

Management/Administration Curriculum

New! Program of Study Resource Kit

Business Management and Administration

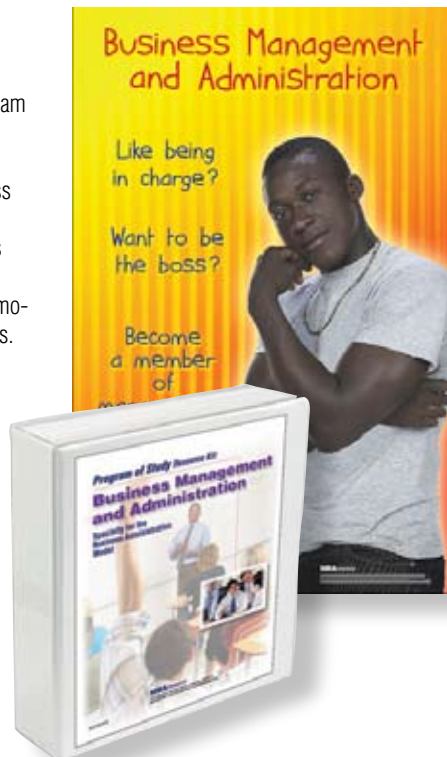
Based on national standards for business management and administration, this program of study contains a non-duplicated series of academic and career courses (grades 9-14) for students interested in the Business Management and Administration Cluster. Career courses include course descriptions and rigorous, industry-endorsed learning outcomes. The kit also contains ample promotional materials and supplemental resources. To generate student interest in business, a guidance counseling guide, a student brochure, course promotional flyers, and a program of study poster are provided. Supplemental resources in the kit include listings of professional associations and certifications, job opportunities at multiple educational exit points, and articulated course information. ©2009. Recommended: HS/PS.

MSC-09-004-4...\$79.00

(Member: \$59.00)

MSC-09-004CD-4...\$69.00

(Member: \$49.00)



Course Guides

The following course guides are recommended to be included with the Business Management and Administration Program of Study.

Detailed learning objectives, recommended sequence, resource recommendations, sample projects and tests, and more. Just add LAPs or other student resources. (Note: Includes Course Profile information. No need to buy both.)



Business and Marketing Essentials

©2010. Recommended: HS

CG-10-001-4...\$129.00

(Member: \$99.00)

Introduction to Management

©2010. Recommended: HS

CG-10-004-4...\$129.00

(Member: \$99.00)

CD version:

CG-10-004CD-4...\$119.00

(Member: \$89.00)



Principles of Marketing

TBA

Project Management

TBA

Available 6/30/10

Course Profiles

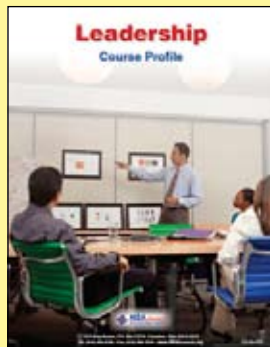
Note: Included with Program of Study kit

Save! Purchase Direct Downloads online.

New! Course Profile: Business and Marketing Essentials

Need help building an introductory business administration course? The *Business and Marketing Essentials* course profile includes the recommended performance indicators for the year-long course, the suggested sequencing for these learning outcomes, detailed instructional objectives for each performance indicator, and a crosswalk of resources that support course content. *Business and Marketing Essentials* is a "must" for all beginning business and marketing students. ©2010. Length: 48. Recommended: HS

CG-09-001-4...\$39.00 (Member: \$29.00)



New! Course Profile: Introduction to Management

[Available 6/30/10] Do you need help building an introductory management course? *Introduction to Management*, which is targeted at high school juniors, exposes students to the many types of management skills and knowledge needed in business. The course profile provides the recommended performance indicators for the one-credit course, the suggested sequencing for these learning outcomes, detailed instructional objectives for each performance indicator, and a crosswalk of resources that support course content. Ideally, *Introduction to Management* students would take *Leadership*, *Personal Finance*, and *Business and Marketing Essentials* in the semesters leading up to this course. ©2010. Recommended: HS

CG-10-006-4...\$39.00 (Member: \$29.00)

New! Course Profile: Leadership

Need help figuring out content priorities for your first leadership course? Course profiles offer help with content decisions and with how to organize the content over the semester. ©2010. Length: 22. Recommended: HS

CG-09-003-4...\$39.00 (Member: \$29.00)

New! Course Profile: Personal Finance

Need help figuring out content priorities for your personal finance course? This course is designed for the 9th grade. It introduces a wide range of personal financial topics, including an introduction to various types of investments. The course is a bit more challenging than the typical personal finance course. The course profile provides a quick overview of the recommended course content, including recommendations for sequencing. ©2010. Length: 24. Recommended: HS

CG-09-002-4...\$39.00 (Member: \$29.00)