



# Business Management and Administration



The Business Management and Administration program prepares learners for careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations. Career opportunities in this cluster are available in every sector of the economy and require specific skills in organization, time management, customer service, and communication. Rigorous instruction is provided to equip learners with knowledge and skills for college and career readiness. Extended learning experiences to enrich and enhance instruction is reinforced through student participation in Future Business Leaders of America (FBLA).



Through classroom and hands-on learning experiences, students enrolled in the Business Management and Administration Pathway will take courses in Business Technology Applications, Business Essentials, Multimedia, and Work-based Learning. Students will learn about and prepare for a career in the business industry. Career Readiness Indicators are credentials/certifications available to all students enrolled in the Business Pathway where career and technical skill proficiencies are aligned with industry-recognized standards. BTA and Advanced BTA students will have the opportunity to become a Microsoft Office Specialist in Word, PowerPoint, Excel, Access, and Outlook. Multimedia students may become a Certified Adobe Associate in Photoshop, In-Design, and Premier Pro. All seniors have the opportunity to earn a WorkKeys certification as well.



## Course Sequence

| 10th Grade | 11th Grade   | 12th Grade  |
|------------|--|---|
| BTA        | Advanced BTA<br>Multimedia Publications<br>Work-Based Learning | Multimedia Design<br>Business Essentials<br>Work-Based Learning |

## Course Descriptions

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### Business Technology Applications

Business Technology Applications is a one-credit foundation course designed to assist students in developing technological proficiencies in word processing, spreadsheets, databases, presentations, communications, Internet use, ethics, and careers using technology applications. Simulations and projects promoting teamwork, leadership, and workplace skills offer further opportunities for application of knowledge and skills.

### Advanced Business Technology Applications

Business Technology Applications—Advanced is a one-credit course that provides students with project-based applications of concepts learned in Business Technology Applications or Business Essentials. Personal computing and business skills are integrated throughout the course as students use a variety of software applications to produce and prepare documents for publication and learn how to select appropriate software for generating information. A major emphasis is placed on guiding students through real-world experiences to aid in the school-to-career transition. The prerequisite for this course is Business Technology Applications or Computer Applications.

### Multimedia Publications

Multimedia Publications is a one-credit course designed to provide students with the ability to utilize digital equipment and multimedia digital imaging software, produce interactive media projects, and develop publication layouts. Students use various hardware peripherals as well as the Internet for integrating skills to create a variety of publications.

### Multimedia Design

Multimedia Design is a one-credit course designed to provide students with hands-on skills involving graphic design, digital photography, Web publishing, and digital video production. Students use various hardware peripherals and software for completing documents.

### Business Essentials

Business Essentials is a one-credit foundation course. Students develop an understanding of how academic skills in mathematics, economics, and written and oral communications are integral components of success in commerce and information technology careers. Students examine current events to determine impact on business and industry and legal and ethical behavior, acquire knowledge of safe and secure environmental controls to enhance productivity, determine how resources are managed to achieve company goals, and identify employability and personal skills needed to obtain a career and be successful in the workplace. As students learn about different types of business ownership, they interpret industry laws and regulations to ensure compliance, identify principles of business management, and analyze business practices to determine ethical and social responsibilities.

### Work-Based Learning

Work-based learning is a major component of Career and Technical Education (CTE). You must be employed by a legitimate company and ideally you should be working in a related field to the career path you plan to follow. WBL should be a learning experience in which you have the opportunity to learn valuable skills related to your future career. As a high school student, it can sometimes be a challenge to find a job in your related field. That's ok too. Any job is going to provide you with basic skills and experiences that will help you in the future. Just keep in mind that you must be employed in order to pass WBL. Your grade comes from monthly Time Cards and Quarterly Evaluations that must be signed by your employer. You are also REQUIRED to have several forms on file and work 140 hours per Semester for each Block that you have WBL.

### BMA Instructors

Ms. Lizzie Clough  
Mrs. Kim Hatchett  
Mrs. Marylane Jacobs  
Mr. Destry Murray