

Discover BUSINESS AND ADMINISTRATIVE SERVICES

Industry Overview

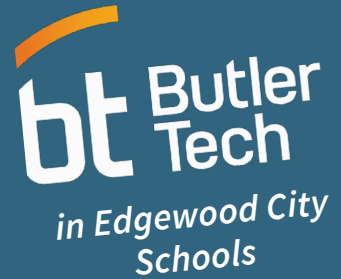
The Business and Administrative Services program at Edgewood High School will introduce students to a solid understanding of business decision-making by encouraging them to think critically about the world around them and how economics, advertising, human resources, and marketing drive many of the world's decisions.

Students will be taught how to use emotional intelligence in diverse societies to develop a realistic understanding of professional business environments and employer expectations. The use of business ethics with an integration of core academics will guide students along a pathway of career exploration in the business world.

Student Organization

Students in the Business and Administrative Services program at Edgewood High School have the opportunity to participate in DECA. DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

"Business courses and DECA have helped build my confidence. DECA has given me the opportunity to broaden my experiences through the many educational and fun trips our chapter has taken. My improved communication skills are going to be a great help in my future career."



Coursework

- Business Internship
- Principles of Business and Economics
- Principles of Business Management and Strategies
- Principles of Finance
- Principles of Marketing



Butler Tech Course Offerings at Edgewood

Business Internship

Students will apply knowledge, attitudes and skills that were learned in a Business and Administrative Services program in a more comprehensive and authentic way in this capstone course. Capstones often include project-/problem-based learning opportunities that occur both in and away from school. Under supervision of the school and through community partnerships, students may combine classroom learning with work experience. This course can be delivered through a variety of delivery methods including cooperative education or apprenticeship.

Principles of Business and Economics

Students will develop fundamental knowledge and skills in business administration. They will examine business activities, business processes and forms of business ownership. Students will acquire an understanding of economic principles such as supply and demand, division of labor and competition. They will identify current trends, issues and conditions impacting business and determine the impact of the global environment on business operations. Innovation, technology, leadership and communications will also be addressed.

Principles of Business Management and Strategies

Students will plan, actualize, and run a small business. They will define their business' mission; develop the business' vision, goals and objectives; and create a business plan. Students will also develop a budget and recruit, interview, select, hire, and manage employees. They will examine legal and ethical issues associated with management as well as management functions, levels and types. Project management technology, tools and processes will also be emphasized.

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

Principles of Finance

Students will develop knowledge and skills in financial analysis, financial reporting and corporate investments. They will predict corporate performance and profitable investments using financial statements, ratio analysis and other financial analysis techniques. They will calculate cash needs using the time value of money and track, record and summarize a business' financial transactions. Compliance, internal controls, business governance and personal financial management will be addressed. Technology, employability skills, leadership and communications will be emphasized.

Principles of Marketing

Students will obtain fundamental knowledge of marketing activities, including sales channels, marketing information management, marketing research, market planning, marketing communications, pricing, product and service management, branding and selling. They will conduct marketing research, identify target markets, conduct market and competitive analyses, forecast sales, set marketing goals, establish a marketing budget and develop a marketing plan. Legal and ethical issues in marketing will be addressed. Employability skills, technology, leadership and communications will be incorporated in classroom activities.



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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