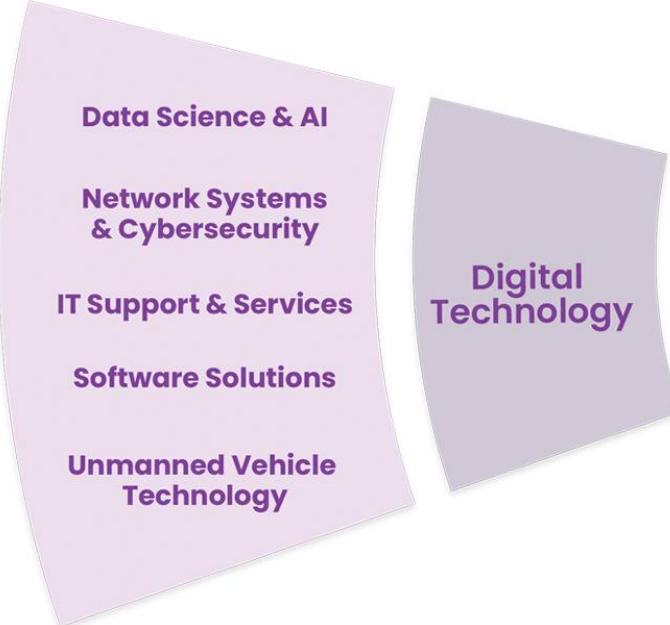


BUSINESS & INFORMATION TECHNOLOGY EDUCATION

Career Clusters Connected to the Business & Information Technology Education Department

	The Arts, Entertainment, & Design Career Cluster combines creative roles in visual and performing arts, film, journalism, fashion, interior design, and creative technologies. This Cluster focuses on creating, producing, and sharing artistic and design work across multiple platforms, aiming to entertain, inform, beautify, and inspire. I want to learn more about this Career Cluster
	The Financial Services Career Cluster encompasses careers in managing and advising financial transactions, including banking, lending, corporate finance, debt management, accounting, insurance, and real estate. These careers contribute to economic stability and growth by supporting the financial health of individuals and organizations. I want to learn more about this career Cluster

	The Education Career Cluster spans careers aimed at fostering learning from early childhood to adulthood, including teaching, instructional design, counseling services, community engagement, learner support, and educator training. This Cluster emphasizes quality education standards and lifelong learning, preparing individuals for success through all life stages by nurturing knowledge, skills, and critical thinking and encouraging personal and societal growth in a constantly evolving world. I want to learn more about this Career Cluster
	The Digital Technology Career Cluster focuses on developing digital systems for communication and data storage using critical technologies such as artificial intelligence (AI), data analytics, and cybersecurity. This Cluster builds skills necessary for all careers to navigate and lead in the constantly evolving tech landscape and drives innovation across all industries to tackle complex challenges and opportunities in communities and economies. This Career Cluster is also a Cross-Cutting Cluster as the skills gained through this Career Clusters area are applicable across all Career Clusters. Practitioners are encouraged to combine content from this Cluster across other CTE programs. I want to learn more about this Career Cluster

 The diagram for the Marketing & Sales Career Cluster consists of two overlapping, curved shapes. The larger, light purple shape on the left contains the following text: Marketing & Advertising, Market Research, Analytics, & Ethics, Retail & Customer Experience, and Strategic Sales. The smaller, darker purple shape on the right contains the text: Marketing & Sales.	The Marketing & Sales Career Cluster focuses on promoting products, understanding consumer needs, engaging with communities, and driving sales. It integrates digital marketing, data analysis, brand promotion, customer relationship management, strategic communications, human-centered design, and retail strategies to build strong customer connections and support business growth. This Cluster is essential in all industries for creating value, effectively reaching and engaging target audiences, and achieving commercial success in a competitive marketplace. This Career Cluster is also a Cross-Cutting Cluster as the skills gained through this Career Clusters area are applicable across all Career Clusters. Practitioners are encouraged to combine content from this Cluster across other CTE programs. I want to learn more about this Career Cluster
 The diagram for the Hospitality, Events, & Tourism Career Cluster consists of two overlapping, curved shapes. The larger, light pink shape on the left contains the following text: Accommodations, Conferences & Events, Culinary & Food Services, and Travel & Leisure. The smaller, darker pink shape on the right contains the text: Hospitality, Events, & Tourism.	The Hospitality, Events, & Tourism Career Cluster encompasses a broad range of services and experiences related to food and beverage, lodging, travel, events, and conferences. This Cluster focuses on delivering quality customer service, memorable experiences, and seamless logistics to cater to the needs and preferences of guests, tourists, and event participants. The Cluster is characterized by its diversity, including everything from luxury hotels and international travel to local dining, cultural events, and business conferences, aiming to enhance the overall experience of visitors and attendees. I want to learn more about this Career Cluster



The Management & Entrepreneurship Career Cluster involves skills and occupations that are essential across all industries, focusing on business administration, operations optimization, strategic planning, workforce management, and entrepreneurship. It merges key areas such as data management and analysis, human resources, general operations, administrative support, project management, and organizational leadership. This Cluster ensures that businesses across all industries efficiently meet their goals, adapt to market changes, and maintain competitive advantage. By emphasizing entrepreneurship, this Cluster supports the creation of new ventures, driving economic growth and innovation and making it a cornerstone of modern economies. This Career Cluster is also a Cross-Cutting Cluster as the skills gained through this Career Clusters area are applicable across all Career Clusters. Practitioners are encouraged to combine content from this Cluster across other CTE programs.

[I want to learn more about this Career Cluster](#)

Course	9th	10th	11th	12th	Sem or Year	Prerequisites
Information Processing	x	x	x	x	S	
Microsoft Office Suite		x	x	x	S	
Accounting 1		x	x	x	Y	
Photoshop		x	x	x	S	
Desktop Publishing/Yearbook		x	x	x	S	
Web Page Design			x	x	S	
Programming Fundamentals			x	x	S	
Media Arts-Video Editing		x	x	x	S	
Media Arts – Animate		x	x	x	S	
Video Game Development	x	x	x	x	S	

Yearbook	x	x	x	x	S and/or Y	
Personal Finance				x	S	
Introduction to Business	x	x	x	x	S	
Cricket Merchandising			x	x	S	

Course Descriptions

Recent studies show that more than 70% of high school students have a goal of owning their own business, but only 15% feel that they have the skills and knowledge to do so. However, Business Education is not just for those going into business. Business education offers students of all backgrounds and those with diverse career goal opportunities to build the skill to utilize in their futures. From computer literacy to management skills to financial know-how, students are provided with hands-on learning activities to assist them to make informed choices for their futures.

Information Processing	This is a one-semester course which will aid the student in becoming more efficient and effective in written communications. The class is designed to provide training for personal or career and technical development. The students will review and demonstrate mastery of touch keyboarding using correct keying techniques including correct posture and finger placement. The student will improve speed and accuracy in keyboarding by using appropriate drills and timed writings. Microsoft Word will be used extensively in a variety of activities and assignments throughout the course. Some of these activities include understanding Word, basic editing, character formatting, paragraph formatting, managing text flow, creating tables, working with themes, style sets, backgrounds, quick parts, and text boxes, using illustrations and graphics, proofing documents, and formatting a research paper. An emphasis will be placed on helping students prepare to enter the world of work by completing job applications, writing cover letters, designing resumes, and obtaining character references. All students will take the Microsoft Office Specialist (MOS) exam for Word at the completion of the course. The exam will be taken through CertiPort, the world leader in performance-based certification exams, at no cost to the student. Students wanting certifications in other Microsoft Office Products such as Excel, Access, and PowerPoint are encouraged to enroll in the Microsoft Office course offered at Fall Creek.
Microsoft Office Suite  <i>Articulated with CVTC to Count as a college elective credit with successful completion of the course</i>	Proficiency in Microsoft Office is a requirement in many programs of study and occupations today. This class provides you with comprehensive training in Microsoft Windows, Word, Excel, Access, and PowerPoint. Students will learn how to effectively use each program, as well as apply it in a professional setting. This includes practical, real-world skills that are useful in the workplace. The class provides hands-on lessons and assignments. Transcribed Credit is awarded for this course with CVTC. In addition to receiving high school credit, students who earn a C or better will then have grades posted to an official technical college transcript and tabulated in the student's technical college GPA. Two CVTC credits, Microsoft Office Suite, will be obtained upon completion of the course at no cost to the Fall Creek student. Microsoft Office is required for many different programs/degrees at CVTC. At the completion of this course, students will be given the opportunity to take the Microsoft Office Specialist (MOS) certification for Excel, and PowerPoint. This certification is the leading IT certification in the world. More than 1 million MOS exams are taken every year in over 140 countries. Demonstrate you have the knowledge, skills, and abilities to

	productively use Microsoft Office. Gain recognition among peers and employers, and a distinct edge in the competitive job market. The exams will be taken through CertiPort, the world leader in performance-based certification exams, at no cost to the student.
Accounting  <i>Articulated with CVTC to count as a college elective credit with successful completion of the course</i>	Accounting is a one-year course designed to present introductory phases of accounting for personal use of business applications. Units on sole proprietorships, partnerships, and corporate records will be included. Some of the activities include the accounting equation, the accounting cycle, entering transactions in journals, posting to ledgers, end-of-period statements, payroll systems, depreciation, and inventories. This is a college-level course designed for students looking at majoring in Accounting or Finance. <i>In addition to receiving high school credit, sophomores, juniors, and seniors who earn a C or better then have grades posted to an official technical college transcript and tabulated in the student's technical college GPA. If the Transcribed Credit is approved, students will earn 4 (four) FREE technical college credits along with 1 (one) high school elective credit.</i>
Photoshop	If you can think it, you can make it with Photoshop, the world's best imaging and design app. Students will learn digital photography and explore the techniques and applications of acquiring, manipulating, and outputting digitized photographic images. Photoshop, the industry-standard image-editing software, will be taught along with activities using the scanner and digital camera to produce sophisticated graphics for the Web and print. Create and enhance photographs, illustrations, and 3D artwork. You'll learn Photoshop techniques including selecting and isolating objects, creating image composites, masking images, and improving images with retouching and effects.
Desktop Publishing/Yearbook	This class will provide advanced skills in desktop publishing used to create, format, illustrate, design and print publications utilizing Adobe Illustrator and Adobe InDesign. Illustrator is the industry-standard vector graphics application that lets you create logos, icons, drawings, typography, and illustrations for print, web, video, and mobile. InDesign produces the best-designed publications in the world for print, PDF distribution, and even tablets. Learn to create high-quality print and digital publications such as newsletters and online interactive documents. InDesign gives you the power to transform your organization's communications. The student will receive training as a computer graphic designer with layout techniques needed for business projects. A portion of this class will also be used to complete the Fall Creek High School Yearbook. We will pick up where the fall semester class ended and finish the winter sports, design the pages containing spring activities, and create the spring supplement.
Web Page Design	This course is designed to be a "first course" in web site development and follows the curriculum from CVTC. Students work with a text editor and a browser to develop web pages from scratch using HTML and Cascading Style Sheets (CSS) to control color, layout, text, and images. Responsive design principles and accessibility standards are incorporated to ensure websites are usable and professional looking. Tables, forms, audio, and video components are included to add variety and pizzazz! Students will have the opportunity to design and publish web pages on the Go Crickets web server.

Programming Fundamentals	This course is designed to be a student's first programming course and follows the curriculum from CVTC. It provides an introduction to fundamentals computer programming concepts including: input-processing-output, if-then-else logic, for loops, while loops, and array processing. With an emphasis on hands-on activities, students use pseudocode and flowcharting tools to build problem-solving skills. Programming concepts and problem-solving skills are synergized and applied through the completion of a variety of programming exercises using the JavaScript programming language.
Media Arts-Video Editing	Have you received a classroom assignment to create and edit video and you have no idea how to? Then this class is for you! Whatever you set out to do, do it with the same app Hollywood pros use. Adobe Premiere, the industry-leading video editing software, will be used for editing digital video to create videos, short movies for DVDs, and clips for the web. Learn the basics, or refine your skills with various tutorials and projects.
Media Arts – Animate	See how you can use Adobe Animate to create a variety of animated content such as animated cartoons, advertisements, games, and other interactive content. This is a one-semester course designed to further develop technical skills and to demonstrate the technical abilities of students. Adobe After Effects will also be used to help students get to know the basics of animation. See what's possible with Adobe After Effects, the industry-standard animation, and creative compositing app. Classroom instruction will consist of lessons and projects to make things move. Combine videos and images together, create and animate text, and animated logos.
Video Game Development	Video Game Development is a class that allows students to discover the opportunity to create functional video games utilizing programming techniques in Game: IT by Stem Fuse and other gaming software such as GameMaker Studio and Unity that can be shared and played. Through text, pictures, animations, and digital video students will be able to demonstrate basic programming and design processes. Video Game Development will provide students with computer programming skills that easily translate into a variety of gaming fields and industries
Yearbook	Yearbook is a class specifically designed to record the yearly history of the school, its students, and the events that occur throughout the year. It provides an opportunity for students to apply photojournalistic techniques as they work together to produce the school yearbook. Yearbook class members have the unique ability to create a "book of memories" for people for years to come. Students in this course will learn layout design; write and fit copy, captions, and headlines; learn basic photography skills, and become more proficient using the computer to develop real-world skills. Students will also have the opportunity to accept leadership positions and develop new skills as they build the yearbook utilizing the curriculum provided by Jostens.
Personal Finance	Personal Finance is a one-semester course designed for seniors preparing for graduation that focuses on developing personal financial skills that encourage financial responsibility as a student, citizen, family member, consumer, and employee. This course is designed to give students practical knowledge of financial matters that they will face now and after they graduate. Students will be

	introduced to Personal Finance and learn about savings, checking, credit cards, taxes, loans and interest, home loans, auto loans, insurance, bonds, stocks, mutual funds, risk & diversity, inflation, paths of employment, paying for education, making a living, and retirement. Students will also participate in the RCU Test Drive event.
Introduction to Business	Introduction to Business will introduce the student to the exciting and challenging world of business. The activities will increase preparation to be a knowledgeable consumer, well-prepared employee, and effective citizen in our economy. This course will serve as a background for other business courses you will take in high school and in college, prepare you for future employment or business ownership, and make you a better-informed citizen for an expanding international economy.
Cricket Merchandising	This new course is an introduction to E-Commerce or online merchandising. Students will experience owning and operating a business as they will be involved in the process of using Shopify to create a website to sell many school-related products created or produced by various departments at Fall Creek Schools. The items available in the school store will also be added to this new district-wide E-Commerce web site. Packaging and shipping orders will also be the responsibility of students in this class. Photography - The perceived value of online products is often judged based on the quality of the visual presentation. Students will learn the proper photo techniques to take compelling high-quality product photos to be used on the Cricket e-commerce website. Innovative Business Mindset - Students will define the traits and mindset of entrepreneurs and will use tools to determine their personal entrepreneurial traits. Students will examine a variety of innovative companies and understand the difference between entrepreneurs and intrapreneurs.