Pathway Courses in the Business and Finance Sector

Principles of Business and Finance (Sector Introductory)

This course introduces students to key business concepts found in the Business Management, Financial Services, and International Business pathways. Students are introduced to the financial world and develop financial literacy through the study of income and wealth; financial institutions; how businesses raise capital; and study key investment-related terms and concepts. Students learn key concepts for managerial accounting, including manufacturing and cost accounting and budgeting. Students develop an understanding of how and why businesses choose to expand operations into other countries. Students examine careers in business, both as employees and as business owners. Students gain an understanding of the importance of “soft” skills in the workplace and participate in leadership activities, meetings, conferences, and competitions which provide opportunities for application of instructional content.

**Pathway: Business Management (Pathway 182)**

Management consists of planning, leading, and controlling an organization or effort to accomplish a goal. In the Business Management pathway, students learn entrepreneurship and business fundamentals, goal-setting, resource allocation, organizational structure and management techniques, economics, financial data, risk management, information technology, and supply chain management.

 Business Communication Technologies (Concentration)

This course provides an in-depth, hands-on introduction to business technologies used for business communication. Topics include communication through digital documents, presentations, data computation and presentation, as well as how to represent themselves through digital media to society. This course applies the principles of ethical and effective communication in the creation of business letters, memos, emails, as well as written and oral reports for a variety of business situations. Concepts taught in this course will satisfy local computer literacy requirements and prepares individuals to create business correspondence, reports, publications, and forms by using computer operating systems; word processing; database, spreadsheet, and desktop publishing software; hardware and peripherals. Related topics in this course include human relationships and effective communication, issue analysis, decision-making and problem-solving, leadership qualities and styles, and ensuring successful teamwork.

Business Technologies (Concentration)

This course provides a comprehensive overview of the technologies present in today’s business environment. Students are exposed to business practices that streamlines and promotes more effective operations. Students will understand how computer hardware and software are used to solve business problems and create business opportunities using entrepreneurship skills. Students will learn how the Internet was developed and how it is used today gaining an understanding of basic information technology protocols and the basics of connectivity in a global environment. Students will learn how to install and use common Web browsers and how to configure common browser preferences, including fonts, home pages, history, browser cache, image loading, bookmarks/favorites and security settings. Students will learn about Multimedia on the Web and how to install and upgrade common plug-ins, add-ons and applications. Students will understand the importance of computer security and understand how Virus, Worms, Trojans, Spyware, and illicit servers can affect computers and business networks.

Business Enterprise and Project Management (Capstone)

This course prepares students to perform marketing and management functions and tasks associated with starting, owning, and operating a business. Students learn the principles and methods of organizing a business firm and for combining resources to produce goods and services, taking account of costs, profits, and the nature and extent of competition in markets. This course describes management functions and project management skills, project life cycle and project triangle as they are used to accomplish organizational goals. Program content addresses organizational theory; human resource development; management principles and styles; policy and strategy formation; production and operations management, planning and development; and economic theory and practice. Students are provided work-based learning opportunities and opportunities to obtain industry certification to demonstrate their mastery of career-ready skills.

**Pathway: Financial Services (Pathway 180)**

Financial services are an essential aspect of every business institution and organization. Students in this pathway investigate the field of financial management, including how it is impacted by industry standards as well as economic, financial, technological, international, social, legal, and ethical factors. Students formulate and interpret financial information for use in financial management decision making, such as compliance and risk management. This pathway may include programs of study for accounting, banking, securities and investments, and other financial specializations.

 Banking and Financial Services (Concentration)

Students are introduced to the financial world through the study of income and wealth; financial institutions; how businesses raise capital; and study key investment-related terms and concepts. Students learn the history of how banking practices evolved and how businesses operate, grow, and thrive in our ever-changing world. This course includes principles on how to make good personal financial decisions and will cover major functions of financial institutions. Related topics in this course include modern trends in the finance industry, credit functions, loan creation, debt collection, and stocks and bonds. Students will learn the importance of integrity and professional ethics in business relationships; and the tools effective leaders use to instill an ethical workplace culture.

 Business Economics and Financial Management (Concentration)

This course discusses the economy and the factors that influence the success of businesses and products. Students will understand the roles of citizens, workers and consumers and the importance of planning, organizing, and controlling the monetary resources of a business. This course describes forms of business ownership, discusses the relationship of labor and business, and applies techniques for managing human resources to maximize operational efficiencies and effectiveness. Students will demonstrate characteristics of professionalism in working relationships with customers and employees. This Course integrates economic principals with entrepreneurship/business concepts and includes work-based internships with local Chambers of Commerce and business leaders.

 Business Financial Accounting (Capstone)

Students in this course receive an understanding of how accounting processes are used to provide important financial information to internal and external stakeholders. Student apply the accounting cycle for both a service and merchandising business through closing the books for a sole proprietorship, partnership, and corporation; select and use appropriate computer hardware and software to develop, process, and maintain accounting records and create reports. Students complete accounting simulations and business case studies and analyze revenue streams and revenue forecasting. Related topics include: subsidiary ledgers, financial statements, asset acquisition and disposition, depreciation methods, flexible budgets, and capital budgeting decisions. Students are provided work-based learning through professional organizations like the American Institute of CPAs (certified public accountants) and earn industry certifications to demonstrate their mastery of career-ready skills.

**Pathway: International Business (Pathway 181)**

The relative ease of travel and the use of electronic communication have seemingly diminished the size of the globe, yet the interdependence of countries for goods and services causes this marketplace to grow, thrive, and become increasingly more competitive. Students focusing on the occupational area of international trade develop an understanding of the global business environment and the interconnectedness of cultural, political, legal, historical, economic, and ethical systems.

 International Business (Concentration)

Students develop an understanding of how and why businesses choose to expand operations into other countries and develop the capacity and disposition to understand and act on business opportunities at the global level. This course will provide students with experiences to investigate the world and how it works, recognize that they have perspectives that others may or may not share. Students will develop the skill to compare and contrast perspectives and to integrate various viewpoints to construct a new one. Students will learn to effectively communicate, verbally and nonverbally, with wide-ranging audiences and collaborate on diverse international teams. Students will understand the fundamental concepts of international business and how to deploy modern technologies to conduct a business globally as an entrepreneur. Related topics in this course include the logistics of importing and exporting products and services, direct and indirect distribution channels, forms of international operations, and the role of information and communication technologies in modern global trade.

 International Business Communications (Concentration)

This course provides an in-depth, hands-on introduction to business technologies used for business communication. Topics include communication through digital documents, presentations, data computation and presentation, as well as how to represent themselves through digital media to society. This course applies the principles of ethical and effective communication in the creation of business letters, memos, emails, as well as written and oral reports for a variety of business situations. Concepts taught in this course will satisfy local computer literacy requirements and prepares individuals to create business correspondence, reports, publications, and forms by using computer operating systems; word processing; database, spreadsheet, and desktop publishing software; hardware and peripherals. Related topics in this course include human relationships and effective communication across cultures, issue analysis, decision-making and problem-solving, leadership qualities and styles, and ensuring successful teamwork.

International Business Enterprise (Capstone)

This course prepares students to perform marketing and management functions and tasks associated with starting, owning, and operating an international business. Students learn the principles and methods of organizing a business firm and for combining resources to produce and import and export goods and services, taking account of costs, profits, and the nature and extent of competition in markets. This course describes management functions and project management skills, project life cycle and project triangle as they are used to accomplish organizational goals. Program content addresses organizational theory; human resource development; management principles and styles; policy and strategy formation; production and operations management, planning and development; and economic theory and practice. Students are provided work-based learning opportunities to work with international organizations and opportunities to obtain industry certification to demonstrate their mastery of career-ready skills.

Send review comments to: Gary Page, CDE Business & Finance Sector lead consultant, at: gpage@cde.ca.gov