

Option 2: Two 2-Carnegie-Unit Courses

This curriculum consists of two 2-credit courses, which should be completed in the following sequence:

1. Business, Marketing, and Finance I—Course Code: 992004
2. Business, Marketing, and Finance II—Course Code: 992005

Course Description: Business, Marketing, and Finance I

This year-long course covers the fundamentals of business and marketing. It begins with the basics of workplace safety, ethics, and leadership. Students are introduced to business finance, economics, and cover microeconomics as well. Major topics of study in this course are career readiness, foundations of marketing, market research and analysis, and entrepreneurship. Students will learn valuable lessons to enhance their personal financial life with topics on income, decision-making, and personal money management. Various student organizations and resources for career development will be explored throughout the course. Participation in student organizations, field experiences, internships, and job shadowing is ongoing. Students will continue to develop skills toward meeting requirements for the ESB credential.

Course Description: Business, Marketing, and Finance II

This course focuses on finance and management. It begins with a brief review of safety and other topics from the first year. Students will continue their study of economics with topics on international economics and macroeconomics. The majority of this course is spent on financial and managerial accounting, budgets, forecasting in finance, applied human resource management, strategy, and operations management. Personal finance topics on purchasing, financial institutions, credit, and risk management are also covered. Students will develop educational, career, and professional plans in the area of business, marketing, and/or finance as they finish the course by exploring the employment opportunities in business. They will continue to master skills toward meeting requirements for the ESB credential and heavily participate in student organizations, field experiences, internships, and job shadowing.

Business, Marketing, and Finance I—Course Code: 992004

Unit	Unit Name	Hours
1	Orientation, Safety, and Leadership	10
2	Introduction to Economics	20
3	Personal Finance: Decision Making and Income	20
4	Entrepreneurship	30
5	Microeconomics	20
6	Personal Finance: Money Management	25
7	Foundations of Marketing	75
8	Market Research and Analysis	25
9	Career Readiness and Exploration	35
Total		260

Business, Marketing, and Finance II—Course Code: 992005

Unit	Unit Name	Hours
10	Review of Workplace Safety and Security	5
11	International Economics	20
12	Personal Finance: Purchasing and Financial Institutions	25
13	Applied Human Resource Management	40
14	Strategic and Operations Management	40
15	Macroeconomics	20
16	Personal Finance: Credit and Personal Risk Management	20
17	Financial Accounting	30
18	Budgets and Forecasting in Finance	25
19	Managerial Accounting	25
20	Employment Opportunities in Business	20
Total		270