

BUSINESS, MARKETING & MANAGEMENT



SCOTTSBLUFF HIGH SCHOOL

# CAREER ACADEMY



## PATHWAYS

- BUSINESS ADMINISTRATION
- MARKETING/ENTREPRENUERSHIP
- HOSPITALITY & TOURISM
- BUSINESS TECHNOLOGY
- COSMETOLOGY

***Impact the World by Growing the Economy!***

Would you like the opportunity to start or run your own business? Would you like to be a leader in one of the nation's leading businesses? Are you creative? Do you enjoy analyzing numbers and statistics? Do you possess strong interpersonal communication skills and like working in a team environment? If any of these characteristics sounds like you, then the Business, Marketing and Management Academy may be the right fit for you.

Scottsbluff High School

308.635.6200

[www.sbps.net/shs](http://www.sbps.net/shs)



# QUICK FACTS

## RELATED EDUCATIONAL PROGRAMS AT WNCC:

Business Administration, Accounting Assistant, Business Technology, Economics, Information Technology, Marketing, and Retail Management

- Associate of Applied Science Degree
- Certificates

## ESTIMATED DUAL-CREDIT COSTS:

- No cost for dual-credit classes taught at SHS by an SHS instructor
- Dual-credit classes taught at WNCC or at SHS by a WNCC instructor:
  - If school requires this class as part of a Career Academy, then no cost to student
  - If not school required, then student pays half of normal credit- hour tuition
- Textbooks will be issued by SBPS for all dual-credit classes and will remain property of SBPS

## OTHER COLLEGES OR POST-SECONDARY OPTIONS:

- Chadron State College
- University of Nebraska-Lincoln
- University of Nebraska-Kearney
- University of Nebraska-Omaha
- Johnson & Wales
- Institute for the Culinary Arts Omaha

## CAREER-BASED CERTIFICATIONS:

Microsoft Word, Excel, and PowerPoint (National), ServSafe Food Handler, ServSafe Manager, A-S-K Fundamental concepts of Business, Marketing, Finance, Management and Ethics

## AVERAGE SALARY:

Based on local businesses, starting wages for WNCC graduates in this industry range from \$14.00 to \$25.00 per hour.

### Combined Non-Discrimination Notice

The Scottsbluff Public School District does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups. The following people have been designated to handle inquiries regarding the non-discrimination policies: Dr. Andrew Dick, Superintendent or Wendy Kemling, Executive Director of Student Services, 1722 1st Ave. Scottsbluff, NE 69361 308-635-6200

# OVERVIEW



Students in this academy will have the opportunity to participate in student-driven projects, work with community businesses, create business and marketing plans, analyze and evaluate business financial statements, and collaborate with peers in the learning process. Courses and sequencing provided in the academy are designed to prepare students for both the workforce and postsecondary education.

## STUDENT CLUBS/ ORGANIZATIONS



# STUDENT EXPERIENCE & PROJECTS

Students in this academy will have the opportunity to participate in student-driven projects focused on leadership, teamwork, communication and organization. Students will have opportunities to receive hands-on experience through school store operations and internships. Those that participate in DECA or ProStart, will have the opportunity to compete at the district, state, and national level. Students will receive training along with the opportunity to network with peers. Students will participate in service learning projects within the community and student-run businesses.



## INTERNSHIP



Senior students enrolled in the BMM Pathways have the opportunity to take part in Internships with many local businesses.

# FOLLOW THE PATH THAT'S RIGHT FOR YOU



## Grade 9 & 10

Pre-Career Academy Courses

- Introduction to Business, Marketing and Management (BAM, BT, HT, ME, COS Path)
- IT Fundamentals (BAM, BT Path)
- Management and Leadership (BAM, BT, HT, ME, COS Path)
- Foods, Nutrition & Wellness (HT Path)
- Intro to Digital and Graphic Design (ME Path)



## Grade 11

Foundational Career Academy Courses (30 Credits)

- English Elective or AP Language\*
- Marketing/Marketing Management
- Pathway Options (must select 2 based on interest and prerequisites)
  - Basic Accounting/MicroComputer Apps (BAM or BT Path)
  - Advanced Foods and ProStart 1 (HT Path)
  - Digital and Graphic Design (ME Path)



## Grade 12

Specialized Academy Pathway (select 30 credits from Pathway of emphasis)

| Business Administration Pathway (BAM)  | Business Technology Pathway (BT)   | Hospitality and Tourism Pathway   | Cosmetology Pathway  |
|--|--|---|--|
| <ul style="list-style-type: none"> <li>• English Comp 1 (ENGL 1010)*</li> <li>• English Comp 2 (ENGL 1020)*</li> <li>• AP Stats (MATH 232) or College Algebra (Math 142)</li> <li>• Intro to Business (BSAD 1050)</li> <li>• Principles of Macroeconomics (ECON 2110)</li> <li>• Principles of Microeconomics (ECON 2120)</li> <li>• Principles of Marketing (BSAD 2520)</li> <li>• Principles of Management (BSAD 2540)</li> <li>• Principles of Accounting 1 and 2 (ACCT 1200/1210)</li> <li>• Entrepreneurship</li> <li>• Internship</li> </ul> | <ul style="list-style-type: none"> <li>• English Comp 1 (ENGL 1010)*</li> <li>• English Comp 2 (ENGL 1020)*</li> <li>• Intro to Business (BSAD 1050)</li> <li>• Office Management (BSAD 2340)</li> <li>• Principles of Marketing (BSAD 2520)</li> <li>• Achieving College Success (PRDV 1010)</li> <li>• Business Communications (BSAD 1210)</li> <li>• Business Math</li> <li>• Entrepreneurship</li> <li>• Internship</li> </ul> | <ul style="list-style-type: none"> <li>• English Comp 1 (ENGL 1010)*</li> <li>• English Comp 2 (ENGL 1020)*</li> <li>• Principles of Marketing (BSAD 2520)</li> <li>• ProStart 2</li> <li>• Entrepreneurship</li> <li>• Internship</li> </ul> | <ul style="list-style-type: none"> <li>• Intro to Cosmetology</li> <li>• English Comp 1 (ENGL 1010)*</li> <li>• English Comp 2 (ENGL 1020)*</li> <li>• Principles of Marketing (BSAD 2520)</li> <li>• Advanced Digital Design</li> <li>• Entrepreneurship</li> </ul> |
| <p><b>Marketing and Entrepreneurship Pathway</b></p> <ul style="list-style-type: none"> <li>• English Comp 1 (ENGL 1010)*</li> <li>• English Comp 2 (ENGL 1020)*</li> <li>• Principles of Marketing (BSAD 2520)</li> <li>• Advanced Digital and Graphic Design</li> <li>• Entrepreneurship</li> <li>• Internship</li> </ul>  |  |   |  |

\*At the Foundational or Specialized Level identified courses may be substituted with counselor or administrative approval and based on student's academic readiness.

## CAREERS IN BUSINESS, MARKETING & MANAGEMENT

### Example Careers:

- Bank Teller
- Administrative Assistant
- Call Center Representative
- Accounting
- Retail Customer Service
- Retail and Restaurant Management
- Insurance Agent
- Real Estate Appraiser
- Office Manager
- Personal or Commercial Banker
- Financial Analyst
- Human Resources
- Advertising Agent
- Attorney
- Entrepreneurship
- International Business
- Economist
- Sales
- Research Analyst
- Cosmetologist
- Nail Technician
- Esthetician
- Chef
- Hotel Operations
- Event Planner
- Restaurant Manager



## STAY HERE FOR A REWARDING CAREER!

These local businesses provide careers in Business, Marketing and Management:

- SWBC
- JG Elliott
- Platte Valley Bank
- Kelley Bean
- Twin City Development
- First State Bank
- Infinite Graphics
- Scottsbluff Screenprinting
- Brown Sheep Company
- Cappuccino and Company
- Aulick Industries
- Scottsbluff/Gering United Chamber of Commerce
- Regional West
- Sam & Louie's Pizza
- Hampton Inn & Suites
- Dana F Cole & Co LLP
- Vertex Business Services
- Scotts Bluff Country Club
- Buyer's Realty
- Lynne Morgan Boutique
- Weborg 21 Centre
- Mixing Bowl
- Wells Fargo Financial Advisors
- Raymond James

