BFM

# [1]Utica City School District
# Career and Technical Education Program
# Business Finance and Marketing Pathway
# Summary Overview

## Pathway Overview

The Business Management pathway offers students the opportunity to explore the skills necessary to pursue a business or finance degrees in college and learn about running a successful business. Students will have opportunities to earn college credits, participate in work-based learning experiences and receive industry credentials. In 9th grade, students will learn about a wide variety of business concepts and practices, including economics, entrepreneurship, marketing, human resources, financial management, accounting, and other business fundamentals. The students will explore the options for their next steps in the Business Management Pathway as they develop their focus area for the next three years. In 10th, 11th and 12th grades, students will choose one of four focus areas in the Business Management Pathway: Business Analytics, Computer Applications, Finance and Marketing, and Entrepreneurship. Students will delve deeply into their focus area to develop the knowledge and skills fundamental to each specialty. Throughout the four years, students will have the opportunity to meet with local business people, establish mentoring relationships, see successful local businesses in action, and explore post-secondary programs and options.

## Focus Overview

Building on the foundation of Business Management 100, students will continue learn about a wide variety of business concepts and practices with a focus on business finance, including financial management, accounting, personal financial literacy, marketing, computer applications for finance and other business fundamentals, Students will have the opportunity to meet local business people, visit college programs, and see successful local businesses in action. Students will have opportunities to earn college credits, participate in work-based learning experiences and receive industry credentials.

## Work-Based Learning

Students will be connected with working business professionals through Career Coaching which could lead to further opportunities for direct job training and real-world experience. Students will create and maintain a portfolio of their work-based learning experiences throughout the program to document the development of their skills.

## Additional Learning Opportunities

- **Micro-credentials:** Students may pursue learning experiences and credentials depending on the requirements of the projects that they are involved in. Some examples for this pathway and focus include, but are not limited to:
    - Microsoft Office Specialist Certifications: Word Associate, Excel Associate
    - Quickbooks Online Certification
    - Other relevant certifications as they become available through business collaborations, teacher certifications and student interest.
- **Summer Bridge Enrichment:** Students will have the opportunity to participate in cross-curricular Summer Bridge programs to enhance and enrich their skills. Students will explore and create solutions that address authentic needs in the school and wider community with the involvement of local industry professionals. Students will build on skills learned during the school year to work collaboratively with students from other pathways and programs.

## Concurrent Enrollment

Upon successful completion of BM100, students will earn 3 college credits for BM100 Introduction to Business from Mohawk Community College.

[1] *UCSD will offer all Career and Technical Education opportunities without regard to race, color, national origin, sex, or disability. The District will also take steps to assure that the lack of English language skills will not be a barrier to admission and participation in Career and Technical Education programs.

## Calendar for Business Finance and Marketing Focus

| Business Management 100<br>9th Grade | | | |
|---|---|---|---|
| **1** | **2** | **3** | **4** |
| ● Introduction to Classroom Expectations<br>● Introduction to Business Management Pathways and Careers<br>● Using Technology to Manage Information and Communication<br>● Taking Risks and Making Profits within the Dynamic Business Environment<br>● M&T Bank Personal Financial Literacy Module<br>● Understanding Economics and How It Affects Business<br>● Doing Business in Global Markets<br>● M&T Bank Personal Financial Literacy Module<br>● Pathway Check-In<br>● Career Exploration<br>● Career Coaching | ● Demanding Ethical and Socially Responsible Behavior<br>● How to Form a Business<br>● Entrepreneurship and Starting a Small Business<br>● M&T Bank Personal Financial Literacy Module<br>● Management and Leadership<br>● Structuring Organizations for Today's Challenges<br>● Production and Operations Management<br>● M&T Bank Personal Financial Literacy Module<br>● Motivating Employees<br>● Human Resource Management: Finding and Keeping the Best Employees<br>● Pathway Check-In<br>● Career Exploration<br>● Career Coaching | ● Dealing with Employee - Management Issues<br>● M&T Bank Personal Financial Literacy Module<br>● Marketing: Helping Buyers Buy<br>● Developing and Pricing Good and Services<br>● Distributing Products<br>● M&T Bank Personal Financial Literacy Module<br>● Using Effective Promotions<br>● Understanding Accounting and Financial Information<br>● Pathway Check-In<br>● Career Exploration<br>● Career Coaching | ● Financial Management<br>● M&T Bank Personal Financial Literacy Module<br>● Using Securities Markets for Financing and Investing<br>● Opportunities<br>● Money, Financial Institution, and the Federal Reserve<br>● M&T Bank Personal Financial Literacy Module<br>● Pathway Check-In<br>● Career Exploration<br>● Career Coaching<br>● Making Career Pathway Decisions<br>● Final Projects and Presentations |
| **Business Finance and Marketing 200**<br>**10th Grade** | | | |
| **1** | **2** | **3** | **4** |
| ● Introduction to Classroom Expectations<br>● Researching Potential Careers<br>● Finding and Applying for a Job<br>● Pre-Employment Assessments<br>● Interviewing for Jobs<br>● Development of Computer Skills: Office 365, Microsoft Documents and Using the Internet<br>● Review of Effective Communication Skills<br>● Work-Based Learning: Career Coaching | ● Introduction to Marketing<br>● Introduction to Marketing Plans<br>● Branding<br>● Economic Principles and Systems<br>● Market Forces and Economic Indicators<br>● Business Cycles and the Role of Government<br>● Global Trade<br>● Work-Based Learning: Career Coaching | ● Management Skills<br>● Planning for Success<br>● Preparing for a Career<br>● Career Research<br>● Work-Based Learning: Career Coaching | ● Managing Business Finances<br>● Introduction to Basic Accounting Concepts<br>● Entrepreneurship<br>● Risk Management<br>● Work-Based Learning: Career Coaching<br>● Projects and Presentations |

| Business Finance and Marketing 300<br>11th Grade | | | |
|---|---|---|---|
| **1** | **2** | **3** | **4** |
| **Personal Finance**<br>● Class Expectations<br>● Introduction to Personal Finance<br>● The Financial Planning Process<br>● Using Budgets and Financial Statements<br>● Preparing Taxes<br>● Managing Cash and Savings<br>● Making Automobiles Decisions<br>● Making Housing Decisions<br>● Using Credit<br>● Using Consumer Loans<br>● Work-Based Learning: Career Coaching | **Personal Finance**<br>● Insurance<br>● Investing<br>● Planning for Retirement<br>● Estate Planning<br>● Projects and Presentations<br>● Work-Based Learning: Career Coaching | **Accounting**<br>● The World of Business and Accounting<br>● Business Transactions and the Accounting Equation<br>● Transactions That Affect Assets, Liabilities, and Owner's Capital<br>● Transactions That Affect Revenue, Expenses, and Withdrawals<br>● Recording Transactions in a General Journal<br>● Work-Based Learning: Career Coaching | **Accounting**<br>● Posting Journal Entries to General Ledger Accounts<br>● The Six Column Worksheet<br>● Quickbooks Online Certification<br>● Career Exploration and Preparation<br>● Work-Based Learning: Career Coaching |
| **Business Finance and Marketing 400<br>12th Grade** | | | |
| **1** | **2** | **3** | **4** |
| **Business Law**<br>● Foundations of American Law<br>● Introduction to Law and Ethics<br>● Crimes and Torts<br>● Introduction to Criminal vs. Civil Law<br>● Crime<br>● Ethics and the Law | **Business Law**<br>● Levels of Court Systems<br>● State vs Federal Court Systems<br>● Contracts<br>● Consumer Protection Laws<br>● Intellectual Property<br>● Internet Law | **Leadership and Management:**<br>● Introduction to Management<br>● History of Management<br>● Planning<br>● Managing with Information<br>● Organizing and Staffing<br>● Staffing<br>● Relationship Management<br>● Leading<br>● Managing Communications<br>● Soft Skills for Management<br>● Controlling | **Leadership and Management:**<br>● Operations Management<br>● Environment of Management<br>● Managing in a Business Environment<br>● Managing in the Economic Environment<br>● Managing in a Global Environment<br>● Small Business Management<br>● Risk Management<br>● Marketing<br>● Career Planning<br>● Employment Documents<br>● Internships |