



# Your Student's Head Start on Career Goals and College Aspirations



## BUSINESS MANAGEMENT AND ADMINISTRATION BUSINESS INFORMATION MANAGEMENT PATHWAY

The Destinations **Business Information Management Pathway** prepares students to work in a business setting with charts, data, and numbers, and to manage money and finances.

### SAMPLE COURSE PROGRESSION

4-YEAR PLAN



3-YEAR PLAN\*



#### Possible Careers

- Administrative Support
- Bill and Account Collector
- Accountant
- Loan Officer
- Bookkeeper
- Credit Analyst
- Financial Planner
- Financial Analyst

#### Industry-Recognized Credentials

- Destinations programs prepare students for the:
- NOCTI Financial and Managerial Accounting Exam
  - A\*S\*K Business Institute Finance Exam
  - Microsoft® Office Specialist Certification
  - ACT National Career Readiness Certifications

#### Success Beyond High School

- Destinations graduates may pursue:
- Financial planning certificate
  - Associate's degree in accounting fundamentals
  - Bachelor's degree in finance

### DID YOU KNOW? \*\*

ACCOUNTING CLERKS  
CAN EARN

**\$35,170/YR**

**11% JOB GROWTH**  
EXPECTED BY 2022

ACCOUNTANTS  
CAN EARN

**\$63,550/YR**

**13% JOB GROWTH**  
EXPECTED BY 2022

\*Program may be accelerated depending on student goals and abilities and course availability. \*\*Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2014-15 Edition*.



# BUSINESS MANAGEMENT AND ADMINISTRATION BUSINESS INFORMATION MANAGEMENT PATHWAY

## COURSE DESCRIPTIONS

### BUSINESS AND HEALTHCARE EXPLORATIONS

This course is designed as an exploration of two career clusters. Students will get an introduction to these fields so they can better assess which pathway to pursue. In this course, students explore basic concepts in the broad areas of business and healthcare as well as career options in each area. In addition to studying concepts of entrepreneurship, accounting, and marketing, students explore these concepts on scales that range from a single person to nations. The second part of this course introduces students to the various disciplines within the health sciences, including toxicology, clinical medicine, and biotechnology. Students explore the importance of diagnostics and research in the identification and treatment of diseases.

### MARKETING 1

Students find out what it takes to market a product or service in today's fast-paced business environment. They learn the fundamentals of marketing using real-world business examples. They learn about buyer behavior, marketing research principles, demand analysis, distribution, financing, pricing, and product management.

### MARKETING 2

Students build on the skills and concepts learned in Introduction to Marketing 1 to develop a basic understanding of marketing principles and techniques. By the end of the course, they will have developed their own comprehensive marketing plan for a new business.

### ACCOUNTING 1

This course covers the essentials of network security, including compliance and operational security; threats and vulnerabilities; application, data, and host security; access control and identity management; and cryptography, mobile device security, and virtualization. The use of case studies allows students to explore real-world security scenarios, and hands-on projects allow students to apply what they have learned.

### ACCOUNTING 2

This course provides students with a foundation in the mechanics of accounting, as well as the opportunity to apply accounting concepts to real-world situations and make informed business decisions. Students explore case studies of companies such as TOMS®, iTunes®, American Eagle®, McDonald's, and Google. Students master valued skills such as critical thinking, technology use, and commercial technology. Students become equipped to work with Microsoft® Excel®, Peachtree®, QuickBooks®, and Automated Accounting Online. The course includes units on careers in accounting, ethics, global awareness, financial literacy, and forensic accounting.

### ADVANCED ACCOUNTING 1

Course available in fall 2017 for the 2017-2018 school year.

### NOCTI AND A\*S\*K CERTIFICATIONS PREP

These courses prepare students for exams that test basic skills in professional areas. They include practice tests and strategies for showing the skills and knowledge they have acquired.