

# Business and Marketing Cluster

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Concentration and Course Descriptions

**2012-2013**

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## **Business and Marketing Cluster**

### **Cluster Description:**

The Business and Marketing Cluster prepares students for careers in planning, organizing, directing and evaluating business functions essential to efficient and productive business operations. This cluster also prepares students for careers in planning, managing, and performing marketing activities to reach organizational objectives such as brand management, professional sales, merchandising, marketing communications and market research.

### **Concentration:** BM0420 Marketing Management

**Courses:** 1439 Business and Marketing Essentials

0422 Marketing Principles

0425 Marketing Applications

#### **Select One Course:**

##### **Fashion (A)**

0407 Fashion Marketing

##### **Sports, Entertainment and Recreation (B)**

0434 Sports, Entertainment and Recreation Marketing

##### **Hospitality and Tourism (C)**

0437 Hospitality and Tourism Marketing

##### **Real Estate (D)**

0441 Real Estate Marketing

### **Concentration Description:**

The Marketing Management concentration focuses on careers that formulate policies and direct the operations of businesses and corporations, nonprofit institutions and other organizations. In smaller firms, the owner or chief executive officer may assume all advertising, promotions, marketing, sales and public relations responsibilities. In large firms, which may offer numerous products and services nationally or even worldwide, an executive vice president directs overall advertising, promotions, marketing, sales and public relations policies.

### **Course Descriptions:**

#### **1439 Business and Marketing Essentials**

This course is designed to develop student understanding and skills in such areas as business law, communication skills, customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management. Students acquire knowledge of fundamental business activities and factors affecting business, develop verbal and written communication skills, use information literacy skills, utilize job-seeking strategies, and participate in career planning. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy

and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

#### **0422 Marketing Principles**

This course is designed to develop student understanding and skills in such areas as channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Through the use of three projects, students acquire an understanding and appreciation of marketing activities. Current technology will be used to acquire information and to complete the projects. Formal reflection is an on-going component of the course. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

#### **0425 Marketing Applications**

This course is designed to develop student understanding and skills in such areas as the various marketing functions. Students coordinate channel management with other marketing activities, discuss the nature of marketing plans, generate product ideas, coordinate activities in the promotional mix, and demonstrate specialized sales processes and techniques. Economic and financial concepts are also stressed throughout the course. Current technology will be used to acquire information and to complete the projects. Formal reflection is an on-going component of the course along with four projects. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

#### **Select One Course to Complete Concentration:**

##### **Fashion (A)**

#### **0407 Fashion Marketing**

This course is designed to develop student understanding and skills in such areas as the fashion marketing industry. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy

and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **Sports, Entertainment and Recreation (B)**

#### **0434 Sports, Entertainment and Recreation Marketing**

This course is designed to develop student understanding and skills in such areas as the field of sports, entertainment, and/or recreational marketing. The function of sports marketing is to determine the interests of the consumer and plan a product or service that the spectator will buy. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **Hospitality and Tourism (C)**

#### **0437 Hospitality and Tourism Marketing**

This course is designed to develop student understanding and skills in such areas as the hotel, restaurant, or travel and tourism industry. Students discover industry trends and career opportunities that abound in the following industries: lodging, food and beverage, airline, cruise line, travel agencies, event planners, and recreation. This course allows students to be actively engaged in learning how to create successful promotional mix strategies: advertising, publicity, sales promotion, and personal selling. If available, students engage in learning new software: Microsoft Publisher and Windows Movie Maker. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **Real Estate (D)**

#### **0441 Real Estate Marketing**

This course is designed to develop student understanding and skills in such areas as the usage of land, land description, ownership, contracts, deeds, mortgages, title search and closes, liens, financing sources, appraisal process, investments in real estate, and the sales and marketing process. Students will broach real estate marketing and sales through ethics, human, employee, and customer relations, use of product knowledge, and use of advertising and the media. Exposure to real estate terminology, forms, and contracts is an integral part. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding

of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**Concentration:** BM0510 Career and Work Skills Training (CWST)

**Courses:** 0511 Career and Work Skills Training I  
0512 Career and Work Skills Training II  
0513 CWST Work Experience I  
0514 CWST Work Experience II

**Concentration Description:**

The Career and Work Skills Training (CWST) concentration focuses on preparing students who need training in an occupational area for which there is no specific training program available OR who have received training in an occupational field and want to enhance that training through Cooperative Education. The curriculum focuses on the generic job-seeking and job-keeping skills necessary for success in any career, including the skills identified in the report from The Secretary's Committee on Achieving Necessary Skills (SCANS). Specific job skills are rarely taught in the classroom, rather, they are taught at the work site, using the Cooperative Education method. A typical program would enroll students with a wide range of occupational interests and place them at a variety of work sites.

**Course Descriptions:**

**0511 Career and Work Skills Training I**

This course is designed as the first course to develop student understanding and skills essential for job success. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**0512 Career and Work Skills Training II**

This course is designed as the second course to develop student understanding and skills that are essential for job success. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**0513 CWST Work Experience I**

This course is designed as the first course to develop student understanding and skills using on-the-job training that contributes to the over-all instructional program. The instruction, through written agreement between school and employers, is a combination of study in school with employment in the appropriate field. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**0514 CWST Work Experience II**

This course is designed as the second course to develop student understanding and skills using on-the-job training that contributes to the over-all instructional program. The instruction, through written agreement between school and employers, is a combination of study in school with employment in the appropriate field. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**Concentration:** BM1410 Accounting

**Courses:** 1401 Accounting Principles I  
1411 Business Computer Applications I  
1439 Business and Marketing Essentials

**Select One Course:**

**Accounting (A)**

1403 Accounting Principles II

**Personal Finance (B)**

1451 Personal Finance

**Concentration Description:**

The Accounting concentration focuses on careers that record, classify, summarize, analyze, and communicate a business's financial information/business transactions for use in management decision making. Accounting includes such activities as bookkeeping, systems design, analysis, and interpretation of accounting information.

**Course Descriptions:**

**1401 Accounting Principles I**

This course is designed to develop student understanding and skills in such areas as the basic principles, concepts, and practices of the accounting cycle. Journalizing, posting, and analyzing of financial statements as well as banking and payroll procedures are included. The importance of ethics and confidentiality, as well as, an introduction to careers and types of business ownership are incorporated. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**1411 Business Computer Applications I**

This course is designed to develop student understanding and skills in such areas as applying integrated software to business applications, word processing, spreadsheets, presentations, database applications, Internet, and/or personal information programs. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**1439 Business and Marketing Essentials**

This course is designed to develop student understanding and skills in such areas as business law, communication skills, customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management. Students acquire knowledge of fundamental business activities and factors affecting business, develop verbal and written communication skills, use information literacy skills, utilize job-seeking strategies, and participate in career planning. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**Select One Course to Complete Concentration:**

**Accounting (A)**

**1403 Accounting Principles II**

This course is designed to develop student understanding and skills in such areas as advanced accounting procedures and techniques utilizing both manual and computer-based accounting. There is a strong emphasis on problem solving, analysis, and financial decision-making. Students study the advanced principles, concepts and practices of the accounting cycle and partnerships, corporations, cost accounting, inventory, and tax accounting. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

## **Personal Finance (B)**

### **1451 Personal Finance**

This course is designed to develop student understanding and skills in a multi-disciplinary approach to personal financial management. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**Concentration:** BM1430 Business Finance

**Courses:** 0422 Marketing Principles  
1439 Business and Marketing Essentials  
1470 Introduction to Finance  
1471 Financial Analysis for Managers

**Concentration Description:**

The Business Finance concentration focuses on careers that manage policy and strategy for (and the implementation of) capital structure, budgeting, acquisition and investment, financial modeling and planning, funding, dividends, and taxation.

**Course Descriptions:**

**0422 Marketing Principles**

This course is designed to develop student understanding and skills in such areas as channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Through the use of three projects, students acquire an understanding and appreciation of marketing activities. Current technology will be used to acquire information and to complete the projects. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**1439 Business and Marketing Essentials**

This course is designed to develop student understanding and skills in such areas as business law, communication skills, customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management. Students acquire knowledge of fundamental business activities and factors affecting business, develop verbal and written communication skills, use information literacy skills, utilize job-seeking strategies, and participate in career planning. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**1470 Introduction to Finance**

This course is designed to develop student understanding and skills in such areas as business law, communication skills, compliance, customer relations, economics, financial analysis, financial information management, human resources management, marketing, professional development, and selling. Emphasis is placed on the analysis and purchase of securities and investments, as well as the need for effective customer relationship management and information management in finance. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **1471 Financial Analysis for Managers**

This course is designed to develop student understanding and skills in such areas as accounting, finance, and management. It is a course that brings together all three of these business functions. It introduces students to accounting and finance knowledge and skills that all managers should possess, regardless of business type, size, or department. In this course, would-be members of management forecast sales, develop budgets, manage cash flow, develop expense control plans, interpret financial statements, and much more. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**Concentration:** BM1440 Microsoft Computer Applications Specialist (MCAS)

**Courses:** 1423 Computerized Presentations

1427 Database Management  
1433 Word Processing  
1453 Spreadsheet Management

**Concentration Description:**

The Microsoft Applications Specialist (MCAS) concentration focuses on careers that facilitate business operations through a variety of administrative and clerical duties including information and communication management, data processing and collection, and project tracking. This concentration prepares students to take and pass the Microsoft Office Specialists tests.

**Course Descriptions:**

**1423 Computerized Presentations**

This course is designed to develop student understanding and skills in such areas as utilizing presentation software, and in creating, modifying, and delivering professional presentations. Depending on the software being used, students may have the opportunity to receive specialized industry certification by taking an examination. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**1427 Database Management**

This course is designed to develop student understanding and skills in such areas as the management of database systems, and the storage, management, and retrieval of information. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**1433 Word Processing**

This course is designed to develop student understanding and skills in such areas as obtaining life-long word (document information) processing skills through hands-on learning situations utilizing a variety of software applications. Classroom experiences also provide for skill development in visual and oral communication, such as preparation for senior projects, career portfolios, and other technology dependent applications. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and

instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **1453 Spreadsheet Management**

This course is designed to develop student understanding and skills in such areas as spreadsheet management. Students have the opportunity when appropriate to receive specialized certification by examination. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**Concentration:** BM1445 Simulation and Game Development

**Courses:** 1431 Digital Imaging/Multimedia I  
1455 Web Page Publishing  
1465 Game Design I

## 1466 Game Design II

### **Concentration Description:**

The Simulation and Game Development concentration focuses on a career such as a digital graphic technician for the simulation, gaming, and applications development industry. Students receive training in the basic skills required of the industry.

### **Course Descriptions:**

#### **1431 Digital Imaging/Multimedia I**

This course is designed to develop student knowledge and skills in such areas as producing images, operating a digital camera, using imaging software, using drawing software, creating simple animations, and manipulating video images. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

#### **1455 Web Page Publishing**

This course is designed to develop student understanding and skills in such areas as Web page design including using Web page development software, creating page layouts, adding images and frames, creating elements and components, creating tables, managing files, publishing to the Internet, creating hyperlinks, organizing tasks, and using codes (markup languages). Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

#### **1465 Game Design I**

This course is designed to develop student knowledge and skills in creating an original game idea for exploring an educational topic or social issue, and then developing a detailed game concept using paper prototyping and other planning techniques. Using Flash Text, drawing and animation techniques, students create an interactive demonstration of the game concept. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy,

Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **1466 Game Design II**

This course is designed to develop student knowledge and skills in developing games using more advanced coding for moving and scoring. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**Concentration:** BM1450 Information Management

**Courses:** 1411 Business Computer Applications I  
1431 Digital Imaging/Multimedia I  
1455 Web Page Publishing

**Select One Course:**

**E-Business Publishing (A)**

1429 Desktop Publishing

**Interactive Media (B)**

1432 Digital Imaging/Multimedia II

**Concentration Description:**

The Information Management concentration focuses on careers that produce images through hands-on activities and experiences which will include: operating a digital camera, using imaging software, using drawing software, creating simple animations, and manipulating video images. Students will incorporate journalistic principles in design and layout of print and Web publications including integration of text and graphics and use of sophisticated hardware and software to develop and create quality materials for business-related tasks. Students will analyze the information and the audience and combine appropriate text, graphics, and design to communicate the desired message effectively.

**Course Descriptions:**

**1411 Business Computer Applications I**

This course is designed to develop student understanding and skills in such areas as applying integrated software to business applications, word processing, spreadsheets, presentations, database applications, Internet, and/or personal information programs. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**1431 Digital Imaging/Multimedia I**

This course is designed to develop student knowledge and skills in such areas as producing images, operating a digital camera, using imaging software, using drawing software, creating simple animations, and manipulating video images. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**1455 Web Page Publishing**

This course is designed to develop student understanding and skills in such areas as Web page design including using Web page development software, creating page layouts, adding images and frames, creating elements and components, creating tables, managing files, publishing to

the Internet, creating hyperlinks, organizing tasks, and using codes (markup languages). Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **Select One Course to Complete the Concentration:**

#### **E-Business Publishing (A)**

##### **1429 Desktop Publishing**

This course is designed to develop student understanding and skills in such areas as journalistic principles in design and layout of print and Web publications including integration of text and graphics and use of sophisticated hardware and software to develop and create quality materials for business-related tasks. Students will analyze the information and the audience and combine appropriate text, graphics, and design to communicate the desired message effectively. Planning and design principles are used to analyze and organize information, set up a design structure, and to select or create appropriate visuals. Instructional strategies may include computer/technology applications, teacher demonstrations, collaborative instruction, interdisciplinary and/or culminating projects, problem-solving and critical thinking activities, simulations and project-based learning activities. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

#### **Interactive Media (B)**

##### **1432 Digital Imaging/Multimedia II**

This course is designed to develop student understanding and skills in such areas as imaging, drawing, animation, and video software which will be used to create advanced projects. These projects will involve advanced tools and techniques of each discipline. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**Concentration:** BM1465 Administrative Support

**Courses:** 1401 Accounting Principles I  
1411 Business Computer Applications I  
1439 Business and Marketing Essentials

**Select One Course:**

**Office Support (A)**

1449 Office Management

**Information Support (B)**

1413 Business Computer Applications II

**Concentration Description:**

The Administrative Support concentration focuses on careers that facilitate business operations through a variety of administrative and clerical duties including information and communication management, data processing and collection, and project tracking.

**Course Descriptions:**

**1401 Accounting Principles I**

This course is designed to develop student understanding and skills in such areas as the basic principles, concepts, and practices of the accounting cycle. Journalizing, posting, and analyzing of financial statements as well as banking and payroll procedures are included. The importance of ethics and confidentiality, as well as, an introduction to careers and types of business ownership are incorporated. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**1411 Business Computer Applications I**

This course is designed to develop student understanding and skills in such areas as applying integrated software to business applications, word processing, spreadsheets, presentations, database applications, Internet, and/or personal information programs. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **1439 Business and Marketing Essentials**

This course is designed to develop student understanding and skills in such areas as business law, communication skills, customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management. Students acquire knowledge of fundamental business activities and factors affecting business, develop verbal and written communication skills, use information literacy skills, utilize job-seeking strategies, and participate in career planning. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **Select One Course to Complete Concentration:**

#### **Office Support (A)**

##### **1449 Office Management**

This course is designed to develop student understanding and skills in such areas as personal development and employability skills, managing records, processing mail, communication duties, keeping financial records, applying computing, accounting, and data skills, processing business correspondence, operating office equipment, using management skills, and completing office support activities. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

#### **Information Support (B)**

##### **1413 Business Computer Applications II**

This course is designed to develop additional student understanding and skills in such areas as the use of software packages in the areas of word processing, spreadsheet, database, Internet, and multimedia software. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**Concentration:** BM1479 General Management

**Courses:** 1439 Business and Marketing Essentials  
0422 Marketing Principles  
0400 Introduction to Management  
1471 Financial Analysis for Managers

**Concentration Description:**

The General Management concentration focuses on careers that plan, organize, direct, and evaluate all or part of a business organization through the allocation and use of financial, human, and material resources.

**Course Descriptions:**

**1439 Business and Marketing Essentials**

This course is designed to develop student understanding and skills in such areas as business law, communication skills, customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management. Students acquire knowledge of fundamental business activities and factors affecting business, develop verbal and written communication skills, use information literacy skills, utilize job-seeking strategies, and participate in career planning. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**0422 Marketing Principles**

This course is designed to develop student understanding and skills in such areas as channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Through the use of three projects, students acquire an understanding and appreciation of marketing activities. Current technology will be used to acquire information and to complete the projects. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**0400 Introduction to Management**

This course is designed to develop student understanding and skills in such areas as customer relationship management, human resources management, information management, knowledge management, project management, quality management, risk management, and strategic management. Economics, finance, operations, and professional development are also stressed throughout the course. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **1471 Financial Analysis for Managers**

This course is designed to develop student understanding and skills in such areas as accounting, finance, and management. It is a course that brings together all three of these business functions. It introduces students to accounting and finance knowledge and skills that all managers should possess, regardless of business type, size, or department. In this course, would-be members of management forecast sales, develop budgets, manage cash flow, develop expense control plans, interpret financial statements, and much more. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**Concentration:** BM1480 Certified Internet Webmaster (CIW)

**Courses:** 1796 CIW Design Methodology and Technology Part I  
1797 CIW Design Methodology and Technology Part II  
1798 CIW Foundations Part I  
1799 CIW Foundations Part II

**Concentration Description:**

The Certified Internet Webmaster (CIW) concentration focuses on careers such as a web designer, web administrator, web manager, and enterprise specialist. The concentration introduces GUI web development applications, such as Microsoft Expressions, CS3 Dreamweaver, Fireworks and Flash applications.

**Course Descriptions:**

**1796 CIW Design Methodology and Technology Part I**

This course is designed to develop student understanding and skills needed as a web designer, web administrator, web manager, or an enterprise specialist. It introduces advanced strategies in the web development process. Successful completion will prepare the student for Part II of Design Methodology and Technology. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA, FBLA, or SkillsUSA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**1797 CIW Design Methodology and Technology Part II**

This course is designed to develop student understanding and skills needed as a web designer, web administrator, web manager, and enterprise specialist. Successful completion of all parts will provide the student the opportunity to earn a Professional Level certification. It introduces GUI web development applications, such as Microsoft Expressions, CS3 Dreamweaver, Fireworks and Flash applications. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA, FBLA, or SkillsUSA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**1798 CIW Foundations I**

This course is designed to develop student understanding and skills that Internet professionals are expected to understand. The CIW Foundations series of courses prepares students to take the CIW Foundations certification exam upon successful completion of both parts. The first part, Internet Business Foundations, prepares students to work effectively in today's business environment and teaches essential networking technologies and skills, including TCP/IP, stable network creation, wireless networking and network troubleshooting. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA, FBLA, or SkillsUSA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**1799 CIW Foundations II**

This course is designed to develop additional student understanding and skills that Internet professionals are expected to understand. The CIW Foundations series of courses prepares students to take the CIW Foundations certification exam upon successful completion of both parts. The second part, Site Development Foundations, teaches students essential Web page development skills. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA, FBLA, or SkillsUSA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**High School of Business (HSB) is a purchased curriculum and adheres to a specified instructional course outline provided by MBA Research and Curriculum Center; therefore, these courses can only be taught by educators who have been trained by the HSB staff.**

**Concentration:** BM1500 High School of Business

**Courses:** 1501 Leadership  
1502 Wealth Management  
1503 Principles of Business  
1504 Business Economics  
1505 Principles of Marketing  
1506 Principles of Finance  
1507 Principles of Management  
1508 Business Strategies

**Concentration Description:**

The High School of Business concentration is a complete business administration program, designed much like a college business program. Each course is designed to challenge students with material that approaches a college level of rigor.

**Course Descriptions:**

**1501 Leadership**

This course is designed to develop student understanding and skills in such areas as communication skills, emotional intelligence, operations, and professional development. Students acquire an understanding and appreciation of the need for leadership skills. To encourage immediate implementation of leadership skills, this course utilizes an on-going service-learning project for course delivery and reinforcement. The course content is sequenced for students to identify, plan, implement, and evaluate a service-learning project based on the needs of their community/school. Formal reflection is an on-going component of the course. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **1502 Wealth Management**

This course is designed to develop student understanding and skills in such areas as personal finance, types of investment, the stock market, and stock valuation. This is a project-based financial literacy and investment course. Students acquire an understanding and appreciation of the need for personal financial management and investing. To encourage immediate implementation of financial literacy and investment skills, this course is an on-going investment project for course delivery and reinforcement. The course content is sequenced for students to develop a diversified, balanced investment portfolio based both on their interest in products and companies and on fundamental analysis. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **1503 Principles of Business**

This course is designed to develop student understanding and skills in such areas as business law, economics, financial analysis, human resources management, information management, marketing, operations, and strategic management. Through the use of three projects, students acquire an understanding and appreciation of the business world. They develop a business analysis report, conduct an environmental scan of the local business community, and investigate business activities. Current technology will be used to acquire information and to complete the projects. Formal reflection is an on-going component of the course. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **1504 Business Economics**

This course is designed to develop student understanding and skills in such areas as consumer spending, government policies, economic conditions, legal issues, and global competition. Students learn that businesses are influenced by external factors that are often beyond their control. Decision matrices are introduced, and the importance and costs of quality are stressed. Students develop their knowledge and skills in such areas as economics, entrepreneurship, operations, and professional development. Throughout the course students will be presented with current economic problems for which they are asked to determine solutions, often through the application of decision matrices. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **1505 Principles of Marketing**

This course is designed to develop student understanding and skills in such areas as channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling using a project-based approach. Students acquire an understanding and appreciation of each of the marketing functions and their ethical and legal issues. Decision matrices are employed to aid in market planning. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **1506 Principles of Finance**

This course is designed to develop student understanding and skills in such areas as accounting and finance, introduced in the earlier, *Principles of Business*. Through multiple projects students make connections between accounting, with an emphasis on cash flow and finance, and an emphasis on decision-making. Students acquire an understanding of financial statements, calculate financial ratios, and make business decisions based on their interpretation of those financial statements and ratios. In addition, students determine business-financing options, as well as develop an appreciation for types of financial service providers and financial markets. Decision matrices are employed to aid in financial planning. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

### **1507 Principles of Management**

This course is designed to develop student understanding and skills in such areas as project management, human resources management, knowledge management, quality management, and risk management. In addition, ethical and legal considerations affecting business activities are stressed, and students develop managerial and supervisory skills through interaction with lower grade-level *High School of Business* students. Decision matrices are employed to aid in management planning. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**1508 Business Strategies**

This capstone course is designed to develop student understanding and skills in such areas as finalizing marketing, financial, and management plans, developed previously, incorporating them into a business plan for a non-profit organization. The non-profit venture is actualized during the course, requiring students to engage in risk assessment, strategic planning, and performance assessment. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives.

**Concentration:** BM1930 Oracle

- Courses:** 1932 Oracle I – Data Modeling  
1933 Database Design and Management with PL/SQL, Part I  
1934 Oracle II – SQL Programming  
1935 Introduction to PL/SQL, Part II

**Concentration Description:**

The Oracle concentration focuses on careers such as software engineers or database administrators.

**Course Descriptions:****1932 Oracle I – Data Modeling**

This course is designed to develop student knowledge and skills needed as a software engineer or a database administrator. Students have the opportunity for certification through the Oracle Academy at the completion of specific courses. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA, FBLA, or SkillsUSA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives. Instructors for this course must have completed and received the Oracle certification.

**1933 Database Design and Management with PL/SQL, Part I**

This course is designed to develop additional student knowledge and skills of SQL programming language providing students additional database functionality through variables, constants, conditional statements, and iterative controls. Students enhance their relational database design and management skills by learning to write PL/SQL code that includes anonymous blocks, sub programs, built-in functions, control structures, procedures, and triggers, all within a browser-based programming environment. This course prepares students to take the Oracle OCA Certification exam (second part), Programming with PL/SQL. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA, FBLA, or SkillsUSA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives. Instructors for this course must have completed and received the Oracle certification.

### **1934 Oracle II – SQL Programming**

This course is designed to develop student knowledge and skills in SQL programming. In this portion, students implement their database design by creating a physical database using SQL, the industry-standard database programming language. Upon completion of this course, students have the opportunity to sit for the first of two exams required to earn the Oracle Certified Associate. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA, FBLA, or SkillsUSA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives. Instructors for this course must have completed and received the Oracle certification.

### **1935 Introduction to PL/SQL, Part II**

This course is designed to develop additional student knowledge and skills in database functionality through variables, constants, conditional statements, and iterative controls. Students enhance their relational database design and management skills by learning to write PL/SQL code that includes anonymous blocks, sub programs, built-in functions, control structures, procedures, and triggers, all within a browser-based programming environment. This course prepares students to take the Oracle OCA Certification exam 2, Programming with PL/SQL. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA, FBLA, or SkillsUSA. The West Virginia Standards for Global 21 Learning include the following components: Global 21 Content, Literacy and Numeracy, Entrepreneurship, and Technology Standards. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and content standards and objectives. Instructors for this course must have completed and received the Oracle certification.

| <b>Virtual School Courses</b>         |  |
|---------------------------------------|--|
| <b>Virtual Course</b>                 | <b>CTE Course</b>                      |
| Accounting A<br>Accounting B          | 1401 Accounting Principles I           |
| Business Communications               | 1409 Business Communications           |
| Business Law                          | 1417 Business Law                      |
| Business Math                         | 1419 Business Math                     |
| Interactive Game Design I             | 1465 Game Design I                     |
| Interactive Game Design II            | 1466 Game Design II                    |
| Introduction to Business              | 1439 Business and Marketing Essentials |
| Introduction to Computer Applications | 1411 Business Computer Applications I  |
| Keyboarding/Middle School             | 1407 Middle School Keyboarding         |
| Marketing                             | 0422 Marketing Principles              |
| Marketing/Advertising                 | 0401 Advertising                       |
| Office Applications                   | 1449 Office Management                 |
| Personal Finance                      | 1451 Personal Finance                  |
| Understanding Economics               | 0404 Economics of Business             |