



SCOTTSBLUFF HIGH SCHOOL

# BUSINESS, MARKETING & MANAGEMENT

## Business Administration Pathway

*Impact the World by Growing the Economy!*



Students completing the Business Administration Pathway will receive the foundations necessary to transition to a degree program enabling them to pursue an exciting career in business leadership and management. While in the academy, students will learn skills associated with interpersonal communications, leadership styles, business writing and communication, finance, business and legal terminology, and marketing skills. Students will take courses at the collegiate level and have the opportunity to work closely with industry professionals. Business Administration students may choose to take part in the DECA program and have the opportunity to create and present projects at the regional, state, and national levels.



## COURSE RECOMMENDATIONS

### Pre-Career Academy Recommendations (9-10 Grade)

- Intro to Business, Marketing, and Management
- Info Tech Applications I
- Business Management and Leadership

### Foundational Career Academy Requirements (11-12 Grade)

- English 11
- Marketing/Marketing Management
- Info Tech Applications 2/Basic Accounting

### Pathway Recommendations:

- Economics
- Business Law

### Specialized Academy Pathway Courses (12 Grade)

#### 1st Semester

- Principles of Marketing (BSAD 2550)
- Principles of Accounting 1 (1200)/Intro to Business Administration (BSAD 1050)
- English Comp 1 (ENGL 1010)

#### 2nd Semester

- Principles of Marketing (BSAD 2550)
- Principles of Management (BSAD 2540)/Principles of Accounting 2 (ACCT 1210)
- Introduction to Literature (ENGL 1550)
- Internship

\*This is a suggested sequence of course studies. Courses may be taken in a different order based on pre-requisites.

# ADDITIONAL RECOMMENDED DUAL CREDIT OPTIONS

(Complete concurrently as Junior/Senior, outside of Academy)

Regular dual credit tuition rates will apply unless the course is taught at SHS by an SHS instructor

- AP/College Statistics
- College Algebra
- Personal Communications
- Micro Economics
- Macro Economics



## STUDENT OUTCOMES

<b>Learned Skills</b>	Leadership, communication, technical reading and writing, financial, systems of operation, economic, and marketing
<b>Employability</b>	Bank teller, call center representative, retail sales, administrative assistant, customer service, and retail management
<b>Post-Secondary Transition</b>	Programs of study for associate and bachelor degrees, certifications, and diplomas
<b>Certifications</b>	Microsoft Office Applications
<b>Degree Opportunities</b>	Business Administration, Finance, Marketing, Accounting, Entrepreneurship, and Business Education

## MORE INFORMATION

For more information on individual careers including, education requirements, pay ranges, and employment forecasts visit <http://www.bls.gov/ooh/>



SCOTTSBLUFF HIGH SCHOOL  
308-635-6230 • WWW.SBPS.NET/SHS

