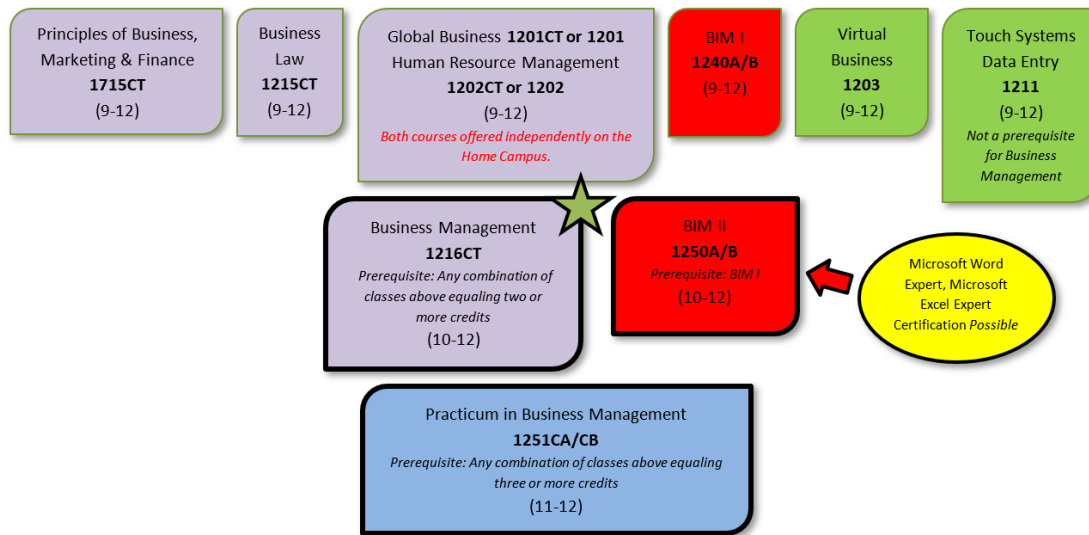


# Business Management & Administration Program of Study



# BUSINESS MANAGEMENT & ADMINISTRATION

## Endorsement: Business & Industry



Certification Requirement
The district will pay 100% of the cost of the certification test if students can show mastery by:
Passing a certification practice test
Maintaining an 80+ overall course average at the time of the certification test
If students don't meet the requirements above, they must pay 100% of the cost of the certification test

★ Certificate of Excellence can be earned for this course.

LEGEND					
Fill Color	Length	Credit	Fill Color	Length	Credit
	18 weeks	1		HC - 18 weeks	0.5
	36 weeks	2-3		HC - 36 weeks	1
	College Course			Advanced Course	

To earn an endorsement, an MISD student must complete a coherent sequence for 4 or more credits that consist of 2 courses in the same program of study including at least 1 advanced CTE course

## Business Management & Administration Recommended Career Pathways



To earn an endorsement, an MISD student must complete a coherent sequence for 4 or more credits that consist of 2 courses in the same program of study including at least 1 advanced CTE course

# Principles of Business, Marketing & Finance



**Prerequisite:** None

**Course:** 1715CT

**Credits:** 1

**Length:** 18 weeks

**Placement:** 9-12

## Course Description

Ever had a great product or service idea? Ever wanted to create a business plan but not known where to start? Well, your time is now! Come join Principles of BMF for a real-world business planning and development simulation. You can share your idea or create new ones with a team of students. Then, you'll have the chance to present your idea to a panel of industry professionals and investment bankers. Ready, set, come on down!

Topics of study include: forms of business ownership, ethics, marketing, finance and roles of government in business.

## Student Activities

ABC's "Shark Tank" simulation with industry professionals

Completion of a business plan by the end of the course

Business consulting with a team of students

## Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

DECA students have access to:

- Guest speakers
- Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition
- Local, State & Nationwide travel with DECA competitive events

## Texas DECA Site



# Business Law



**Prerequisite:** None

**Course:** 1215CT

**Credits:** 1

**Length:** 18 weeks

**Placement:** 9-12

## Course Description

**Have you always dreamed of being a lawyer?**

Did you know:

- Although written over 200 years ago, the Constitution is certainly the most influential legal document in existence. Since its creation some two hundred years ago, over one hundred countries around the world have used it as a model for their own.
- You will sign hundreds, if not thousands of contracts in your life.
- “Ignorance of the law excuses no man.” – John Selden

If you want to be a learn more about the law, then you should enroll in Business Law!

Topics of study include: U.S. Constitution, the court system, criminal law, contracts, ethics, law careers and courtroom procedures.

## Student Activities

Course-long class competition among law firms

Classroom debates about current issues

Mock trials in the Ben Barber courtroom

Find out what it takes to pursue a career in the law field

DECA Competitions

## Organizations

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## Texas DECA Site



# Global Business / Human Resources Management



**Prerequisite:** None

**Credits:** 1

**Length:** 18 weeks

**Course:** 1201/1201CT & 1202/1202CT

**Placement:** 9-12

## Course Description

Have you ever wanted to travel or live in another country? Do you think there are the same stores, malls, banks, or restaurants? Do you know what percentage of your *stuff* is made in other countries? Do you know how all that *stuff* gets to our country? Do you wonder what regulations or permissions are needed to sell or operate businesses in other countries? Well, Global Business is the class for you. Not only will these questions be answered, but we will explore other topics related to business around the world.

Topics of study include: cultural influence on Global Business, government and Global Business, structures of international businesses and importing and exporting.

Have you applied for your first job? Do you want to know more about the job application process? Are you curious about payroll classifications? Are you ready to learn about being a successful employer and/or employee?

Topics of study include: resume writing, job applications, cover letters, the interview process, payroll processes for employees, training of employees, job performance evaluations and work safety.

**These courses are offered combined at Ben Barber for a full credit, but separately on the home campuses for a 0.5 credit each.**

## Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

DECA students have access to:

- Guest speakers
- Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition
- Local, State & Nationwide travel with DECA competitive events

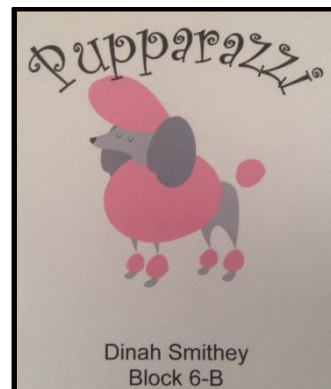
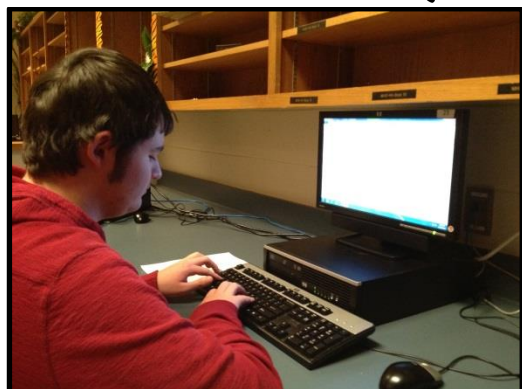
## Texas DECA Site





# Business Information Management I

## (Home Campus Only)



**Prerequisite:** None

**Course:** 1240A/B

**Credits:** 1

**Length:** 36 weeks

**Placement:** 9-12

## Course Description

**Are you “computer literate?”**

Can you easily use the computer for the following tasks?

- Type a report for school or work.
- Prepare a personal budget or statistical charts that show the financial condition of a business.
- Design a flyer or advertisement.
- Create informative presentations.

If you need these skills or need to improve them, Business Information Management I (BIM I) is the course for you.  
Sign up today to prepare yourself with skills that you will use over a lifetime!

Topics of study include: introduction of Microsoft Word, Excel, PowerPoint, and Access.

## Student Activities

Training for industry recognized certifications: Microsoft Office Specialist in MS Word, Excel & PowerPoint

Creating a fall or Halloween drawing

Creating a business plan for a candy company

Creating a presentation over any subject of your choosing

## Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

DECA students have access to:

- Guest speakers
- Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition
- Local, State & Nationwide travel with DECA competitive events

## Texas DECA Site



# Virtual Business

## (Home Campus Only)



**Prerequisite:** None

**Course:** 1203

**Credits:** 0.5

**Length:** 18 weeks

**Placement:** 9-12

## Course Description

Got a great idea for an online business?

Did you know?

- E-Commerce generates \$1.2 million revenue every 30 seconds.
- Entrepreneurs in their twenties are called “millennipreneurs”.
- There are government grants for starting your own small business.

If any of these facts intrigue you, then Virtual Business is for you. After completing this course, you will be able to identify steps needed to locate customers, set fees, and develop client contracts as you perform the necessary steps in starting your own business. You will also be able to design a web page for your business.

Topics of study include: starting and growing a virtual business office, online and off-line marketing, pricing, billing, and collection procedures, legal and tax issues, recordkeeping, business decision making, and project management skills.

## Student Activities

Identify entrepreneur skills, qualities, and traits.

Become proficient with html and css coding for designing pages.

Dialogue with entrepreneurial professional guest panelists.

Write a business plan for an online business.

## Organizations

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DECA students have access to:

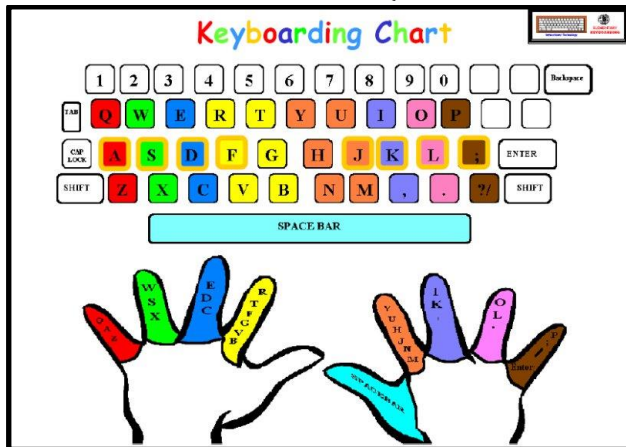
- Guest speakers
- Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition
- Local, State & Nationwide travel with DECA competitive events.

## Texas DECA Site



# Touch System Data Entry

## (Home Campus Only)



Prerequisite: None

Course: 1211

Credits: 0.5

Length: 18 weeks

Placement: 9-12

## Course Description

This keyboarding course will enhance students' reading, writing, computing, communication and reasoning skills in the business environment. Students apply technical skills to address business applications of emerging technologies.

## Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

DECA students have access to:

- Guest speakers
- Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition
- Local, State & Nationwide travel with DECA competitive events

## Texas DECA Site





# Business Management



**Prerequisite:** Any combo of intro level business courses equaling 2 or more credits  
**Course:** 1216CT      **Credits:** 1      **Length:** 18 weeks      **Placement:** 10-12

## Course Description

**Are you interested in pursuing a career in Management or Administration?**

Have you ever wondered?

- Why are some leaders more successful than others?
- Why do some businesses thrive while similar ones fail?
- How do companies hire and retain top employees?
- What makes employees tick?
- How does attitude *really* affect job performance?

**If you answered yes, then you should enroll in Business Management! Come learn how to be an effective manager that no employee ever resents or forgets!**

Topics of study include: forms of business ownership, business and its environment, Production and Marketing Management, Information Systems, and Human Resources Management.

## Student Activities

Dr. Seuss's "The Lorax" Movie review: Capitalism at its best!  
 Business skits, role play and case studies  
 Business planning  
 Emerging technology research

## Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.  
 DECA students have access to:

- Guest speakers
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- Local, State & Nationwide travel with DECA competitive events

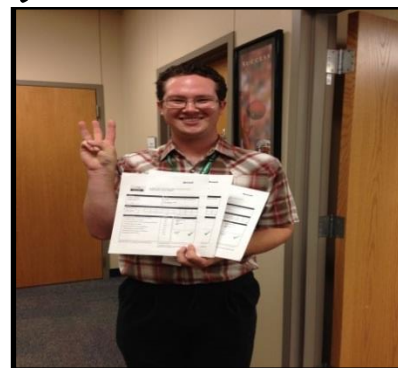
## Certificate of Excellence



Students can earn a Certificate of Excellence by achieving a specific list of real world skills related to this course. For the list of skills, please visit [goo.gl/9VM3a9](http://goo.gl/9VM3a9)

# Business Information Management II

## (Home Campus Only)



**Prerequisite:** BIM I

**Course:** 1250A/B

**Credits:** 1

**Length:** 36 weeks

**Placement:** 10-12

## Course Description

**Are your computer skills “certifiable?”**

Can you easily use the computer for the following tasks?

- Type a report for school or work.
- Prepare a personal budget or statistical charts that show the financial condition of a business.
- Design a brochure, flyer or advertisement.
- Create informative presentations.

If you need these skills or need to improve them, Business Information Management II (BIM II) is the course for you.  
Sign up today to prepare yourself with skills that you will use over a lifetime!

Topics of study include: intensive review of Microsoft Word, Excel and PowerPoint, DUCT Tape project, college brochure production, vacation budget preparation, and ABC booklet development.

## Student Activities

Training for industry recognized certifications: Microsoft Office Specialist in MS Word, Excel & PowerPoint  
Marketing campaign for DUCT Tape projects  
Developing children’s ABC booklets  
Designing college brochures, informational flyers, advertisements, etc.  
Preparing vacation budgets for one week

## Certifications

Microsoft Word & Excel Certification Possible

Student Cost: \$96 a piece  
Certification paid for by CTE if student has an 80+ GPA  
in course and passes a practice test

## Texas DECA Site



# Practicum in Business Management



**Prerequisite:** Any combo of business courses equally 3 or more credits

**Course:** 1251CA/1251CB    **Credits:** 2    **Length:** 36 weeks    **Placement:** 11-12

## Course Description

This course is designed to give students supervised practical application of previously studied knowledge and skills. Students will apply technical skills to address business applications of emerging technologies. Students will incorporate a broad base of knowledge that includes legal, managerial, marketing, financial, ethical and international dimensions of business to make appropriate business decisions on the job.

## Student Activities

Students will be required to find an internship opportunity either at the school store or on a job site. Students will attend classes at Ben Barber at least once per week.

## Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

DECA students have access to:

- Guest speakers
- Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition
- Local, State & Nationwide travel with DECA competitive events

## Texas DECA Site



## Additional Considerations

If a student does not have transportation, opportunities will be limited.