

## Business, Management and Administration: Business Analysis Career Pathway Plan of Study for ▶ Learners ▶ Parents ▶ Counselors ▶ Teachers/Faculty

This Career Pathway Plan of Study (based on the Business Analysis Pathway of the Business, Management and Administration Career Cluster) can serve as a guide, along with other career planning materials, as learners continue on a career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner's educational and career goals. \*This Plan of Study, used for learners at an educational institution, should be customized with course titles and appropriate high school graduation requirements as well as college entrance requirements.

EDUCATION LEVELS	GRADE	English/ Language Arts	Math	Science	Social Studies/ Sciences	Other Required Courses Other Electives Recommended Electives Learner Activities	*Career and Technical Courses and/or Degree Major Courses for Business Analysis Pathway	SAMPLE Occupations Relating to This Pathway	
<i>Interest Inventory Administered and Plan of Study Initiated for all Learners</i>									
<b>SECONDARY</b>	<b>9</b>	English/ Language Arts I	Algebra I or Geometry	Earth or Life or Physical Science or Biology	State History Geography	All plans of study should meet local and state high school graduation requirements and college entrance requirements. Certain local student organization activities are also important including public speaking, record keeping and work-based experiences.	<ul style="list-style-type: none"> <li>• Business Essentials</li> <li>• Business Technology Applications</li> </ul>	<ul style="list-style-type: none"> <li>▶ Budget Analyst</li> <li>▶ Business Analyst</li> <li>▶ Business Consultant</li> <li>▶ E-Commerce Analyst</li> <li>▶ Marketing Analyst</li> <li>▶ Operations Research Analyst</li> <li>▶ Price Analyst</li> <li>▶ Product Manager</li> <li>▶ Requirements Specialist</li> <li>▶ Systems Analyst</li> </ul>	
	<b>10</b>	English/ Language Arts II	Geometry or Algebra II	Biology or Chemistry	U.S. History		<ul style="list-style-type: none"> <li>• Business Communications</li> <li>• Business Finance</li> </ul>		
	<b>11</b>	English/ Language Arts III	Pre-Calculus or Algebra II	Chemistry or Physics	World History Psychology		<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Database Design and Management</li> </ul>		
	<i>College Placement Assessments-Academic/Career Advisement Provided</i>								
	<b>12</b>	English/ Language Arts IV	Pre-Calculus or Calculus or Trigonometry or Statistics	Physics or other science course	Government Economics	<ul style="list-style-type: none"> <li>• Principles of Management</li> </ul>			
<i>Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes.</i>									
<b>POSTSECONDARY</b>	<b>Year 13</b>	English Composition English Literature	Algebra or Calculus	Lab Science	Economics Psychology	All plans of study need to meet learners' career goals with regard to required degrees, licenses, certifications or journey worker status. Certain local student organization activities may also be important to include.	<ul style="list-style-type: none"> <li>• Financial Accounting</li> <li>• Applications of Business Analysis</li> </ul>		
	<b>Year 14</b>	Speech/ Oral Communication Technical Writing	Statistics		Sociology Public Policy		<ul style="list-style-type: none"> <li>• Process Control</li> </ul>		
	<b>Year 15</b>	Continue courses in the area of specialization.							<ul style="list-style-type: none"> <li>• Continue Courses in the Area of Specialization</li> </ul>
	<b>Year 16</b>								<ul style="list-style-type: none"> <li>• Complete Business Analysis Major (4-year degree program)</li> </ul>

### *Creating Your Institution's Own Instructional Plan of Study*

**With a team of partners (secondary/postsecondary teachers and faculty, counselors, business/industry representatives, instructional leaders, and administrators), use the following steps to develop your own scope and sequence of career and technical courses as well as degree major courses for your institution's plan of study.**

- 1** Crosswalk the Cluster Foundation Knowledge and Skills (available at <http://www.careerclusters.org/goto.cfm?id=85>) to the content of your existing secondary and postsecondary programs/courses.
- 2** Crosswalk the Pathway Knowledge and Skills (available at <http://www.careerclusters.org/goto.cfm?id=20>) to the content of your existing secondary/postsecondary programs and courses.
- 3** Based on the crosswalks in steps 1 and 2, determine which existing programs/courses would adequately align to (cover) the knowledge and skills. These programs/courses would be revised to tighten up any alignment weaknesses and would become a part of a sequence of courses to address this pathway.
- 4** Based on the crosswalks in steps 1 and 2, determine what new courses need to be added to address any alignment weaknesses.
- 5** Sequence the **content** and **learner outcomes** of the existing programs/courses identified in step 3 and new courses identified in step 4 into a course sequence leading to preparation for all occupations within this pathway. (See list of occupations on page 1 of this document.)
- 6** The goal of this process would be a series of courses and their descriptions. The names of these courses would be inserted into the *Career and Technical Courses* column on the Plan of Study on page 1 of this document.
- 7** Below is a **sample result** of steps 1-6, and these course titles are inserted into the Plan of Study on page 1 of this document.
- 8** Crosswalk your state academic standards and applicable national standards (e.g., for mathematics, science, history, language arts, etc.) to the sequence of courses formulated in step 6.

***Below are suggested courses that could result from steps 1-6 above. However, as an educational institution, course titles, descriptions and the sequence will be your own. This is a good model of courses for you to use as an example and to help you jump-start your process. Course content may be taught as concepts within other courses, or as modules or units of instruction.***

**The following courses are based on the Cluster Foundation Knowledge and Skills found at <http://www.careerclusters.org/goto.cfm?id=85>. These skills are reinforced through participation in student organization activities.**

**#1**

*Business Essentials:* This is a core course designed to give students an overview of the Business, Marketing and Finance Career Cluster occupations. Students will develop an understanding of how academic skills in mathematics, economics, and written and oral communications are integral components of success in these occupations. Students will examine current events to determine their impact on business and industry and legal and ethical behavior, acquire knowledge of safe and secure environmental controls to enhance productivity, determine how resources should be managed to achieve company goals, and identify employability and personal skills needed to obtain a career and be successful in the workplace. As students learn about different types of business ownership, they will interpret industry laws and regulations to ensure compliance, identify principles of business management and analyze business practices to determine ethics and social responsibilities. This may be taught as a career exploration course in conjunction with other foundation Career Cluster courses.

**#2**

*Business Technology Applications:* This course is designed for those students who have not mastered knowledge and skills related to business technology applications prior to entry into high school. This course is designed to assist students in developing technological proficiencies demanded by business. The course should utilize various forms of input technologies to cover units of instruction that may include word processing applications, spreadsheet development, database management, presentations, electronic communications, Internet services, graphics, desktop publishing, basic Web design, interactive media, ethical issues and careers in business using technology applications. Students may be given opportunities for completing industry certification requirements.

**The following courses are based on the Cluster Foundation Knowledge and Skills as well as the Pathway Knowledge and Skills found at <http://www.careerclusters.org/goto.cfm?id=20>. These skills are reinforced through participation in student organization activities.**

**#3**

*Business Communications:* Students will reinforce communications skills needed in business, management and administrative occupations by learning to follow directions and using reading strategies to learn meaning, technical concepts and vocabulary. Students will compose and compare written and electronic communications to convey technical concepts and company information, develop and deliver formal and informal presentations related to a broad range of business topics, apply active listening skills to obtain and clarify information, and exhibit people skills to deal positively with a variety of personalities and diverse individuals. Students will interpret and use tables, charts and figures to support written and oral communication, and locate, organize and reference written information from various sources to communicate with coworkers and clients/participants.

**#4**

*Business Finance:* This course introduces principles of business and management. Topics include basic business principles, personal finance, management, systems thinking, quality management and the current environment for business in a multinational marketplace.

**The following courses expose students to Pathway Knowledge and Skills found at <http://www.careerclusters.org/goto.cfm?id=20> and should include appropriate student activities. A work-based component may be included in each of the following courses.**

**#5**

*Marketing:* Students will develop a foundational knowledge of marketing and its functions including channel management, marketing information management, pricing, product/service management, promotion and selling. Students will understand the interrelationships and contributions to business success. Students will understand the need for marketing strategies and market identification. Students will practice customer relationship skills, ethics, technology applications and working in the regulatory environment.

**#6**

*Database Design and Management:* This course includes database design and programming. Students study database fundamentals to include database development, modeling, design and normalization. Students will gain skills and knowledge needed to use features of database software and programming to manage and control access to data.

**#7**

*Principles of Management:* Students will begin their study of management occupations by assuming appropriate roles to create, deliver, receive and manage business communications in the workplace. Students will identify an audience and create communications to support statistics for internal and external audiences; assume the necessary role to perform the responsibilities of delivering and receiving a message; manage the broad scope of business communications to process, document and store information efficiently and appropriately; and prepare appropriate materials to reply to inquiries that require a response. Students will develop skills in planning, organizing and evaluating business organizations. Students will develop and implement short- and long-term strategic plans to manage growth, profit and goals within a specific market segment, learn how to evaluate employee performance to provide timely and appropriate responses to personnel issues, and practice organizing various business services to address all company components.

**#8**

*Financial Accounting:* Students will learn how to analyze and interpret financial data to produce accurate reports. This course will help students understand the purpose of financial statements, analyze financial statements to verify financial information and interpret financial data for planning purposes.

**#9**

*Applications of Business Analysis:* This course focuses on formulating and evaluating solutions. Students will learn how to generate alternatives to facilitate comparisons, explore possibilities to select and present the most beneficial solution and prepare a presentation of solutions to effectively communicate to stakeholders.

**#10**

*Process Control:* Students will learn how to control the process of business analysis and how to communicate with all stakeholders throughout the process to ensure alignment of energies and resources. Students will learn how to establish a timeline and milestones to gauge progress and how to provide periodic reports for stakeholder evaluation.

# Notes

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A large rectangular area with a light beige background, overlaid with a series of horizontal, alternating light blue and light orange stripes, serving as a template for taking notes.