



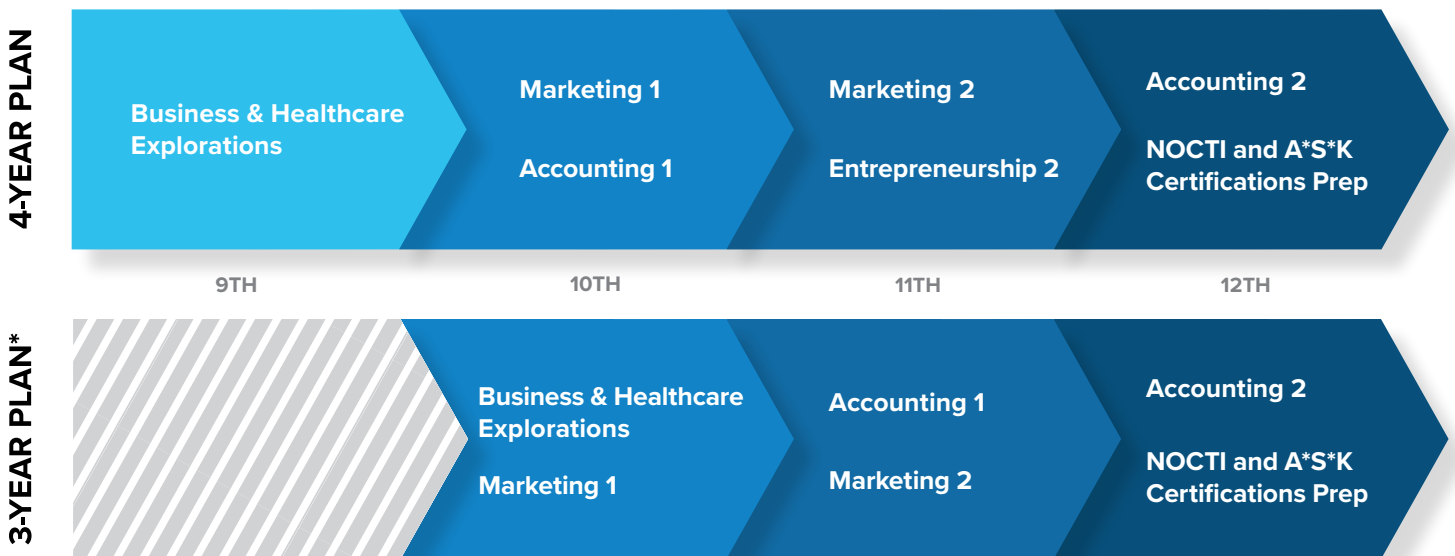
Your Student's Head Start on Career Goals and College Aspirations



BUSINESS MANAGEMENT AND ADMINISTRATION GENERAL MANAGEMENT PATHWAY

The Destinations **General Management Pathway** prepares students to lead and manage others, improve processes and policies, and manage a range of personnel issues and concerns while focusing on the bottom line.

SAMPLE COURSE PROGRESSION



Possible Careers

- Account Manager
- Administrative Services Manager
- Public Organization Manager
- Public Relations Manager
- Sports and Entertainment Manager

Industry-Recognized Credentials

- Destinations programs prepare students for the:
- NOCTI General Management Exam
 - A*S*K Business Institute Entrepreneurship/Management Exam
 - Microsoft® Office Specialist Certification
 - ACT National Career Readiness Certifications

Success Beyond High School

- Destinations graduates may pursue:
- General management certificate
 - Associate's degree in management
 - Bachelor's degree in business

DID YOU KNOW? **

**ADMINISTRATIVE SERVICES MANAGERS
CAN EARN**

\$81,080/YR

**12% JOB GROWTH
EXPECTED BY 2022**

**CHILDCARE CENTER DIRECTORS
CAN EARN**

\$43,950/YR

**17% 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 GENERAL MANAGEMENT PATHWAY

COURSE DESCRIPTIONS

BUSINESS AND HEALTHCARE EXPLORATIONS

This course is designed as an exploration of two career clusters. Students will receive 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.

ENTREPRENEURSHIP 2

Students build on the business concepts they learned in Introduction to Entrepreneurship 1. They learn about sales methods, financing and credit, accounting, pricing, and government regulations. They refine their technology and communication skills in speaking, writing, networking, negotiating, and listening. They enhance their employability skills by preparing job-related documents, developing interviewing skills, and learning about hiring, firing, and managing employees. Students develop a complete business plan and a presentation for potential investors.

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.

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CALL 855.628.9525**