



## Continuing Education Tech Pathways

# Business & Finance Pathways

## **Pathway: Business and Finance**

*(Suggested Course Progression)*

1. Principles of Business, Marketing, and Finance (2 Semesters)
2. Business Information Management (2 Semesters)
3. Accounting (2 Semesters)
4. Entrepreneurship (2 Semesters)

### **Principles of Business, Marketing, and Finance**

This course has a broad application for almost every career path that your students might choose. This course supplies both essential career skills and life skills. Designed for early high school students, the course offers you the flexibility to customize it to the unique needs of your program and your students. Interactive games and other engaging online and offline activities make practical real-life application of essential business principles understandable useful in the daily lives of your students and in the careers that they choose.

### **Business Information Management**

This course is designed to enable students at high school level to develop information management skills that they can use during in their careers in business organizations. This course discusses career opportunities available in Business Information Management, computing technology for business, connecting through the internet, working with documents, working with spreadsheets, working with a presentation program, working with databases, web page design, and project management. The course is based on Career Technical Education (CTE) standards designed to help students develop technical knowledge and skills needed for success in the business information management industry.

### **Accounting**

The Bureau of Labor Statistics identifies accounting as one of the best careers for job growth in the next decade. This course empowers high school students with the essential skills they need to understand accounting basics. Lessons include Account Types (assets, liabilities, expenses, etc.), Fundamentals of Bookkeeping, Financial Statements, and Careers in Accounting. Engaging and relevant, this course particularly helps both those students With an accounting career orientation, and those in need of an overview of essential accounting principles.

## **Entrepreneurship**

This course is based on Career Technical Education (CTE) standards designed to help students understand the roles and attributes of an entrepreneur, marketing and its components, selling process, and operations management. This course discusses entrepreneurship and the economy, marketing fundamentals, managing customers, production and operations management, money, and business law and taxation.

# Information & Communication Pathways

## **Pathway: Information and Communication Technologies**

*(Suggested Course Progression)*

1. Principles of Information Technology (2 Semesters)
2. Computer Programming (2 Semesters)
3. Web Technologies (2 Semesters)
4. Introduction to Mobile Application Development (Android and iOS)
5. CompTIA A+ Certification Prep (220-901 and/or 220-902)

### **Principle of Information Technology**

These courses takes the next steps in preparing learners for a career in information technology. Covering software, hardware, and implementation topics, the course also addresses the security and ethical issues that your students will face in an IT career. Combining lessons, online and offline activities, and interactive discussions, the course will provide a practical yet cutting edge look at the issues faced by leading IT professionals today and in the future.

### **Computer Programming**

Computer Programming combines engaging online and offline activities in a rigorous one-semester course for your high school students who may be aspiring to technical careers. Building on lessons covering the software development lifecycle and software development methodologies, the course uses online discussions, activities, and lessons to lead your students through additional key topics such as quality control, system implementation, and maintenance and the increasingly important issue of system security.

### **Web Technologies**

Whether they know it or not, almost all of your students have an interest in web design. This course takes them inside the essentials of web design and helps them discover what makes a site truly engaging and interactive. Lessons such as Elements of Design, Effects of Color, and Typography help them understand the elements of effective and dynamic web design. The course covers the basics of HTML, CSS, and how to organize content, and helps to prepare them for a career in web design.

### **Introduction to Mobile Application Development Android**

This course is designed to introduce students to the process involved in creating a mobile app. Students learn about history of and upcoming trends in mobile app development. They explore career options in mobile app development and describe skills and training required for mobile app development. They also describe the types of apps available in the market. Moreover, they learn about

platforms for developing Android mobile apps. Further, they learn about the Android development environment. Finally, they create the user interface of an app and make it interactive in Android Studio.

### **Introduction to Mobile Application Development iOS**

This course is designed to introduce students to the process involved in creating an app. Students learn about history of and upcoming trends in mobile app development. They explore career options in mobile app development and describe skills and training required for mobile app development. They also describe the types of apps available in the market. Moreover, they learn about various platforms for developing iOS mobile apps. Further, they learn about the iOS development environment. Finally, they create the user interface of an app and make it interactive in Xcode.

### **CompTIA A+ Certification Prep (220-901)**

This course is focused on the exam objectives of CompTIA A+ 220-901. Students will learn about computer hardware and networking. Students will learn about mobile devices and their features. Students will learn how to identify and troubleshoot problems related to hardware, networking, printers, storage devices, and mobile devices.

Unit activities in the course help students to develop and apply critical thinking skills.

Animations and screenshot based slideshows included in the lesson keep students engaged. Students can understand technical concepts very easily. Simulations provide students a real computer environment to practice various procedural steps. These simulations emulate the CompTIA A+ performance based questions.

Practice Test at the end of the course help students to attempt questions that are similar to CompTIA A+ 220-901 certification exam.

### **CompTIA A+ Certification Prep (220-902)**

This course is focused on the exam objectives of CompTIA A+ 220-902. Students will learn about Windows operating system and mobile operating systems. Students will learn about security, cloud computing, and operational procedures. Students will also learn how to identify and troubleshoot problems related to Windows operating system, security, and mobile operating systems. Unit activities in the course help students to develop and apply critical thinking skills.

Animations and screenshot based slideshows included in the lesson keep students engaged. Students can understand technical concepts very easily.

Simulations provide students a real computer environment to practice various procedural steps. These simulations emulate the CompTIA A+ performance based questions.

Practice Test at the end of the course help students to attempt questions that are similar to CompTIA A+ 220-902 certification exam.



# Health Science & Medical Technology Pathways

## **Pathway: Health Science & Medical Technology**

*(Suggested Course Progression)*

1. Principles of Health Science (2 Semesters)
2. Applied Medical Terminology (2 Semesters)
3. Health Science 1 (2 Semesters)
4. Health Science 2 (2 Semesters)
5. Certified Nurses Aid Exam Prep

### **Principles of Health Science A and B (Semester Courses)**

With an engaging and interactive instructional approach, this rigorous course provides your students with a comprehensive overview of health science topics and careers. Health science professionals are in increasing demand and of increasing interest, and this semester-long course is an effective way to introduce students to the wide array of health science careers. Beginning with medical terminology, the course includes an overview of physiology and human homeostasis and more.

### **Applied Medical Terminology**

Built on the same sound pedagogy and proven course design methodologies as all of our courses, Medical Terminology helps students understand the structure and meaning of medical terms and identify medical terminology associated with various body systems. As the health care industry becomes more and more complex, developing expertise in accurately and efficiently identifying medical terms and their specific application is essential to a growing variety of health care careers. This course begins to prepare your students for those careers.

### **Health Science**

The course is based on Career and Technical Education (CTE) standards to help students develop technical knowledge and skills needed for success in the health science industry. Semester A is designed to enable all students at the high-school level to understand the basic structure and function of the human body and it will help the students identify and analyze the diseases and medical procedures related to each body system. Semester B will help the students develop an understanding of biomolecules such as proteins, carbohydrates, and lipids; biological and chemical processes; and various diseases that affect the body.

## **Health Science**

This course is designed to enable all students at the high-school level to learn the basics of health science. The course will help the students develop an understanding of the academic qualifications, personal skills, training, and use of healthcare tools required to work in the healthcare industry. The course is based on Career and Technical Education (CTE) standards to help students develop technical knowledge and skills needed for success in the healthcare industry.

### **Certified Nurses Aid Exam Prep**

The course is designed to enable students to learn the key skills and information that they need to work as certified nurse aides. The course will help students develop an understanding of the human body, physical and nutritional needs, mental health needs and teach them to provide culturally competent and quality care to clients in a safe and healthy environment. The course is based on the NNAAP Exam syllabus and is designed to prepare students to take the exam and become certified nurse aides.

The course has animations and videos that demonstrate key skills that students must acquire to work as nurse aides. The practice test at the end of the course gives students practice on the written exam that they'll need to give to become certified nurse aides

# Audio / Video Pathways

## **Certificated Pathway: Audio/Video**

*(Suggested Course Progression)*

1. Principles of Arts, A/V Technology, & Communications (2 Semesters)
2. Audio/Video Production 1 (2 Semesters)
3. Audio/Video Production 2 (2 Semesters)
4. Audio/Video Production 3 (2 Semesters)

### **Principles of Arts, A/V Technology Communications A/B (Semester Courses)**

This course appeals to your familiarity with a variety of sensory inputs and stimulus. With an emphasis on visual arts, the 14 lessons introduce learners to careers in design, photography, performing arts, fashion, and journalism, among others. This engaging course covers inherently engaging topics that will stimulate your students as they consider careers in which the arts, technology, and communications intersect.

### **Audio/Video Production**

This course is designed to enable all students at the high school level to learn the basics of audio video production. The course will help the students develop an understanding of the industry with a focus on pre-production, production, and post-production audio and video activities. The course is based on Career and Technical Education (CTE) standards designed to help students develop technical knowledge and skills needed for success in the audio video production industry.

### **Audio/Video Production**

This course is designed to enable students at high school level to develop the knowledge and skills related to audio video techniques that they can use in their careers. This course discusses the elements of audio video production, preproduction activities, media production techniques, and postproduction activities. The course is based on Career Technical Education (CTE) standards designed to help students develop technical knowledge and skills needed for success in the audio video production industry.

### **Audio/Video Production**

This course is designed to enable all students at the high school level to students understand the basic concepts in audio video manufacturing. Students will learn about preproduction techniques, advanced production techniques, advanced post-production techniques, mastering production techniques, special effects and animation, careers, and audio video production laws. The course is based

on Career Technical Education (CTE) standards designed to help students prepare for entry into a wide range of careers in audio video production.

# Graphics Pathways

## **Certificated Pathway: Graphics**

*(Suggested Course Progression)*

1. Principles of Arts, A/V Technology, & Communications (2 Semesters)
2. Digital and Interactive Media (2 Semesters)
3. Professional Photography (2 Semesters)
4. Graphic Design and Illustration (2 Semesters)

### **Principles of Arts, A/V Technology Communications**

This course appeals to your familiarity with a variety of sensory inputs and stimulus. With an emphasis on visual arts, the 14 lessons introduce learners to careers in design, photography, performing arts, fashion, and journalism, among others. This engaging course covers inherently engaging topics that will stimulate your students as they consider careers in which the arts, technology, and communications intersect.

### **Digital Arts and Interactive Media**

This is an effective and comprehensive introduction to careers in the rapidly expanding world of digital art. The course covers creative and practical aspects of digital art in 15 lessons that are enhanced with online discussions and a variety of activities. Beginning with a history of digital art, the course goes on to issues of design, color, and layout. While students will experience creation of digital art, they will also learn about converting traditional art to digital formats.

### **Professional Photography**

Few recent technical innovations have changed an industry as fundamentally as digital photography has changed everything about the way we capture our lives in the way we take, edit, store, and share pictures. Digital Photography provides you with the flexibility to not only use it as an independent individual course or as a group or class course, but to also easily customize the course to the unique needs of your situation. The course combines 15 lessons with online discussions that promote the development of critical thinking skills as your students explore digital photography as an enriching activity or a career.

### **Graphic Design and Illustration**

This course will help students develop an understanding of the industry with a focus on topics such as history of graphic design, types of digital images, graphic design tools, storing and manipulating images, design elements and principles, copyright laws, and printing images. The course is based on Career



Technical Education (CTE) standards designed to help students develop technical knowledge and skills needed for success in the graphic design industry

# Arts, Media & Entertainment Pathways

## **Certificated Pathway: Arts, Media, and Entertainment**

*(Suggested Course Progression)*

1. Principles of Arts, A/V Technology, and Communications (2 Semesters)
  2. Audio/Video Production 1 (2 Semesters)
  3. Audio/Video Production 2 (2 Semesters)
  4. Audio/Video Production 3 (2 Semesters)
- Or
1. Principles of Arts, A/V Technology, and Communications (2 Semesters)
  2. Graphic Design and Illustration (2 Semesters)
  3. Digital and interactive Media (2 Semesters)
  4. Professional Photography (2 Semesters)

### **Principles of Arts, A/V Technology, and Communications**

This course appeals to your students' familiarity with a variety of sensory inputs and stimulus. With an emphasis on visual arts, the 14 lessons introduce learners to careers in design, photography, performing arts, fashion, and journalism, among others. This engaging course covers inherently engaging topics that will stimulate your students as they consider careers in which the arts, technology, and communications intersect.

### **Audio/Video Production 1**

This course is designed to enable all students at the high school level to learn the basics of audio video production. The course will help the students develop an understanding of the industry with a focus on pre-production, production, and post-production audio and video activities. The course is based on Career and Technical Education (CTE) standards designed to help students develop technical knowledge and skills needed for success in the audio video production industry.

### **Audio/Video Production 2**

This course is designed to enable students at high school level to develop the knowledge and skills related to audio video techniques that they can use in their careers. This course discusses the elements of audio video production, preproduction activities, media production techniques, and postproduction activities. The course is based on Career Technical Education (CTE) standards designed to help students develop technical knowledge and skills needed for success in the audio video production industry.

### **Audio/Video Production 3 (Suggested: 7429 Advanced Multimedia Film/Video Production, Capstone)**

This course is designed to enable all students at the high school level to students understand the basic concepts in audio video manufacturing. Students will learn about preproduction techniques, advanced production techniques, advanced post-production techniques, mastering production techniques, special effects and animation, careers, and audio video production laws. The course is based on Career Technical Education (CTE) standards designed to help students prepare for entry into a wide range of careers in audio video production.

### **Graphic Design and Illustration**

This course will help students develop an understanding of the industry with a focus on topics such as history of graphic design, types of digital images, graphic design tools, storing and manipulating images, design elements and principles, copyright laws, and printing images. The course is based on Career Technical Education (CTE) standards designed to help students develop technical knowledge and skills needed for success in the graphic design industry.

### **Digital and interactive Media**

This is an effective and comprehensive introduction to careers in the rapidly expanding world of digital art. The course covers creative and practical aspects of digital art in 15 lessons that are enhanced with online discussions and a variety of activities. Beginning with a history of digital art, the course goes on to issues of design, color, and layout. While students will experience creation of digital art, they will also learn about converting traditional art to digital formats. The California course is based on Career and Technical Education (CTE) standards designed to help students prepare for entry into a wide range of careers in the digital media industry.

### **Professional Photography**

Few recent technical innovations have changed an industry as fundamentally as digital photography has changed everything about the way we capture our lives in the way we take, edit, store, and share pictures. Digital Photography provides you with the flexibility to not only use it as an independent individual course or as a group or class course, but to also easily customize the course to the unique needs of your situation. The course combines 15 lessons with online discussions that promote the development of critical thinking skills as your students explore digital photography as an enriching activity or a career. The course is based on California Education standards for Career and Technical

Education (CTE) to help students develop technical knowledge and skills needed for success in the photography industry.

# Marketing, Sales & Service Pathways

## **Marketing, Sales and Service**

*(Suggested Course Progression)*

1. Principles of Business, Marketing, and Finance (2 Semesters)
2. Marketing, Advertising, and Sales
3. Sports and Entertainment Marketing
4. Entrepreneurship (2 Semesters)

### **Principles of Business, Marketing, and Finance**

This course has a broad application for almost every career path that your students might choose. This course supplies both essential career skills and life skills. Designed for early high school students, the course offers you the flexibility to customize it to the unique needs of your program and your students. Interactive games and other engaging online and offline activities make practical real-life application of essential business principles understandable useful in the daily lives of your students and in the careers that they choose.

### **Marketing, Advertising, and Sales**

Issues in marketing, advertising, and sales promotion are evolving rapidly in an increasingly digital environment. This course effectively helps your students prepare for a career in that environment through a comprehensive look at essential marketing principles, interactive tools and channels, and the growing impact of data in marketing and advertising. Simple to manage and easy to customize, the course provides an overview of all of the fundamental topics necessary to effectively put your students on a career path that unleashes their creativity and develops and leverages their critical thinking skills.

### **Sports and Entertainment Marketing**

This course is designed to enable all students at the high school level to develop skills they will need to be successful in sports, entertainment, and recreational marketing professions. Students learn about the structure of a business firm and financial statements. Students also learn about the basics of sports, entertainment, and recreation marketing. Finally, students explore essential career skills, such as teamwork and time management. This course covers topics such as marketing staples, mapping markets, marketing communication, and making the sale. The course is based on Career Technical Education (CTE) standards designed to help students prepare for entry into a wide range of careers in sports, entertainment, and recreational marketing field.

## **Entrepreneurship**

This course is based on Career Technical Education (CTE) standards designed to help students understand the roles and attributes of an entrepreneur, marketing and its components, selling process, and operations management. This course discusses entrepreneurship and the economy, marketing fundamentals, managing customers, production and operations management, money, and business law and taxation.



# Engineering & Architecture (STEM) Pathways

## Engineering and Architecture (STEM)

*(Suggested Course Progression)*

1. Principles of Architecture and Construction (2 Semesters)
2. Principles of Engineering and Technology (2 Semesters)
3. Robotics I (2 Semesters)
4. Drafting and Design (2 Semesters)

**Students must take the following courses with in their diploma program fore certification: Algebra II, Pre-Calculus, and Physics**

### **Principles of Architecture and Construction**

This interactive course empowers students with the knowledge to appreciate and evaluate career opportunities in architecture and construction. With an emphasis on developing critical thinking skills, this one-semester course includes a variety of activities as students learn about structures and loads, materials and costs, urban design, and other aspects of these fascinating career opportunities. This easy-to-manage course will help build a solid foundation for their career options.

### **Principles of Engineering and Technology**

This easy-to-manage course provides students with essential STEM knowledge and an effective overview of STEM careers. The course's 15 lessons are interspersed with activities and online discussions that engage learners and promote understanding and achievement. Topics covered include biotechnology, mechanics, and fluid and thermal systems. The concluding lesson provides a valuable overview of the overall engineering design process.

### **Robotics**

This two-semester course is focused on the concepts related to robots and how to construct a robot. Students will learn about the history and applications of robotics. Students will learn about the job opportunities and employability skills in the field of robotics. Students will also learn about the basic concepts of six simple machines, electricity, electronic circuits, Boolean algebra, magnetics, and their applicability to robotics. Students will apply safety procedures and construct a simple robot. Students will also learn about project management and engineering design process. Students will learn about the programming languages used in robotics. Students will create a simple robotic arm. Students will also construct a robot using programming. Student will learn about ethics and laws related to robotics. Students will also learn how to test and maintain a robot. Online discussions and unit activities require students to develop and

apply critical thinking skills, while the included games appeal to a variety of learning styles and keep students engaged.

### **Drafting and Design**

From the history of drafting and design to a look at the latest in the industry's latest computer-aided tools, this course gives your students a comprehensive look at a dynamic and in-demand career. With 14 effective lessons and five engaging activities that lead to mastery of the course content, the course review and end of course assessment help ensure that mastery. The course features skill-embedded content that connects student learning to real-life experiences.

# General Management Pathways

## **Certificated Pathway: General Management**

*(Suggested Course Progression)*

1. Introduction to Business and Technology (2 Semesters)
2. Principles of Business, Marketing and Finance (2 Semesters)
3. Legal Environment of Business (2 Semesters)

### **Introduction to Business and Technology**

Introduction to Business and Technology provides the foundational knowledge and skills students need for careers in business and technology. Throughout the course, students gain a knowledge of business principles and communication skills, an understanding of the impact of financial and marketing decisions, and proficiency in the technologies required by business. Students will also learn the essentials of working in a business environment, managing a business, and owning a business.

This course allows students to explore careers in business and information technology while learning skills applicable to any professional setting. Through a variety of hands-on activities, students will engage with word processing, presentation, and spreadsheet software and explore operating systems, networking, and the Internet. Regular engagement in active learning ensures students can continually refine the skills necessary to prepare them for work. In addition, students will evaluate the qualifications required for specific careers so they can identify opportunities of interest to them.

Introduction to Business and Technology is a full-year introductory Career and Technical Education course applicable to programs of study in the Business, Management and Administration and Information Technology career clusters, as well as other career clusters. This course is built to state and national standards. Students who successfully complete the course will be prepared to pursue certifications such as Microsoft® Office Specialist certifications in

### **Introduction to Business and Technology Continued...**

Microsoft Word, Microsoft Excel and Microsoft Access, as well as IC3 certification.

*Course Materials: This course has required materials. For more information, consult ASSIST Education.*

## **Principles of Business, Marketing, and Finance**

Principles of Business, Marketing, and Finance provides the knowledge and skills students need for careers in business and marketing. Students begin exploring roles and functions that business and marketing play in a global society, develop an understanding of the market place, as well as understanding product placement and promotion.

Students analyze the impact of government, legal systems, and organized labor on business; develop an understanding of business communications and management; and explore legal, ethical, and financial issues in business and marketing. Furthermore, students delve into basic economic concepts including personal finance, economic systems, cost-profit relationships, and economic indicators and trends.

Using hands-on activities, students reinforce, apply and transfer academic knowledge and skills to a variety of interesting and relevant real-world inspired scenarios. This course focuses on developing knowledge and skills around marketing, pricing, distribution and management, while also focusing on economics and interpersonal skills. This course also addresses exploring career options in business and marketing as well as securing and keeping a job.

Principles of Business, Marketing, and Finance is a full-year Career and Technical course for programs of study in Business Administration and Management. This course is built to state and national standards.

## **Legal Environment of Business**

Legal Environment of Business examines the role of the law on all aspects of business ownership and management. Throughout the course, students focus on legal ethics, court procedures, torts, contracts, consumer law, property law, employment law, environmental law, and international law. Students also explore the impact of laws, regulations, and judicial decisions on society at large.

This course allows students to explore careers in business while learning skills applicable to any professional setting. Through a series of hands-on activities, students will prepare legal documents, create a compliance plan, and research consumer protection issues. Regular engagement in active learning ensures students can continually refine the skills necessary to prepare them for work. In addition, students will evaluate the qualifications required for specific careers so they can identify opportunities of interest to them.

Legal Environment of Business is a full-year intermediate or capstone Career and Technical Education course applicable to programs of study in the Business, Management and Administration career cluster. This course is built to state and

national standards. Students who successfully complete the course will be prepared to pursue certifications such as Accredited Legal Professional, Certified Administrative Manager, or Certified Associate in Project Management®.

# Human Resource Management Pathways



## **Certificated Pathway: Human Resource Management**

*(Suggested Course Progression)*

1. Principles of Business, Marketing and Finance (2 Semesters)
2. Legal Environment of Business (2 Semesters)
3. Human Resources Principles (2 Semesters)

### **Principles of Business, Marketing, and Finance**

Principles of Business, Marketing, and Finance provides the knowledge and skills students need for careers in business and marketing. Students begin exploring roles and functions that business and marketing play in a global society, develop an understanding of the market place, as well as understanding product placement and promotion.

Students analyze the impact of government, legal systems, and organized labor on business; develop an understanding of business communications and management; and explore legal, ethical, and financial issues in business and marketing. Furthermore, students delve into basic economic concepts including personal finance, economic systems, cost-profit relationships, and economic indicators and trends.

Using hands-on activities, students reinforce, apply and transfer academic knowledge and skills to a variety of interesting and relevant real-world inspired scenarios. This course focuses on developing knowledge and skills around marketing, pricing, distribution and management, while also focusing on economics and interpersonal skills. This course also addresses exploring career options in business and marketing as well as securing and keeping a job.

### **Legal Environment of Business**

Legal Environment of Business examines the role of the law on all aspects of business ownership and management. Throughout the course, students focus on legal ethics, court procedures, torts, contracts, consumer law, property law, employment law, environmental law, and international law. Students also explore the impact of laws, regulations, and judicial decisions on society at large.

This course allows students to explore careers in business while learning skills applicable to any professional setting. Through a series of hands-on activities, students will prepare legal documents, create a compliance plan, and research consumer protection issues. Regular engagement in active learning ensures students can continually refine the skills necessary to prepare them for work. In addition, students will evaluate the qualifications required for specific careers so they can identify opportunities of interest to them.

Legal Environment of Business is a full-year intermediate or capstone Career and Technical Education course applicable to programs of study in the Business, Management and Administration career cluster. This course is built to state and national standards. Students who successfully complete the course will be prepared to pursue certifications such as Accredited Legal Professional, Certified Administrative Manager, or Certified Associate in Project Management®.

## Human Resources Principles

Human Resources Principles examines the main functions of human resources management, including planning, recruitment, selection, training, development, compensation, and evaluation. In so doing, the course provides students with the tools to hire, manage, and fire employees. Students will also explore the unique role of human resources in the larger organization.

### **Human Resources Principles Continued...**

This course allows students to explore careers in business while learning skills applicable to any professional setting. Through a series of hands-on activities, students will create a recruiting plan, develop a strategy to promote a positive organizational culture, and analyze the impact of globalization on the human resources. Regular engagement in active learning ensures students can continually refine the skills necessary to prepare them for work. In addition, students will evaluate the qualifications required for specific careers so they can identify opportunities of interest to them.

Human Resources Principles is a full-year intermediate or capstone Career and Technical Education course applicable to programs of study in the Business, Management and Administration career cluster. This course is built to state and national standards. Students who successfully complete the course will be prepared to pursue certifications such as Associate Professional in Human Resources™, Certified Administrative Manager, or Certified Associate in Project Management (CAPM)®.

# Administrative Support Pathways

## **Certificated Pathway: Administrative Support**

*(Suggested Course Progression)*

1. Introduction to Business and Technology (2 Semesters)
2. Principles of Business, Marketing, and Finance (2 Semesters)
3. Human Resources Principles (2 Semesters)

### **Introduction to Business and Technology**

Introduction to Business and Technology provides the foundational knowledge and skills students need for careers in business and technology. Throughout the course, students gain a knowledge of business principles and communication skills, an understanding of the impact of financial and marketing decisions, and proficiency in the technologies required by business. Students will also learn the essentials of working in a business environment, managing a business, and owning a business.

This course allows students to explore careers in business and information technology while learning skills applicable to any professional setting. Through a variety of hands-on activities, students will engage with word processing, presentation, and spreadsheet software and explore operating systems, networking, and the Internet. Regular engagement in active learning ensures students can continually refine the skills necessary to prepare them for work. In addition, students will evaluate the qualifications required for specific careers so they can identify opportunities of interest to them.

Introduction to Business and Technology is a full-year introductory Career and Technical Education course applicable to programs of study in the Business, Management and Administration and Information Technology career clusters, as well as other career clusters. This course is built to state and national standards. Students who successfully complete the course will be prepared to pursue certifications such as Microsoft® Office Specialist certifications in

### **Introduction to Business and Technology Continued...**

Microsoft Word, Microsoft Excel and Microsoft Access, as well as IC3 certification.

*Course Materials: This course has required materials. For more information, consult ASSIST Education.*

## **Principles of Business, Marketing, and Finance**

Principles of Business, Marketing, and Finance provides the knowledge and skills students need for careers in business and marketing. Students begin exploring roles and functions that business and marketing play in a global society, develop an understanding of the market place, as well as understanding product placement and promotion.

Students analyze the impact of government, legal systems, and organized labor on business; develop an understanding of business communications and management; and explore legal, ethical, and financial issues in business and marketing. Furthermore, students delve into basic economic concepts including personal finance, economic systems, cost-profit relationships, and economic indicators and trends.

Using hands-on activities, students reinforce, apply and transfer academic knowledge and skills to a variety of interesting and relevant real-world inspired scenarios. This course focuses on developing knowledge and skills around marketing, pricing, distribution and management, while also focusing on economics and interpersonal skills. This course also addresses exploring career options in business and marketing as well as securing and keeping a job.

Principles of Business, Marketing, and Finance is a full-year Career and Technical course for programs of study in Business Administration and Management. This course is built to state and national standards.

## **Human Resources Principles**

Human Resources Principles examines the main functions of human resources management, including planning, recruitment, selection, training, development, compensation, and evaluation. In so doing, the course provides students with the tools to hire, manage, and fire employees. Students will also explore the unique role of human resources in the larger organization.

This course allows students to explore careers in business while learning skills applicable to any professional setting. Through a series of hands-on activities, students will create a recruiting plan, develop a strategy to promote a positive organizational culture, and analyze the impact of globalization on the human resources. Regular engagement in active learning ensures students can continually refine the skills necessary to prepare them for work. In addition, students will evaluate the qualifications required for specific careers so they can identify opportunities of interest to them.

Human Resources Principles is a full-year intermediate or capstone Career and Technical Education course applicable to programs of study in the Business, Management and Administration career cluster. This course is built to state and

national standards. Students who successfully complete the course will be prepared to pursue certifications such as Associate Professional in Human Resources™, Certified Administrative Manager, or Certified Associate in Project Management (CAPM)®.



## Career Electives & Certification Courses

## **Introduction to Augmented & Virtual Reality**

Separating hype from reality is hard... especially in the fast-growing and evolving space of augmented and virtual reality (AR/VR). Recent advances in technology has allowed AR/VR systems to become extremely sophisticated and realistic. This course introduces students to the technologies that underpin AR/VR systems. Then the course walks through 5 applications of AR/VR and how they will change and impact numerous aspects of our lives and the economy. Students will also learn about and discuss the risks and side effects of these systems, including health, privacy, and ethical implications.

## **Introduction to Bitcoin & the Future of Money**

Upon completion of this course, students will understand bitcoin, including its history, development, and context within the modern global economy. Students will learn the basic cryptographic principles that underlie bitcoin, and gain confidence by demonstrating strong security principles in storing and transaction bitcoin. Key principles such as mining, wallets, and hashing will be introduced. And finally, they will be familiarized with the nascent industry of digital currencies and how they function.

## **Flying Cars and the Future of Transportation**

This course introduces students to the newest and most cutting edge futuristic transportation technologies out there. Students gain familiarity with the history of transportation development and understand a framework with which to evaluate new transportation modes. Then the course dives into 10 different technologies on the horizon. Students examine the technologies, the pros and cons of each mode, and explore potential career paths in these emerging fields.

## **The Robots Are Coming: Artificial Intelligence**

It seems like many elementary to high school robotics courses are focused on coding a simple robot to move its mechanical arm up and down. This course, in contrast, teaches students what a robot is and how it relates to other key technologies such as artificial intelligence and machine learning. Then the course examines 10 applications of robots and how they will change and impact various aspects of our lives and the economy. Will robots simply steal our jobs, or will they be a tool that will create new opportunities and even free humans to use our creativity and curiosity to their full potential? Students will



grapple with this and many other questions as they explore this vital, future-focused subject.

### **E-sports and the History of Video Games**

In this course, students will learn about the technologies and design principles that have been the foundation of the development of video game technology over the last 50 years. Students will examine and discuss the impact of video games on culture and the economy. Students will learn about the current gaming and e-sports landscape, including strategies and techniques of top teams and individuals. This course will also discuss the risks and dangers of video games and understand how to set appropriate time and content parameters. Finally, the course will identify career paths and opportunities for those who are passionate about gaming.

### **Introduction to the Internet of Things**

First, we had the internet of computers. Then with the advent of email and social media, along with mobile technology, it became the internet of people. Today's world is increasingly becoming the internet of things. With advances in battery power, sensors, and computer chips, more and more devices are being connected to the internet. This will allow them to be monitored, controlled, and used more effectively for people and businesses. This course will examine the trends and opportunities surrounding the Internet of Things. Students will learn about the technologies, hardware, and software that underpin the Internet of Things. The course will examine a variety of end-market applications in our homes, businesses and cities. Finally, students will learn about the many career opportunities that the Internet of Things will enable.

### **Wearable and Implantable Technologies**

From hearing aids to pedometers to smart watches, humans have made and worn devices to overcome physical deficiencies, count their steps, and communicate. With the continue miniaturization of chips and sensors, combined with increasing sophistication of artificial intelligence, wearable technology has proliferated into countless end-markets. This course will introduce students to wearable technologies and the components and software that make these technologies possible. The course will also evaluate several applications of wearable technologies in various industries. Finally, the course will examine and discuss the implications of wearable technology, including its pros and cons, and potential implications to our health, privacy, and society.

## **Introduction to Blockchain Technology**

Blockchain seems to be the latest buzzword that the business world is talking about. But what is it? And why should a high school student care? This course will seek to answer those questions. It will strip away the layers of complexity and sophistication to help students understand the key concepts of the blockchain. The course will introduce and discuss areas where blockchain has the greatest potential.

## **Future of Space Travel: Facts, Fiction and Possibilities**

This course introduces students to the history and near future of space travel. Students will explore the possibilities of moon bases, Mars colonies, and visiting the outer planets in our solar system and their moons. Students will also discuss important ethical and legal issues around space exploration, such as asteroid mining and war in space. The course gives an expansive view of the technologies, science, and theories that will make far-fetched dreams into realities during the student's lifetime.

## **Introduction to Artificial Intelligence**

This course teaches what every student should know about Artificial Intelligence. AI is a fast-moving technology with impacts and implications for both our individual lives and society as a whole. In this course, students will get a basic introduction to the building blocks and components of artificial intelligence, learning about concepts like algorithms, machine learning, and neural networks. Students will also explore how AI is already being used, and evaluate problem areas of AI, such as bias. The course also contains a balanced look at AI's impact on existing jobs, as well as its potential to create new and exciting career fields in the future. Students will leave the course with a solid understanding of what AI is, how it works, areas of caution, and what they can do with the technology.

## **Drones: Remote Pilot Certification**

This course prepares students to take the Federal Aviation Administration's Part A exam, which is a key step to becoming a commercial drone pilot. The field of unmanned aerial vehicles is growing rapidly, as the opportunities to use them for search and rescue, photography, recreation, inspection, and many others continue to multiply. Students will learn the critical facts to prepare for the test's topics, which include: regulations, airspace & requirements, weather, loading & performance, and operations. The course will conclude with a look at the most promising careers in the field of drones.

## **Adobe Photoshop Certification**

This course prepares students to demonstrate expertise in Adobe's Photoshop software and take the ACE Certification Exam on Photoshop. Students will learn through engaging and interactive content, projects and practice exam items aligned to the learning objectives outlined by Adobe's exam specifications. Students will leave this course with career-ready, real-time skills in one of the most popular software programs in the world!

## **Adobe Illustrator Certification**

This course introduces students to the Adobe Illustrator and prepares students to take the ACE Certification Exam on Illustrator. Students will get an insight into what it is like working in the graphic design industry. Students will learn everything from absolute basics like navigating Illustrator to performing complex tasks like managing colors, drawing, creating illustrations, and much more. The course contains guided video tutorials, hands-on projects, and step-by-step resources that help students learn how to work in Illustrator.

## **Adobe InDesign Certification**

This course introduces students to the world of Adobe InDesign and prepares students to take the ACE Certification Exam on InDesign. Students will get an insight into what it is like working in the print and digital media publishing industry. Over 10 modules, students will learn everything from absolute basics like navigating InDesign to performing complex tasks like creating multi-page documents, applying effects, and even creating original artwork. The course contains guided tutorials, do-it-yourself projects, and great resources that will help students practice and learn how to work in InDesign.

## **Introduction to Wall Street and Financial Careers**

This course introduces students to the world of Adobe InDesign and prepares students to take the ACE Certification Exam on InDesign. Students will get an insight into what it is like working in the print and digital media publishing industry. Over 10 modules, students will learn everything from absolute basics like navigating InDesign to performing complex tasks like creating multi-page documents, applying effects, and even creating original artwork. The course contains guided tutorials, do-it-yourself projects, and great resources that will help students practice and learn how to work in InDesign.

## **Introduction to Careers in Dentistry**

This course introduces students to the exciting and varied career opportunities in the dentistry profession, from dental assistant all the way up through oral surgeon. Students will review the history of dentistry globally and in the U.S., and will learn key dental terminology. The course will introduce the roles and tasks done as well as skills and education required of nearly every member of the dental staff. Students will gain an understanding of what it takes to perform each position, and how they work together.

## **Future of Healthcare Careers**

This course introduces students to the exciting and varied career opportunities in the healthcare industry that will be in demand in their future! The course will introduce the roles and tasks, identify education and skills needed, identify responsibilities of roles which support or supervise their role, analyze legal and ethical responsibilities, limitations, and implications for each of these professions. Students will also explore how new technologies will change an impact jobs in healthcare.

## **Future of Education**

This course is designed to prepare future educators for the classroom they will inherit! It starts with a history of education and how blended, adaptive, and personalized learning are coming to the forefront in learning. It then explores new and emerging technologies, along with their current and future impact on education. Throughout the course, students will explore a wide range of career possibilities in the education field and evaluate both the promises and pitfalls of technology in education.

## **Startups and Innovation**

Students hear a lot of contradictory advice in life. On one hand, they may hear something like "Follow your dreams. Pursue your passion and the money will come!" On the other hand, they may hear something completely opposite, like "Most startups fail! It's much safer to get a safe, steady job." So which side is right? Given the massive changes to the economy and society, the skills of entrepreneurship are going to be critical in building a lasting career. The entrepreneurial mindset of searching for opportunities, creating value, and solving pain points will always be valuable. And this mindset applies not just to starting a business, but in any organization that someone is a part of: school,

established companies, or non-profits. In this course, students will explore how to use this mindset to create the next world-class startup.

### **Future of Home Construction**

This course introduces students to the evolving industry of construction! In addition to building on standard concepts such as technical skills, project planning, and regulations, students will learn about the variety of career possibilities within construction. They will also explore the entrepreneurial side of construction and discover what it takes to start and run your own business in this field. Finally, the course will look towards the future and analyze trends in green materials, energy efficiency, and technology to determine how these will impact the homes we build and live in.



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