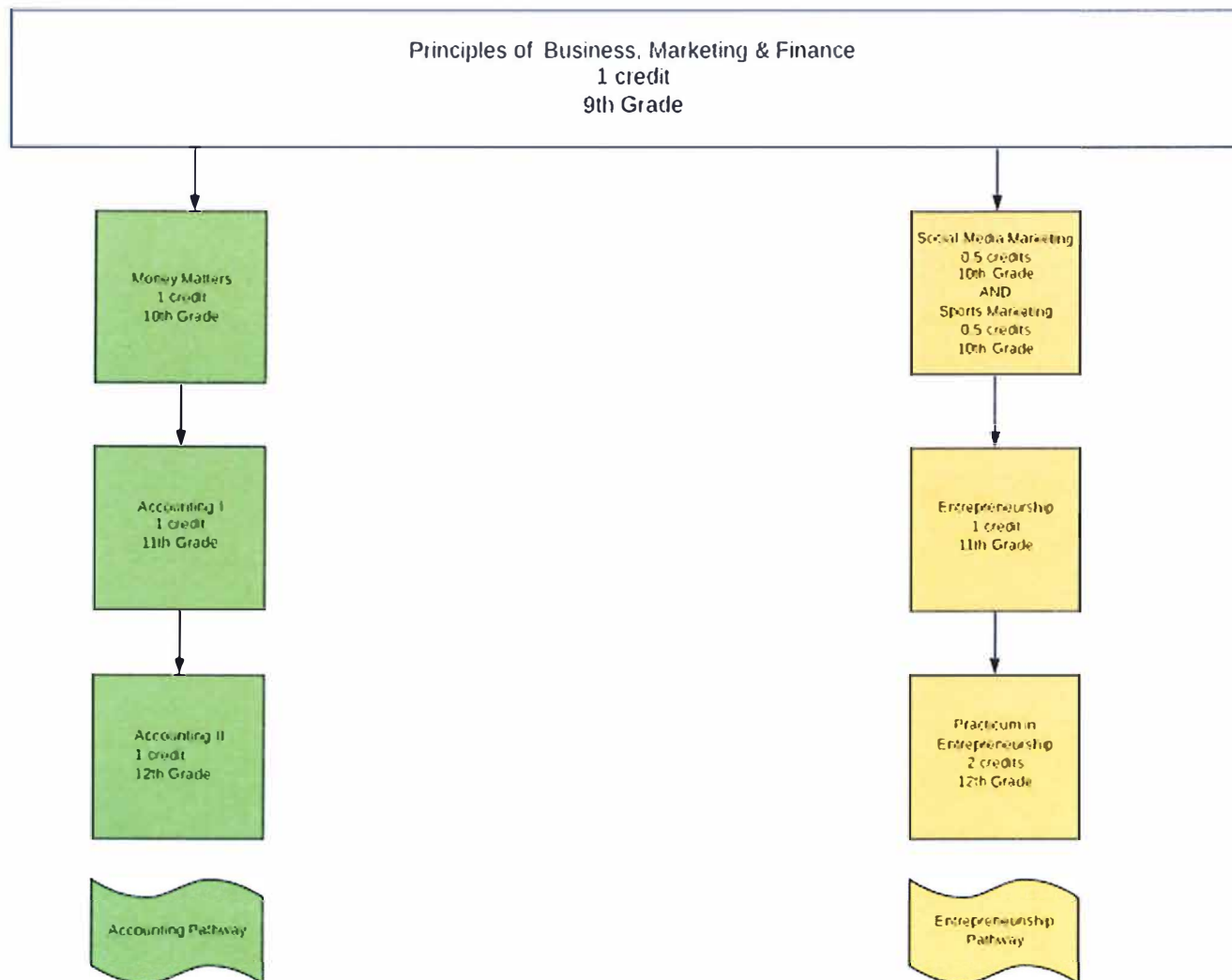




Crosby ISD CTE Programs of Study 2019 - 2020

Endorsement: Business and Industry CTE Cluster: Business, Marketing & Finance





Crosby ISD CTE Programs of Study 2019 - 2020

Endorsement: Business and Industry CTE Cluster: Business, Marketing, and Finance

	Accounting Pathway	Marketing Pathway
9th Grade	Principles of Business, Marketing, and Finance (1 credit)	Principles of Business, Marketing, and Finance (1 credit)
10th Grade	Money Matters (1 credit)	Social Media Marketing (.5 credit) And Sports Marketing (.5 credit)
11th Grade	Accounting I (1 credit)	Entrepreneurship (1 credit)
12th Grade	Accounting II (1 credit)	Practicum in Entrepreneurship (2 credits)
Additional Courses	Financial Math (1 credit) Banking & Financial Services (1 credit)	Business Management (1 credit)
Certifications	Intuit Quickbooks Certified User	Microsoft Office Specialist



Crosby ISD CTE Programs of Study 2019 - 2020

CTE Cluster: Business, Marketing & Finance Course Descriptions

9th Grade Options:

- ***Principles of Business, Marketing & Finance*** enables students to 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.
Credit: 1 Prerequisite: None

10th Grade Options:

- ***Money Matters*** allows students to investigate money management from a personal financial perspective. Students will apply critical-thinking skills to analyze financial options based on current and projected economic factors. Students will gain knowledge and skills necessary to establish short-term and long-term financial goals. Students will examine various methods of achieving short-term and long-term financial goals through various methods such as investing, tax planning, asset allocating, risk-management, retirement planning, and estate planning.
Credit: 1 Prerequisite: Principles of Business, Marketing & Finance
- ***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.
Credit: .5 Prerequisite: Principles of Business, Marketing & Finance
- ***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.
Credit: .5 Prerequisite: Principles of Business, Marketing & Finance

11th Grade Options:

- ***Accounting I*** will allow students to investigate the field of accounting, including how it is impacted by industry standards as well as economic, financial, technological, international, social, legal, and ethical factors. Students will reflect on this knowledge as they engage in the process of recording, classifying, summarizing, analyzing, and communicating accounting information. Students will formulate and interpret financial information for use in management decision making. Accounting includes such activities as bookkeeping, systems design, analysis, and interpretation of accounting information.
Credit: 1 Prerequisite: Principles of Business, Marketing & Finance
- ***Entrepreneurship*** will allow students to develop the knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design.
Credit: 1 Prerequisite: Social Media Marketing and Sports and Entertainment Marketing



Crosby ISD CTE Programs of Study 2019 - 2020

12th Grade Options:

- **Accounting II** allows students to continue the investigation of the field of accounting, including how it is impacted by industry standards as well as economic, financial, technological, international, social, legal, and ethical factors. Students will reflect on this knowledge as they engage in various managerial, financial, and operational accounting activities. Students will formulate, interpret, and communicate financial information for use in management decision making. Students will use equations, graphical representations, accounting tools, spreadsheet software, and accounting systems in real-world situations to maintain, monitor, control, and plan the use of financial resources.
Credit: 1 Prerequisite: Accounting I
- **Practicum in Entrepreneurship** will allow students to develop the knowledge and skills needed for success in an entrepreneurial setting. This course integrates the skills and knowledge students have learned in entrepreneurship and apply them in an entrepreneurial setting. Since much of this course involves interaction with the business community, students are expected to represent yourself professionally. This includes showing up, on time, to every scheduled "business meeting" fully prepared and ready to expand and share your knowledge and skills. A key to entrepreneurial success is the ability to gather, interpret and retain information utilizing the acquired knowledge towards action. With respect to this approach, all students will be expected to think in entrepreneurial terms.
Credit: 2 Prerequisite: Entrepreneurship

Additional Course Options 10-12

- **Financial Math** is a course about personal money management. Students will apply critical-thinking skills to analyze personal financial decisions based on current and projected economic factors.
Credit: 1 Prerequisite: Algebra I
- **Banking and Financial Services** enables students will develop knowledge and skills in the economic, financial, technological, international, social, and ethical aspects of banking to become competent employees and entrepreneurs. Students will incorporate a broad base of knowledge that includes the operations, sales, and management of banking institutions to gain a complete understanding of how banks function within society.
Credit: 1 Prerequisite: Principles of Business, Marketing & Finance
- **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.
Credit: 1 Prerequisite: Principles of Business, Marketing & Finance