

## Business & Marketing Clusters

### Business Administration Pathway (529999)

Credential: Business

Level 1 Courses	Level 2 Courses	Level 3 Courses	Level 4 Courses
Business and Marketing Essentials <sup>2</sup>	Principles of Accounting/Finance <sup>2,3</sup>	Social Media for Business	Entrepreneurship <sup>3</sup>
Introduction to Business <sup>2,3</sup>	Principles of Marketing <sup>2,3</sup>	Event Marketing/Communications	Intro to Entrepreneurship
Introduction to Economics <sup>1</sup>	Fundamentals of Accounting <sup>2</sup>	Consumer Behavior	Leadership
Introduction to PC Applications <sup>1,4</sup>	Accounting Principles 1 <sup>2</sup>	Principles of Advertising	Corporate Ethics and Social Responsibility
Ethical Leadership <sup>1</sup>	College Accounting (AICPA) <sup>2</sup>	International Marketing	Project Management in Organizations
Personal Finance <sup>1</sup>		Strategic Marketing	Project Management in Action
		Legal Environment of Business	Human Resources Management
		Business Communications	Tax Help Colorado Practicum
		Business Statistics	School-Based Enterprise – Operations Management
		Principles of Macroeconomics (AP)	School-Based Enterprise – Retail
		Principles of Microeconomics (AP)	WBL: Business
		Principles of Management	WBL: Marketing
		Introduction to Programming <sup>4</sup>	WBL: Finance
		Web Design 1 <sup>4</sup>	WBL Accounting
		Adobe Photoshop <sup>4</sup>	IB Business Management (HL) <sup>5</sup>

Level 1 Courses	Level 2 Courses	Level 3 Courses	Level 4 Courses
		Adobe InDesign <sup>4</sup>	
		Graphic Design <sup>4</sup>	
		AP Computer Science Principles <sup>4</sup>	
		Advanced PC Applications <sup>4</sup>	
		Principles of Finance	
		Introduction to Finance	
		Managerial Finance	
		Accounting Principles 2	
		Tax Help Colorado	
		IB Business Management (SL) <sup>5</sup>	

*1 Discretionary Level 1 course; all programs must start with a Level 1 Business Course (Intro to Business or Business and Marketing Essentials); Discretionary courses are optional.*

*2 These fundamental classes can be taught in a semester or over a year (A/B)*

*3 These classes are part of the Business Core*

*4 A maximum of three (3) IT or Media focused courses can be applied to the Business Administration Pathway*

*5 IB courses are year-long*

### Industry credentials available in this pathway

Visit the [Career Development Incentives Program Approved Programs List](#) for available credentials

## High School of Business Pathway (529999)

Credential: Business

Level 1 Courses	Level 2 Courses	Level 3 Courses	Level 4 Courses
HSB Principles of Business	HSB Principles of Marketing		HSB Business Strategies
HSB Economics	HSB Principles of Finance		
HSB Leadership <sup>1</sup>	HSB Principles of Management		
HSB Wealth Management <sup>1</sup>			

*1 Optional courses*

Industry credentials available in this pathway

HSB Industry Certification