

### **Business Administration Marketing**

Subject Code: 141010

Students will obtain fundamental knowledge of marketing activities, including sales channels, marketing-information management, marketing research, market planning, marketing communications, pricing, product and service management, branding and selling. They will conduct marketing research, identify target markets, conduct market and competitive analyses, forecast sales, set marketing goals, establish a marketing budget and develop a marketing plan. Legal and ethical issues in marketing will be addressed. Employability skills, technology, leadership and communications will be incorporated in classroom activities.

### **Business Administration Finance**

Subject Code: 141015

Students will develop knowledge and skills in financial analysis, financial reporting and corporate investments. They will predict corporate performance and profitable investments using financial statements, ratio analysis and other financial analysis techniques. They will calculate cash needs using the time value of money and track, record and summarize a business's financial transactions. Compliance, internal controls, business governance and personal financial management will be addressed. Technology, employability skills, leadership and communications will be emphasized.

### **Business Administration Strategic Management**

Subject Code: 141020

Students will plan, actualize, and run a small business. They will define their business's mission; develop the business's vision, goals and objectives; and create a business plan. Students will also develop a budget and recruit, interview, select, hire, and manage employees. They will examine legal and ethical issues associated with management as well as management functions, levels and types. Project management technology, tools and processes will also be emphasized.

### **Business and Administrative Services Capstone**

Subject Code: 142045

Students will apply knowledge, attitudes and skills that were learned in a Business and Administrative Services program in a more comprehensive and authentic way in this capstone course. Capstones often include project-/problem-based learning opportunities that occur both in and away from school. Under supervision of the school and through community partnerships, students may combine classroom learning with work experience. This course can be delivered through a variety of delivery methods including cooperative education or apprenticeship.

### **International Business**

Subject Code: 141035

Students will evaluate global business strategies and market-entry methods for conducting business internationally. They will use technology to determine the impact of government, economics, geography, history, ethics and digital communication tools on global trade. Management of sourcing and procurement, quality, distribution and supply chain in a global environment will be emphasized. Students will identify financing options for international operations. They will also analyze the competitiveness of U.S. companies in the international marketplace.

### **Marketing Principles**

Subject Code: 144000

This is the first course in the Marketing career field. It introduces students to the specializations offered in Marketing. Students will obtain fundamental knowledge and skills in marketing communications, marketing management, marketing research, merchandising and professional selling. They will acquire knowledge of marketing strategies, market identification techniques, employability skills, business ethics and law, economic principles and international business. Technology, leadership and communications will be incorporated in classroom activities.

### **Professional and Technical Sales**

Subject Code: 144030

In this course, students will demonstrate sales processes and techniques used in a business-to-business environment. They will develop, grow, and maintain positive business relationships. Students will monitor trends and the business environment to determine the impact on their sales, customers, and competitors. They will negotiate and adjust prices and sales terms. Students will manage sales activities and territories. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

### **Digital Marketing and Management**

Subject Code: 144015

Students will apply tools, strategies and processes to communicate digitally with targeted customers. They will create, implement, and critique online advertising, email marketing, websites, social media, mobile marketing, search-engine optimization, video or images and podcasts/webcasts. Students will apply project management techniques to guide and control digital communications efforts. They will also create and repurpose content for use in digital environments. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

### **Finance Foundations**

Subject Code: 143000

This is the first course specific to Finance. It introduces students to the specializations offered in the career field. Students will obtain fundamental knowledge and skills in accounting, banking services, corporate finance, insurance, and securities and investments. They will acquire knowledge of financial analysis and application, business law and ethics, economics, international business and business relationships. Knowledge management and information technology will be emphasized. Employability skills, leadership and communications will be incorporated in classroom activities.

### **Financial Accounting**

Subject Code: 143005

Students will track, record, summarize, and report a business's financial transactions. They will develop financial documents, project future income and expenses, and evaluate the accuracy of a business's financial information. Students will also apply tools, strategies, and systems to evaluate a company's financial performance and monitor the use of financial resources. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

### **Managerial Accounting**

Subject Code: 143015

Students will use financial information to make strategic business decisions. They will monitor business profitability, measure the cost-effectiveness of expenditures, prepare budget and forecast reports, and set achievable business financial goals. Students will also use critical information on financial documents to determine risks to short-term and long-term business success. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

**Fundamentals of Financial Services**

Subject Code: 143020

Students will develop knowledge and skills needed in the banking, insurance and investment industries. They will analyze banking products and services, determine ways in which insurance reduces risk, and calculate insurable losses. Students will also learn to sell financial products and build positive relationships with clients and colleagues. They will use financial ratios to evaluate company performance and select profitable investments for clients. Technology, employability skills, leadership and communications will be incorporate in classroom activities.