

Business and Marketing Cluster

Business and marketing careers include a wide variety of skilled and professional level occupations. These areas require varied levels of ability, skill, and technical preparation. Many careers are available in accounting, business administration, finance, marketing and management.

CAREER CLUSTER

Career Technical Concentrations

- Accounting
- Administrative and Information Support
- Business Financial Management and Accounting
- Business
- E-Commerce
- Human Resource Management
- Management Applications
- Marketing
- Office Administrative Support
- Personal Financial Management
- Small Business Management



Business and Marketing Cluster

This concentration program of study (Based on **BM1410 Accounting**) can serve as a guide for the Individualized Student Transition Plan (ISTP) for this Career Technical Education (CTE) concentration. Program of study was developed as required course work according to [Policy 2510](#) to meet the state 21st Century educational and career goals.

(SKILLED PATHWAY)

EDUCATION LEVELS	GRADE	English/Language Arts Required Course Sequence According to Policy 2510	Math Recommended Course Sequence According to Policy 2510	Science Required Course Sequence According to Policy 2510	Social Studies/Sciences Required Course Sequence According to Policy 2510	Other Required Courses	Career and Technical Core Courses for Accounting Concentration	
SECONDARY	9	English 9	Algebra I	Physical Science	World Studies to 1900	Physical Education Health The Arts 5th English Req. Bus. Comm. or Speech	1439 Introduction to Business & Marketing 1411 Business Computer Applications I 1401 Accounting Principles I 1403 Accounting Principles II 5 Additional Recommended Electives - 3 Unrestricted Electives	
	10	English 10	Geometry	Biology or Conceptual Biology	United States Studies to 1900			
	11	English 11	Conceptual Math	Chemistry or Conceptual Chemistry	20th and 21st Centuries Studies			
	12	English 12	College Transition Math or Algebra II	Recommended Elective	Civics for the 21st Century			
REC. ELECTIVES	Management & Entrepreneurship, Marketing Principles I & II, JROTC, Business Computer Applications II, Business Law, Foreign Language I & II, any higher math, Psychology, Human Services, Business Math, Personal Finance, Economics							
	SAMPLE Occupations Relating to This Concentration. To learn more about careers, go to http://www.bls.gov/search/ooah.asp?ct=OOH.							
		Occupations Requiring CTE Completion			Occupations Requiring Postsecondary Education		Occupations Requiring Baccalaureate Degree and Beyond	
		<ul style="list-style-type: none"> ▶ Bank Teller ▶ Billing Clerk ▶ Bookkeeper ▶ Cashier ▶ Executive Secretary/Administrative Assistant ▶ Insurance Sales ▶ New Accounts Clerk ▶ Tax Preparer 			<ul style="list-style-type: none"> ▶ Accounting Clerk ▶ Bank Teller ▶ Accounts Receivable Clerk ▶ Accounts Payable Clerk ▶ Real Estate Agent ▶ Accounting Technician ▶ Claims Examiner ▶ Real Estate Appraiser 			

Business and Marketing Cluster

This concentration program of study (Based on **BM1465 Administrative and Information Support**) can serve as a guide for the Individualized Student Transition Plan (ISTP) for this Career Technical Education (CTE) concentration. Program of study was developed as required course work according to [Policy 2510](#) to meet the state 21st Century educational and career goals.

(SKILLED PATHWAY)

EDUCATION LEVELS	GRADE	English/Language Arts Required Course Sequence According to Policy 2510	Math Recommended Course Sequence According to Policy 2510	Science Required Course Sequence According to Policy 2510	Social Studies/Sciences Required Course Sequence According to Policy 2510	Other Required Courses	Career and Technical Core Courses for Administrative and Information Support Concentration
	SECONDARY	9	English 9	Algebra I	Physical Science	World Studies to 1900	Physical Education
10		English 10	Geometry	Biology or Conceptual Biology	United States Studies to 1900	Health	1411 Business Computer Applications I 1413 Business Computer Applications II
11		English 11	Conceptual Math	Chemistry or Conceptual Chemistry	20th and 21st Centuries Studies	The Arts	1401 Accounting Principles I
12		English 12	College Transition Math or Algebra II	Recommended Elective	Civics for the 21st Century	5th English Req. Bus. Comm. or Speech	5 Additional Recommended Electives - 3 Unrestricted Electives
Business Math, Personal Finance, Psychology, Human Services, Management & Entrepreneurship, Business Law, Foreign Language I & II, higher math, JROTC, Human Services							

SAMPLE Occupations Relating to This Concentration. To learn more about careers, go to

<http://www.bls.gov/search/ooah.asp?ct=OOH>

Occupations Requiring CTE Completion

- ▶ Counter and Rental Clerk
- ▶ Court, Municipal, and License Clerk
- ▶ Customer Servicer Representative
- ▶ Desktop Publisher
- ▶ Telemarketer
- ▶ Human Resources Assistant
- ▶ Interviewer
- ▶ Legal Secretary
- ▶ Library Assistant, Clerical
- ▶ Computer Operator
- ▶ Police, Fire, and Ambulance Dispatcher
- ▶ Production, Planning, and Expediting Clerk
- ▶ Mail Clerk/Mail Machine Operator

- ▶ Medical Secretary
- ▶ Office Clerk, General
- ▶ Data Entry Keyer
- ▶ Cashier
- ▶ Proofreader & Copy Maker
- ▶ Receptionist
- ▶ Executive Secretary/Administrative Assistant
- ▶ Word Processor & Typist
- ▶ First-line Supervisor
- ▶ Manager of Retail Sales

Occupations Requiring Postsecondary Education

- ▶ Advertising Sales Agent
- ▶ Appraiser & Assessor of Real Estate
- ▶ Claims Adjuster, Examiner, and Investigator
- ▶ Clerical Supervisor
- ▶ Court Reporter
- ▶ Data Control Clerk
- ▶ Insurance Agent
- ▶ Legal Secretary
- ▶ Medical Secretary
- ▶ Paralegal and Legal Assistant
- ▶ Real Estate Broker
- ▶ Real Estate Sales Agent

Occupations Requiring Baccalaureate Degree and Beyond

Business and Marketing Cluster

This concentration program of study (Based on **BM1475 Business Financial Management and Accounting**) can serve as a guide for the Individualized Student Transition Plan (ISTP) for this Career Technical Education (CTE) concentration.

Program of study was developed as required course work according to [Policy 2510](#) to meet the state 21st Century educational and career goals.

(SKILLED PATHWAY)

EDUCATION LEVELS	GRADE	English/Language Arts Required Course Sequence According to Policy 2510	Math Recommended Course Sequence According to Policy 2510	Science Required Course Sequence According to Policy 2510	Social Studies/Sciences Required Course Sequence According to Policy 2510	Other Required Courses	Career and Technical Core Courses for Business Financial Management and Accounting Concentration
SECONDARY	9	English 9	Algebra I	Physical Science	World Studies to 1900	Physical Education Health The Arts Computer Apps 5th English Req. Bus. Comm. or Speech	1439 Introduction to Business & Marketing 1401 Accounting Principles I 1403 Accounting Principles II 1445 Management/ Entrepreneurship 4 Additional Recommended Electives - 3 Unrestricted Electives
	10	English 10	Geometry	Biology or Conceptual Biology	United States Studies to 1900		
	11	English 11	Conceptual Math	Chemistry or Conceptual Chemistry	20th and 21st Centuries Studies		
	12	English 12	College Transition Math or Algebra II	Recommended Elective	Civics for the 21st Century		
	Business Law, Business Math, Personal Finance, Office Management, Psychology, Human Services, Foreign Language I & II, higher math, JROTC, Economics						
REC. ELECTIVES	SAMPLE Occupations Relating to This Concentration. To learn more about careers, go to						http://www.bls.gov/search/ooah.asp?ct=OOH
	Occupations Requiring CTE Completion ▶ Adjuster ▶ Billing Clerk ▶ Bank Teller ▶ Bookkeeper ▶ Cashier ▶ Executive Secretary/Administrative Assistant ▶ Insurance Services ▶ Investment Services ▶ Tax Preparer			Occupations Requiring Postsecondary Education ▶ Accounting Clerk ▶ Bank Clerk			Occupations Requiring Baccalaureate Degree and Beyond

Business and Marketing Cluster

This concentration program of study (Based on **BM1430 Business**) can serve as a guide for the Individualized Student Transition Plan (ISTP) for this Career Technical Education (CTE) concentration.

Program of study was developed as required course work according to [Policy 2510](#) to meet the state 21st Century educational and career goals.

(SKILLED PATHWAY)

EDUCATION LEVELS	GRADE	English/Language Arts Required Course Sequence According to Policy 2510	Math Recommended Course Sequence According to Policy 2510	Science Required Course Sequence According to Policy 2510	Social Studies/Sciences Required Course Sequence According to Policy 2510	Other Required Courses	Career and Technical Core Courses for Business Concentration
SECONDARY	9	English 9	Algebra I	Physical Science	World Studies to 1900	Physical Education Health The Arts Computer Apps 5th English Req. Bus. Comm. or Speech	1439 Introduction to Business & Marketing 1401 Accounting Principles I 0422 Marketing Principles I 1445 Management/ Entrepreneurship 4 Recommended Electives - 3 Unrestricted Electives
	10	English 10	Geometry	Biology or Conceptual Biology	United States Studies to 1900		
	11	English 11	Conceptual Math	Chemistry or Conceptual Chemistry	20th and 21st Centuries Studies		
	12	English 12	College Transition Math or Algebra II	Recommended Elective	Civics for the 21st Century		
	Business Communications, Business Law, Business Math, Marketing Principles II, Personal Finance, Office Managmeent, Economics, Foreign Language I & II, JROTC, Psychology, Human Services, higher math						
REC. ELECTIVES	SAMPLE Occupations Relating to This Concentration. To learn more about careers, go to http://www.bls.gov/search/oooh.asp?ct=OOH .						
	Occupations Requiring CTE Completion		Occupations Requiring Postsecondary Education		Occupations Requiring Baccalaureate Degree and Beyond		
<ul style="list-style-type: none"> ▶ Entrepreneur ▶ Retail Sales Assistant Manager ▶ Counter & Rental Clerk ▶ Interviewer ▶ Receptionist ▶ Telemarketer 		<ul style="list-style-type: none"> ▶ Administrative Services Manager ▶ Para Legal ▶ Retail Sales Assistant Manager ▶ Office Managent 					

Business and Marketing Cluster

This concentration program of study (Based on **BM1460 E-Commerce**) can serve as a guide for the Individualized Student Transition Plan (ISTP) for this Career Technical Education (CTE) concentration. Program of study was developed as required course work according to [Policy 2510](#) to meet the state 21st Century educational and career goals.

(SKILLED PATHWAY)

EDUCATION LEVELS	GRADE	English/Language Arts Required Course Sequence According to Policy 2510	Math Recommended Course Sequence According to Policy 2510	Science Required Course Sequence According to Policy 2510	Social Studies/Sciences Required Course Sequence According to Policy 2510	Other Required Courses	Career and Technical Core Courses for E-Business Concentration
	SECONDARY	9	English 9	Algebra I	Physical Science	World Studies to 1900	Physical Education
10		English 10	Geometry	Biology or Conceptual Biology	United States Studies to 1900	Health	1455 Web Page Publishing
11		English 11	Conceptual Math	Chemistry or Conceptual Chemistry	20th and 21st Centuries Studies	The Arts	0422 Marketing Principles I
12		English 12	College Transition Math or Algebra II	Recommended Elective	Civics for the 21st Century	Computer Apps 5th English Req. Bus. Comm. or Speech	1445 Management/ Entrepreneurship
							4 Additional Recommended Electives - 3 Unrestricted Electives

Accounting Principles I, Office Management, Personal Finance, Business Law, Business Math, Psychology, Human Services, Foreign Language I & II, Economics, higher math, Global Marketing

REC. ELECTIVES

SAMPLE Occupations Relating to This Concentration. To learn more about careers, go to

<http://www.bls.gov/search/ooah.asp?ct=OOH>

Occupations Requiring CTE Completion

- ▶ Entrepreneur
- ▶ Web Support
- ▶ Technical Support
- ▶ Retail Sales
- ▶ Proofreader and Copy Marker
- ▶ Administrative Assistant
- ▶ Advertising Manager
- ▶ Advertising Salesperson
- ▶ Assistant Marketing Manager
- ▶ Business Consultant
- ▶ Business Owner
- ▶ Small Business Manager

Occupations Requiring Postsecondary Education

- ▶ Technical Service
- ▶ Sales
- ▶ Retail Assistant Manager
- ▶ Web Design
- ▶ Entrepreneur
- ▶ Support Technician
- ▶ Web Support Specialist

Occupations Requiring Baccalaureate Degree and Beyond

Business and Marketing Cluster

This concentration program of study (Based on **BM1500 High School of Business**) can serve as a guide for the Individualized Student Transition Plan (ISTP) for this Career Technical Education (CTE) concentration. Program of study was developed as required course work according to [Policy 2510](#) to meet the state 21st Century educational and career goals.

(PROFESSIONAL PATHWAY)

EDUCATION LEVELS	GRADE	English/Language Arts Required Course Sequence According to Policy 2510	Math Recommended Course Sequence According to Policy 2510	Science Required Course Sequence According to Policy 2510	Social Studies/Sciences Required Course Sequence According to Policy 2510	Other Required Courses	Career and Technical Core Courses for High School of Business
	SECONDARY	9	English 9	Algebra I	Physical Science	World Studies to 1900	Physical Education Health Foreign Language I Foreign Language II The Arts Computer Apps. 5th English Requirement
10		English 10	Geometry	Biology or Conceptual Biology	United States Studies to 1900		
11		English 11	Algebra	Chemistry or Conceptual Chemistry	20th and 21st Centuries Studies		
12		English 12	Trigonometry or Pre- Calculus	4th Science	Civics for the 21st Century		

Economics, Psychology, Human Services, Foreign Language I-II, Office Management, Web-Based Design, E-Commerce, Business Computer Applications II

REC. ELECTIVES

SAMPLE Occupations Relating to This Concentration. To learn more about careers, go to <http://www.bls.gov/search/oooh.asp?ct=OOH>.

Occupations Requiring Baccalaureate Degree and Beyond

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| <ul style="list-style-type: none"> ▶ Account Executive ▶ Accountant ▶ Accounting Manager ▶ Accounts Payable Manager ▶ Administrative Assistant ▶ Advertising Manager ▶ Advertising Sales Person ▶ Agent ▶ Art Director ▶ Assistant Marketing Manager ▶ Auditor ▶ Bank Executive ▶ Banking & Finance ▶ Benefits Analyst | <ul style="list-style-type: none"> ▶ Broadcasting ▶ Broker ▶ Budget Analyst ▶ Business Analyst/Consultant ▶ Business Consultant ▶ Business Manager ▶ Business Owner ▶ Buyer ▶ Certified Financial Planner ▶ Certified Gov't Accountant ▶ Certified Internal Auditor ▶ Certified Mgr'l Accountant ▶ Certified Valuation Analyst ▶ Certified Public Accountant | <ul style="list-style-type: none"> ▶ Commerical & Ind. Designer ▶ Company Executive ▶ Copywriter/Designer ▶ Corporate Trainer ▶ Cost Estimator ▶ Destination Marketer ▶ E-Commerce Analyst ▶ Entrepreneur ▶ Event Manager ▶ Facilities Manager ▶ Fashion Marketer ▶ Finance Director ▶ Financial Advisor ▶ Financial Analyst | <ul style="list-style-type: none"> ▶ Food Marketer ▶ Foods Manager ▶ Gaming Worker ▶ General Manager ▶ Graphic Designer ▶ Hospital Administrator ▶ Hotel/Restaurant Manager ▶ Human Resources Manager ▶ Insurance Executive ▶ Insurance Sales Agent ▶ Interior Designer ▶ International Trade Specialist ▶ Investment Executive | <ul style="list-style-type: none"> ▶ Loan Officer ▶ Management Analyst ▶ Marketing Analyst ▶ Materials Manager ▶ Medical Transcriptionist ▶ Museum Technician ▶ Office Manager ▶ OSHA/ADA Compliance Officer ▶ Payroll Professional ▶ Personnel Recruiter ▶ Pharmaceutical Sales ▶ Product Promotor ▶ Public Administrator ▶ Public Relations Executive | <ul style="list-style-type: none"> ▶ Public Relations Manager ▶ Public Relations Sales ▶ Purchasing Agent ▶ Purchasing Manager ▶ Real Estate Broker ▶ Real Estate Sales Agent ▶ Retirement Counselor ▶ Risk Manager ▶ Sales Representative ▶ Securities and Commodities ▶ Small Business Manager ▶ Stock Broker | <ul style="list-style-type: none"> ▶ Supervisor/Manager ▶ Tax Accountant ▶ Tour/Hospitality Marketer Manager ▶ Trade Manager ▶ Transport Manager ▶ Wholesale and Retail Buyer |
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Business and Marketing Cluster

This concentration program of study (Based on **BM1490 Human Resource Management**) can serve as a guide for the Individualized Student Transition Plan (ISTP) for this Career Technical Education (CTE) concentration.

Program of study was developed as required course work according to [Policy 2510](#) to meet the state 21st Century educational and career goals.

(SKILLED PATHWAY)

EDUCATION LEVELS	GRADE	English/Language Arts Required Course Sequence According to Policy 2510	Math Recommended Course Sequence According to Policy 2510	Science Required Course Sequence According to Policy 2510	Social Studies/Sciences Required Course Sequence According to Policy 2510	Other Required Courses	Career and Technical Core Courses for Human Resource Management Concentration
SECONDARY	9	English 9	Algebra I	Physical Science	World Studies to 1900	Physical Education Health The Arts 5th English Req. Bus. Comm. or Speech	1439 Introduction to Business & Marketing 1411 Business Computer Applications I 1417 Business Law 1445 Management/ Entrepreneurship 5 Recommended Electives - 3 Unrestricted Electives
	10	English 10	Geometry	Biology or Conceptual Biology	United States Studies to 1900		
	11	English 11	Conceptual Math	Chemistry or Conceptual Chemistry	20th and 21st Centuries Studies		
	12	English 12	College Transition Math or Algebra II	Recommended Elective	Civics for the 21st Century		
REC. ELECTIVES	Business Communications, Office Management, Personal Finance, Psychology, Human Services, JROTC , Foreign Language I & II, Economics, higher math						
	SAMPLE Occupations Relating to This Concentration. To learn more about careers, go to http://www.bls.gov/search/oooh.asp?ct=OOH .						
		Occupations Requiring CTE Completion		Occupations Requiring Postsecondary Education		Occupations Requiring Baccalaureate Degree and Beyond	
		<ul style="list-style-type: none"> ▶ Human Resources Assistant ▶ Administrative Assistant ▶ Checker & Clerk ▶ Credit Authorizer ▶ Interviewer 		<ul style="list-style-type: none"> ▶ Administrative Assistant ▶ Interviewer ▶ Human Resources Associate 			

Business and Marketing Cluster

This concentration program of study (Based on **BM1476 Management Applications**) can serve as a guide for the Individualized Student Transition Plan (ISTP) for this Career Technical Education (CTE) concentration.

Program of study was developed as required course work according to [Policy 2510](#) to meet the state 21st Century educational and career goals.

(SKILLED PATHWAY)

EDUCATION LEVELS	GRADE	English/Language Arts Required Course Sequence According to Policy 2510	Math Recommended Course Sequence According to Policy 2510	Science Required Course Sequence According to Policy 2510	Social Studies/Sciences Required Course Sequence According to Policy 2510	Other Required Courses	Career and Technical Core Courses for Management Applications Concentration
SECONDARY	9	English 9	Algebra I	Physical Science	World Studies to 1900	Physical Education Health The Arts 5th English Req. Bus. Comm. or Speech	1411 Business Computer Applications I 1417 Business Law 1401 Accounting Principles I 1445 Management /Entrepreneurship 5 Recommended electives - 3 Unrestricted Electives
	10	English 10	Geometry	Biology or Conceptual Biology	United States Studies to 1900		
	11	English 11	Conceptual Math	Chemistry or Conceptual Chemistry	20th and 21st Centuries Studies		
	12	English 12	College Transition Math or Algebra II	Recommended Elective	Civics for the 21st Century		
	12	English 12	College Transition Math or Algebra II	Recommended Elective	Civics for the 21st Century		
REC. ELECTIVES	Business Math, Marketing Principles I, Global Marketing, Personal Finance, Business Computer Applications II, Psychology, Human Services, JROTC, higher math, Foreign Language I & II						
SAMPLE Occupations Relating to This Concentration. To learn more about careers, go to http://www.bls.gov/search/oooh.asp?ct=OOH.							
Occupations Requiring CTE Completion				Occupations Requiring Postsecondary Education		Occupations Requiring Baccalaureate Degree and Beyond	
<ul style="list-style-type: none"> ▶ Retail Sales Assistant Manager ▶ Office Administrative Manager ▶ Real Estate and Small Business Manager ▶ Retail Department Manager ▶ Telemarketing Manager 				<ul style="list-style-type: none"> ▶ Administrative Services Manager ▶ Retail Sales Assistant Manager ▶ Associate Marketing Manager 			

Business and Marketing Cluster

This concentration program of study (Based on **BM0420 Marketing**) can serve as a guide for the Individualized Student Transition Plan (ISTP) for this Career Technical Education (CTE) concentration.

Program of study was developed as required course work according to [Policy 2510](#) to meet the state 21st Century educational and career goals.

(SKILLED PATHWAY)

EDUCATION LEVELS	GRADE	English/Language Arts Required Course Sequence According to Policy 2510	Math Recommended Course Sequence According to Policy 2510	Science Required Course Sequence According to Policy 2510	Social Studies/Sciences Required Course Sequence According to Policy 2510	Other Required Courses	Career and Technical Core Courses for Marketing Concentration		
SECONDARY	9	English 9	Algebra I	Physical Science	World Studies to 1900	Physical Education Health The Arts Computer Apps 5th English Req. Bux. Comm. or Speech	0422 Marketing Principles I 0425 Marketing Principles II 0410 Global Business and Marketing 1445 Management and Entrepreneurship 4 Recommended Electives - 3 Unrestricted Electives		
	10	English 10	Geometry	Biology or Conceptual Biology	United States Studies to 1900				
	11	English 11	Conceptual Math	Chemistry or Conceptual Chemistry	20th and 21st Centuries Studies				
	12	English 12	College Transition Math or Algebra II	Recommended Elective	Civics for the 21st Century				
REC. ELECTIVE	Accounting Principles I, Office Management, Business Law, Business Computer Applications II, Principles of Accounting II, Foreign Language I -IV, Psychology, Statistics, Marketing Work I & II (must be a senior enrolled in a Marketing class), Human Services, Graphic Design, Art, Economics								
	SAMPLE Occupations Relating to This Concentration. To learn more about careers, go to http://www.bls.gov/search/ooah.asp?ct=OOH.								

Occupations Requiring CTE Completion

- ▶ Advertising Sales Agent
- ▶ Apparel Marketing
- ▶ Automobile Dealership
- ▶ Cashier
- ▶ Counter and Retail Clerk
- ▶ Credit Authorizer, Checker, and Clerk
- ▶ Customer Service Representative
- ▶ Demonstrator and Product Promoter
- ▶ First-Line Supervisor/Manager of Retail Sales
- ▶ Human Resources Assistant
- ▶ New Accounts Clerk
- ▶ Postal Service Mail Sorter/Processor
- ▶ Production, Planning, and Expediting Clerk
- ▶ Proofreader and Copy Marker
- ▶ Receptionist and Information Clerk
- ▶ Sales Representative, Wholesale & Mfg
- ▶ Shipping, Receiving, and Traffic Clerk
- ▶ Stock Clerk and Order Filler
- ▶ Telemarketer
- ▶ Travel Agent
- ▶ Weigher, Measurer, Checker, and Sampler

Occupations Requiring Postsecondary Education

- ▶ Advertising Sales Agent
- ▶ Appraiser and Assessor of Real Estate
- ▶ Banker
- ▶ Claims Adjuster, Examiner, and Investigator
- ▶ Insurance Sales Agent
- ▶ Meeting and Convention Planner
- ▶ Real Estate Broker
- ▶ Real Estate Sales Agent

Occupations Requiring Baccalaureate Degree and Beyond

Business and Marketing Cluster

This concentration program of study (Based on **BM1420 Office Administrative Support**) can serve as a guide for the Individualized Student Transition Plan (ISTP) for this Career Technical Education (CTE) concentration. Program of study was developed as required course work according to [Policy 2510](#) to meet the state 21st Century educational and career goals.

(SKILLED PATHWAY)

EDUCATION LEVELS	GRADE	English/Language Arts Required Course Sequence According to Policy 2510	Math Recommended Course Sequence According to Policy 2510	Science Required Course Sequence According to Policy 2510	Social Studies/Sciences Required Course Sequence According to Policy 2510	Other Required Courses	Career and Technical Core Courses for Office Administrative Support Concentration
	SECONDARY	9	English 9	Algebra I	Physical Science	World Studies to 1900	Physical Education Health The Arts 5th English Req. Bus. Comm. or Speech
10		English 10	Geometry	Biology or Conceptual Biology	United States Studies to 1900		
11		English 11	Conceptual Math	Chemistry or Conceptual Chemistry	20th and 21st Centuries Studies		
12		English 12	College Transition Math or Algebra II	Recommended Elective	Civics for the 21st Century		
REC. ELECTIVE	Accounting Principles II, Business Law, Management & Entrepreneurship, Marketing Principles I, Foreign Language I & II, JROTC, Economics, Psychology, Human Services, Business Computer Applications II						
	SAMPLE Occupations Relating to This Concentration. To learn more about careers, go to http://www.bls.gov/search/ooah.asp?ct=OOH.						
Occupations Requiring CTE Completion		Occupations Requiring Postsecondary Education			Occupations Requiring Baccalaureate Degree and Beyond		
<ul style="list-style-type: none"> ▶ Counter and Rental Clerk ▶ Court, Municipal, and License Clerk ▶ Customer Service Representative ▶ Executive Secretary and Administrative Assistant ▶ Human Resources Assistant ▶ Interviewer ▶ Legal Secretary ▶ Library Assistant, Clerical ▶ Postal Service Mail Sorter/Processor ▶ Computer Operator ▶ Police, Fire, and Ambulance Dispatcher ▶ Production, Planning, and Expediting Clerk 		<ul style="list-style-type: none"> ▶ Mail Clerk/Mail Machine Operator ▶ Medical Secretary ▶ Office Clerk, General ▶ Data Entry Keyer ▶ Postal Service Clerk ▶ Postal Service Mail Carrier ▶ Proofreader and Copy Marker ▶ Receptionist and Information Clerk ▶ Word Processor and Typist ▶ First-Line Supervisor/Manager of Ret ▶ Stock Clerk and Order Filler ▶ Weigher, Measurer, Checker, and Sampler ▶ Bill and Account Collector ▶ Billing and Posting Clerk and Machine Operator ▶ Credit Authorizer, Checker, and Clerk ▶ New Accounts Clerk ▶ Shipping, Receiving, and Traffic Clerk ▶ Cashier ▶ Demonstrator and Product Promoter ▶ Sales Representative, Wholesale and Manufacturing 			<ul style="list-style-type: none"> ▶ Advertising Sales Agent ▶ Appraiser and Assessor of Real Estate ▶ Claims Adjuster, Examiner, and Investigator ▶ Legal Secretary ▶ Paralegal and Legal Assistant ▶ Real Estate Broker ▶ Real Estate Sales Agent 		

Business and Marketing Cluster

This concentration program of study (Based on **BM1477 Personal Financial Management**) can serve as a guide for the Individualized Student Transition Plan (ISTP) for this Career Technical Education (CTE) concentration. Program of study was developed as required course work according to [Policy 2510](#) to meet the state 21st Century educational and career goals.

(SKILLED PATHWAY)

EDUCATION LEVELS	GRADE	English/Language Arts Required Course Sequence According to Policy 2510	Math Recommended Course Sequence According to Policy 2510	Science Required Course Sequence According to Policy 2510	Social Studies/Sciences Required Course Sequence According to Policy 2510	Other Required Courses	Career and Technical Core Courses for Personal Financial Management Concentration	
SECONDARY	9	English 9	Algebra I	Physical Science	World Studies to 1900	Physical Education Health The Arts 5th English Req. Bus. Comm. or Speech	1439 Introduction to Business & Marketing 1411 Business Computer Applications I 1451 Personal Finance 1401 Accounting Principles I 5 Recommended Electives - 3 Unrestricted Electives	
	10	English 10	Geometry	Biology or Conceptual Biology	United States Studies to 1900			
	11	English 11	Conceptual Math	Chemistry or Conceptual Chemistry	20th and 21st Centuries Studies			
	12	English 12	College Transition Math or Algebra II	Recommended Elective	Civics for the 21st Century			
REC. ELECTIVES	Accounting Principles II, Business Math, Management & Entrepreneurship, Economics, Business Computer Applications II, Psychology, Human Services, JROTC, Foreign Language I & II, higher math							
	SAMPLE Occupations Relating to This Concentration. To learn more about careers, go to http://www.bls.gov/search/ooah.asp?ct=OOH.							
<u>Occupations Requiring CTE Completion</u>		<u>Occupations Requiring Postsecondary Education</u>			<u>Occupations Requiring Baccalaureate Degree and Beyond</u>			
<ul style="list-style-type: none"> ▶ Payroll Clerk ▶ Insurance Sales ▶ Bank Teller ▶ Cashier ▶ Customer Service Representative ▶ Banking Administrative Assistant ▶ Human Resources Assistant ▶ Investment Assistant 		<ul style="list-style-type: none"> ▶ Personal Financial Services Representative ▶ Accounting Assistant ▶ Payroll Clerk ▶ Insurance Sales ▶ Mortgage Loan Assistant 						

Business and Marketing Cluster

This concentration program of study (Based on **BM1478 Small Business Management**) can serve as a guide for the Individualized Student Transition Plan (ISTP) for this Career Technical Education (CTE) concentration. Program of study was developed as required course work according to [Policy 2510](#) to meet the state 21st Century educational and career goals.

(SKILLED PATHWAY)

EDUCATION LEVELS	GRADE	English/Language Arts Required Course Sequence According to Policy 2510	Math Recommended Course Sequence According to Policy 2510	Science Required Course Sequence According to Policy 2510	Social Studies/Sciences Required Course Sequence According to Policy 2510	Other Required Courses and Recommended CTE Electives	Career and Technical Core Courses for Small Business Management Concentration	
SECONDARY	9	English 9	Algebra I	Physical Science	World Studies to 1900	Physical Education Health The Arts Computer Apps 5th English Req. Bus. Comm. or Speech	1417 Business Law 1401 Accounting Principles I 0422 Marketing Principles I 1445 Management/ Entrepreneurship 4 Recommended Electives - 3 Unrestricted Electives	
	10	English 10	Geometry	Biology or Conceptual Biology	United States Studies to 1900			
	11	English 11	Conceptual Math	Chemistry or Conceptual Chemistry	20th and 21st Centuries Studies			
	12	English 12	College Transition Math or Algebra II	Recommended Elective	Civics for the 21st Century			
REC. ELECTIVES	Accounting Principles II, Business Math, Introduction to Business and Marketing, Personal Finance, Office Management, Psychology, Human Services, JROTC, higher math, Foreign Language I & II, E-Commerce, Web-page Publishing, Economics							
	SAMPLE Occupations Relating to This Concentration. To learn more about careers, go to http://www.bls.gov/search/ooah.asp?ct=OOH.							
Occupations Requiring CTE Completion		Occupations Requiring Postsecondary Education			Occupations Requiring Baccalaureate Degree and Beyond			
<ul style="list-style-type: none"> ▶ Entrepreneur ▶ Insurance Services ▶ Sales ▶ Retail Sales Manager ▶ Real Estate Sales ▶ Web-based Business Owner 		<ul style="list-style-type: none"> ▶ Entrepreneur ▶ E-Commerce ▶ E-Business Publishing Manager ▶ Investments ▶ Insurance Sales & Management ▶ Sales Manager ▶ Credit Assistant Manager ▶ Loan Officer 						

Business and Marketing Cluster

This concentration program of study can serve as a guide for the Individualized Student Transition Plan (ISTP) for this Career Technical Education (CTE) concentration. Program of study was developed as required course work according to [Policy 2510](#) to meet the state 21st Century educational and career goals for the professional pathway.

(PROFESSIONAL PATHWAY)

EDUCATION LEVELS	GRADE	English/Language Arts Required Course Sequence According to Policy 2510	Math Recommended Course Sequence According to Policy 2510	Science Required Course Sequence According to Policy 2510	Social Studies/ Sciences Required Course Sequence According to Policy 2510	Other Required Courses		
	SECONDARY	9	English 9	Algebra I	Physical Science	World Studies to 1900	Physical Education Health The Arts Foreign Language I	Foreign Language II 6 Recommended Electives - 3 Unrestricted Electives 5th English Requirement, Business Communications or Speech Computer Applications
10		English 10	Geometry	Biology	United States Studies to 1900			
11		English 11	Algebra II	Chemistry	20th and 21st Centuries Studies			
12		English 12	Trigonometry or Pre-Calculus	4th Science	Civics for the 21st Century			

Introduction to Business and Marketing, Accounting Principles I, Accounting Principles II, Economics, Psychology, Business Law, Calculus, Foreign Language III & IV, any higher math, Human Services, AP courses, Web-Based Design, Office Management, Business Computer Applications II, E-Commerce, Web-Based Design

REC. ELECTIVES

SAMPLE Occupations Relating to This Concentration. To learn more about careers, go to <http://www.bls.gov/search/ooah.asp?ct=OOH>.

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|--|---|--|--|---|---|---|
| <ul style="list-style-type: none"> ▶ Account Executive ▶ Accountant ▶ Accounting Manager ▶ Accounts Payable Manager ▶ Administrative Assistant ▶ Advertising Manager ▶ Advertising Sales Person ▶ Agent ▶ Art Director ▶ Assistant Marketing Manager ▶ Auditor ▶ Bank Executive ▶ Banking & Finance ▶ Benefits Analyst | <ul style="list-style-type: none"> ▶ Broadcasting ▶ Broker ▶ Budget Analyst ▶ Business Analyst/Consultant ▶ Business Consultant ▶ Business Manager ▶ Business Owner ▶ Buyer ▶ Certified Financial Planner ▶ Certified Gov't Accountant ▶ Certified Internal Auditor ▶ Certified Mgrl Accountant ▶ Certified Valuation Analyst ▶ Certified Public Accountant | <ul style="list-style-type: none"> ▶ Commerical & Ind. Designer ▶ Company Executive ▶ Copywriter/Designer ▶ Corporate Trainer ▶ Cost Estimator ▶ Destination Marketer ▶ E-Commerce Analyst ▶ Entrepreneur ▶ Event Manager ▶ Facilities Manager ▶ Fashion Marketer ▶ Finance Director ▶ Financial Advisor ▶ Financial Analyst | <p style="text-align: center;">Occupations Requiring Baccalaureate Degree and Beyond</p> <ul style="list-style-type: none"> ▶ Food Marketer ▶ Foods Manager ▶ Gaming Worker ▶ General Manager ▶ Graphic Designer ▶ Hospital Administrator ▶ Hotel/Restaurant Manager ▶ Human Resources Manager ▶ Insurance Executive ▶ Insurance Sales Agent ▶ Interior Designer ▶ International Trade Specialist ▶ Investment Executive | <ul style="list-style-type: none"> ▶ Loan Officer ▶ Management Analyst ▶ Marketing Analyst ▶ Materials Manager ▶ Medical Transcriptionist ▶ Museum Technician ▶ Office Manager ▶ OSHA/ADA Compliance Officer ▶ Payroll Professional ▶ Personnel Recruiter ▶ Pharmaceutical Sales ▶ Product Promotor ▶ Public Administrator ▶ Public Relations Executive | <ul style="list-style-type: none"> ▶ Public Relations Manager ▶ Public Relations Sales ▶ Purchasing Agent ▶ Purchasing Manager ▶ Real Estate Broker ▶ Real Estate Sales Agent ▶ Retirement Counselor ▶ Risk Manager ▶ Sales Representative ▶ Securities and Commodities ▶ Small Business Manager ▶ Stock Broker | <ul style="list-style-type: none"> ▶ Supervisor/Manager ▶ Tax Accountant ▶ Tour/Hospitality Marketer Manager ▶ Trade Manager ▶ Transport Manager ▶ Wholesale and Retail Buyer |
|--|---|--|--|---|---|---|

West Virginia Mathematics

Possible Course Sequences in response to Policy 2510 (Entering Freshman 2008-2009)

Four Mathematics credits are required for all students beginning with freshman 2008-2009. It is the intent that students in West Virginia will take mathematics annually, but they must take at least three mathematics classes in grades 9-12. Recommended course sequences listed here are not inclusive. These are not complete lists of every possible pathway to graduation.

Professional Pathway

8 th Grade	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Algebra I <i>(high school credit)</i>	Geometry	Algebra II	Trigonometry	Pre-Calculus
8 th Grade Mathematics	Algebra I	Geometry	Algebra II	Trigonometry
8 th Grade Mathematics	Algebra I <i>(1 high school math credit)</i> ----- Algebra I Support <i>(1 high school math credit)</i>	Geometry	Algebra II	Trigonometry

Skilled Pathway

8 th Grade	9 th Grade	10 th Grade	11 th Grade	12 Grade
8 th Grade Mathematics	Algebra I	Geometry	Algebra II	College Transitions
8 th Grade Mathematics	Algebra I	Geometry	Conceptual Mathematics	Algebra II <i>or</i> College Transitions
8 th Grade Mathematics	Algebra I	Applied Geometry	Conceptual Mathematics	College Transitions <i>or</i> Algebra II
8 th Grade Mathematics	Algebra I <i>(1 high school math credit)</i> ----- Algebra I Support <i>(1 high school math credit)</i>	Geometry <i>or</i> Applied Geometry	Conceptual Mathematics	College Transitions

*College Transitions Mathematics Course-Students in the professional pathway and college bound students in the skilled pathway, who do not achieve the State Assessment College Readiness benchmark for mathematics, shall be required to take college transition mathematics course during their senior year. Students in the professional pathway and college bound students in the skilled pathway, who do not achieve the State assessment college readiness benchmark for mathematics, shall be required to take a college transition mathematics course during their senior year.

**Any College Board AP course or IB Program taught by a trained AP/IB teacher may substitute for a course related graduation

*** Elective courses, including Calculus, Probability and Statistics, and Algebra III may also be included in the course sequence.

**** In order for a student to receive 1 credit for Algebra I and 1 credit for Algebra I Support the student must be enrolled in the equivalent of two high school courses.