

# Section J

## Business, Management, Marketing, and Technology Career Pathway

### Career Pathway Overview

The careers in the Business, Management, Marketing, and Technology pathway are related to the business environment. The many fields in this pathway include careers in accounting, managerial administration, business ownership, economics, personnel, hospitality/tourism management, computer/information systems, marketing, sales, and finance.

### Business, Management & Administration

#### Instructional Content by Michigan Career Pathway, Federal Career Cluster, and Federal CIP Code

The Business Management Administration (BMA) program has the elements of management, administrative and instructional support, marketing, business analysis, human resources, business financial management, and accounting. The BMA program prepares learners for careers in planning, organizing, directing, and evaluating business functions essential to effective and productive business operations. Career opportunities are available in every sector of the economy and require specific skills in organization, time management, customer service, and communication. Skills acquired in this program include:

- Execution of business accounting
- Supervision of other employees
- Maintenance of facilities, equipment and supplies
- Organization of operations and production
- Utilization of marketing functions
- Communication with customers
- Performance of administrative functions
- Use of professional sources
- Design, install, maintain and use general accounting systems

#### 52.0299 Business Administration Management and Operations

This program focuses on planning, organizing, directing, and implementing the functions and processes of contemporary businesses and organizations. Specific components include: management theory; human resources management and behavior; finance, accounting, and other quantitative methods; purchasing and logistics; organization and production; and business decision-making utilizing technology at all levels.

##### Course 01 General Office and Occupations (Core)

A course that prepares individuals to provide basic administrative support under the supervision of office managers, administrative assistants, secretaries, and other office personnel. Includes instruction in typing, keyboarding, filing, general business correspondence, office equipment operation, and communications skills.

*\* No State Aid Added Cost funding will be generated for this course.*

##### Course 02 Management Support

A course that prepares individuals to plan, manage, supervise, and market business operations, products, and services. Includes instruction in business administration, information technology, information resources management, web design, computer and Internet law and policy, computer privacy and security, capital planning, enterprise operations, personnel supervision, and product and service networking.

#### **Course 04 Administrative Office Assistant and Secretarial Science**

A course that generally prepares individuals to perform the duties of administrative assistants and/or secretaries and stenographers. Includes instruction in business communications, principles of business law, word processing and data entry, office machines operation and maintenance, office procedures, public relations, secretarial accounting, filing systems and records management, and report preparation.

*\* No State Aid Added Cost funding will be generated for this course.*

#### **Course 06 International Business/Trade/Commerce**

A course that prepares individuals to manage international businesses and/or business operations. Includes instruction in the principles and processes of export sales, trade controls, foreign operations and related problems, monetary issues, international business policy, and applications to doing business in specific countries and markets.

*\* No State Aid Added Cost funding will be generated for this course.*

#### **Course 07 Human Resources Management and Services**

A course that focuses on employee management interactions and the management of issues and disputes regarding working conditions and worker benefit packages, and that may prepare individuals to function as labor or personnel relations specialists. Includes instruction in labor history, policies and strategies of the labor movement, union organization, labor-management negotiation, labor law and contract interpretation, labor economics, welfare and benefit packages, grievance procedures, and labor policy studies.

*\* No State Aid Added Cost funding will be generated for this course.*

#### **Course 08 Legal Assistant/Paralegal**

A course that prepares individuals to perform research, drafting, investigatory, recordkeeping and related administrative functions under the supervision of an attorney or court. Includes instruction in legal research, drafting legal documents, appraising, pleading, courthouse procedures, and legal specializations.

*\* No State Aid Added Cost funding will be generated for this course.*

### **Finance**

#### **52.0800 Finance and Financial Management Services**

Program focuses on planning, managing, and providing banking, investment, financial planning and insurance services. Specific components include financial theories, demonstrating business expertise, and applying technology in the real world of finance. Skills acquired in this program include:

- Organization
- Time management
- Customer service
- Communication

#### **Course 03 Accounting and Business/Management**

An integrated or combined course in accounting and business administration/management that prepares individuals to function as accountants and business managers.

#### **Course 05 Banking and Financial Support Services**

A course that prepares individuals to perform a wide variety of customer services in banks, insurance agencies, savings and loan companies, and related enterprises. Includes instruction in communications and public relations skills, business equipment operation, and technical skills applicable to the methods and operations of specific financial or insurance services.

### **Hospitality & Tourism**

#### **12.9999 Personal and Culinary Services**

Program focuses on preparing individuals for management, marketing, and operations of restaurant and other food services, lodging, attractions, recreation events, and travel related services. Skills acquired in this program include:

- Customer service
- Time management
- Operational and management skills

#### **Course 01 Cooking and Related Culinary Art (Core)**

A course that focuses on the general study of the cooking and related culinary arts that may prepare individuals for a variety of jobs within the food service industry. Includes instruction in food preparation, cooking techniques, equipment operation and maintenance, sanitation and safety, communication skills, applicable regulations, and principles of food service management.

*\* No State Aid Added Cost funding will be generated for this course.*

#### **Course 02 Restaurant, Culinary, and Catering Management-Manager**

A course that prepares individuals to plan, supervise, and manage food and beverage preparation and service operations, restaurant facilities, and catering services. Includes instruction in food/beverage industry operations, cost control, purchasing and storage, business administration, logistics, personnel management, culinary arts, restaurant and menu planning, executive chef functions, event planning and management, health and safety, insurance, and applicable law and regulations.

#### **Course 03 Hotel /Motel Administration/Management**

A course that prepares individuals to manage operations and facilities that provide lodging services to the traveling public. Includes instruction in hospitality industry principles, supplies purchasing, storage and control, hotel facilities design and planning, hospitality industry law, personnel management and labor relations, financial management, marketing and sales promotion, convention and event management, front desk operations, and applications to specific types of hotels and motel operations.

#### **Course 04 Tourism and Travel Services Management**

A course that prepares individuals to manage travel-related enterprises and related convention and/or tour services. Includes instruction in travel agency management, tour arranging and planning, convention and event planning, travel industry operations and procedures, tourism marketing and promotion strategies, travel counseling, travel industry law, international and domestic operations, and travel and tourism policy.

#### **Course 05 Food Service Systems Administration Management**

A course that focuses on the principles and practices relating to the administration of food service systems in institutional settings and prepares individuals to manage such operations in public and private facilities. Includes instruction in human nutrition, food safety, the design and organization of food service systems, purchasing, personnel management, and related business practices.

## **Information Technology**

### **11.1000 Information Technology**

This program focuses on the design, development, support, and management of hardware, software, multimedia, and systems integration services. Specific components include network systems, information support, programming, software development, and digital design interactive media applications. Skills acquired in this program include:

- Problem solving
- System thinking
- In-depth technology skills

#### **Course 09 Network Administration**

A course that focuses on the design, implementation, and management of linked systems of computers, peripherals, and associated software to maximize efficiency and productivity and prepares individuals to function as network specialists and managers at various levels. Includes instruction in operating systems and applications, systems design and analysis, networking theory and solutions, types of networks, network management and control, network and flow optimization, security; configuring, and troubleshooting.

#### **Course 10 CIW Webmaster**

A course that prepares individuals to apply HTML, XML, Javascript, graphics applications, and other authoring tools to the design, editing, and publishing (launching) of documents, images, graphics, sound, and multimedia products on the World Wide Web. Includes instruction in internet theory, web page standards and policies, elements of web page design, user interfaces, vector tools, special effects, interactive and multimedia components, search engines, navigation, morphing; e-commerce tools, and emerging web technologies.

#### **Course 11 Information Programming & Software**

A course that prepares individuals to apply the knowledge and skills of general computer programming to the solution of specific operational problems and customization requirements presented by individual software users and organizational users. Includes training in specific types of software and its installation and maintenance.

#### **Course 12 Information Support & Services**

A course that prepares individuals to manage the computer operations and control the system configurations emanating from a specific site or network hub. Includes instruction in computer hardware and software and applications, local area network (LAN) and wide area (WAN) networking, principles of information systems security, disk space and traffic load monitoring, data backup, resource allocation, and setup and takedown procedures.

## **Marketing, Sales and Service**

### **52.1999 Marketing, Sales and Services**

This program focuses on planning, managing, and performing wholesaling and retailing services and related marketing and distribution support services including merchandise/product management and promotion. Various specialty areas are included. Skills acquired in this program include:

- Customer service
- Management
- Problem solving
- Process/system thinking

#### **Course 01 Marketing**

A course that focuses on the general process and techniques of direct wholesale and retail buying and selling operations and introduces individuals to related careers. Includes instruction in the principles of entrepreneurial economics, basic sales skills, the distribution channels for goods and services, and supervised practical application experiences.

#### **Course 02 Entrepreneurship**

A course that prepares individuals to develop and manage independent small businesses. Includes instruction in business administration, enterprise planning and entrepreneurship, start-up, small business operations and problems, personnel supervision, capitalization and investment, taxation, business law and regulations, e-commerce, home business operations, and applications to specific sectors, products, and services.