

Discover BUSINESS AND ADMINISTRATIVE SERVICES

Program Overview

The Butler Tech Business and Administrative Services program is designed much like a college business administration program. Students take approximately one course per year, beginning with business foundations. This is the first course in the Butler Tech Business Program. Students will obtain knowledge and skills in fundamental business activities. Students will acquire knowledge of business processes, economics and business relationships. Employability skills, leadership, communications, and personal financial literacy will be addressed.

Student Organization

Students in Butler Tech business and administrative services courses at Middletown High School participate in DECA. DECA is a career tech student organization that prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management. Throughout the year, students compete in a variety of competitions to enhance their knowledge, skills and leadership development. DECA is an international organization allowing Middletown High School students to compete with young leaders across the globe.

"Business courses and have helped build my confidence. My improved communication skills are going to be a great help in my future career."

Student, *Business and Administrative Services*

bt Butler
Tech
in Middletown City
Schools

Coursework

- Business Foundations
- Financial Accounting
- Logistics Management
- Management Principles
- Sports Marketing
- Strategic Entrepreneurship



Butler Tech Business and Administrative Services Course offerings at Middletown

Business Foundations

This entry level business course will allow students to obtain knowledge and skills in fundamental business activities, and acquire knowledge of business processes, economics and business relationships. Students will use technology to synthesize and share business information. Employability skills, communications, leadership, and personal financial literacy will be addressed. This meets the one-half technology graduation requirement (sem 1) and one-half financial literacy graduation requirement (sem 2). Also offered in a block.

Financial Accounting

Students will track, record, summarize, and report a business's financial transactions. They will develop financial documents, project future income and expenses, and evaluate the accuracy of a business's financial information. Students will also apply tools, strategies, and systems to evaluate a company's financial performance and monitor the use of financial resources. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

Logistics Management

Students will develop plans and networks to move materials, information, products and services through organizations. Students will analyze transportation cost structures and reverse logistics' costs. They will utilize technology to evaluate warehouse size and space layouts. Students will also design receiving and fulfillment processes and develop preventive maintenance schedules. Requirements for the treatment, storage, and disposal of hazardous materials will be emphasized. Project management techniques and international business will be examined.

Discover Business and Administrative Services through Butler Tech and pursue a career that's right for you.

Management Principles

Students will apply management and motivation theories to plan, organize and direct staff toward goal achievement. They will learn to manage a workforce, lead change, and build relationships with employees and customers. Students will use technology to analyze the internal and external business environment, determine trends impacting business, and examine risks threatening organizational success. Ethical challenges, project management and strategic planning will also be addressed.

Sports Marketing

Explore the intriguing world of sports and entertainment from the perspective of marketing. Sports and entertainment topics are used to learn foundational marketing concepts. Emphasis is on sports and entertainment as a business, marketing strategies, communication, sales, promotion, advertising, international business, and e-commerce. Marketing functions are incorporated throughout the sports and entertainment industries and are the perfect vehicles to highlight how marketing plays out in our everyday lives.

Strategic Entrepreneurship

Students will use innovation skills to generate ideas for new products and services, evaluate the feasibility of ideas, and develop a strategy for commercialization. They will use technology to select target markets, profile target customers, define the venture's mission, and create business plans. Students will take initial steps to establish a business. Students will calculate and forecast costs, break-even, and sales. Establishing brand, setting prices, promoting products, and managing customer relationships will be emphasized.

Butler Tech connects high school students to career technical education in more ways than ever. Complete your traditional academic courses in your school and enhance your educational experience with career-focused labs and on-the-job training. Each moment in a Butler Tech career technical course is a step toward building your future.



See your guidance counselor
for registration information.

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