

Program of Study

Business Management & Administration

Students in this pathway explore the characteristics of successful business and develop skills useful across a variety of careers. This information is helpful to every student because all careers are built on a foundation of business and fundamental business skills is helpful for all.

Students in this pathway may choose to pursue careers such as marketing, accounting, human resources, social media, project management, and many more.

A program of study is a document that can be used to outline possible opportunities and experiences in which students may wish to participate. As students select experiences, they may wish to get a broad overview of a pathway or they may wish to deepen their approach through the pathway by including a variety of opportunities to engage in work-based learning, project-based learning, industry certifications, and early college courses that will truly prepare a student for the next steps into a career after graduation from Destinations Career Academy.

Tier 1 ***Introductory***

- Microsoft Office 1 – Word & PowerPoint (GC/ECC/IRC)
- Business & Marketing Explorations (GC/PBL)

Tier 2 ***Intermediate***

- Microsoft Office 2 – Excel & Outlook (GC/ECC/IRC/PBL)
- Intro to Business Management & Leadership (PBL)
- Interpersonal Communication (GC)
- Business Concepts (ECC)
- Personal Finance (GC/IRC)
- Accounting A/B

Tier 3 ***Capstone***

- Advanced Accounting A/B (ECC)
- Marketing A/B (ECC/PBL/IRC)
- Economics (GC/IRC)
- Introduction to Entrepreneurship (ECC)
- Consumer Behavior (ECC/PBL)
- Advanced Personal Finance (ECC)

ECC – courses offering Early College Credits
IRC – courses offering Industry Recognized Certifications
GC – courses available across pathways and schools
PBL – Project Based Learning

DESTINATIONS

CAREER ACADEMY of WISCONSIN

POWERED BY STRIDE K12

Program of Study Courses

If you are interested in pursuing a college degree, career, or apprenticeship in this pathway or a related field, you should consider taking one or more of the following courses in high school:

- Algebra 2
- AP Statistics
- Sociology
- Introduction to College Reading (ECC)
- Introduction to College Writing (ECC)



Early College Credit Courses

Early College Credit is an opportunity at the high school level for students to earn high school and college credit at the same time. Sometimes these courses are offered at your high school (identified on page 1 with the notation of "ECC"). Other courses are available to students through the Early College Credit or Start College Now Programs while still in high school, for free. These may be offered only on the college or university campus or through virtual options. It is important to connect with the college/university to discuss coursework and opportunities that match your future goals. See your school counselor for applications and/or deadlines.

The following are a few options to consider (be sure to review college programs to determine the right courses for you):

- Written Communication
- Math with Business Applications
- Marketing Digital Design
- Digital Marketing

Industry Recognized Certifications

Earning an industry certification while in high school may allow you to get a job or position in an area of interest to you while still in high school. Many of these types of positions can also increase the hourly wage you may earn due to the knowledge and skills you bring to a role. Industry certifications related to this pathway include (courses where certifications are embedded are highlighted on page one with an "IRC" designation):

- Microsoft Office Specialist – Word
- Microsoft Office Specialist – Excel
- Microsoft Office Specialist – PowerPoint
- WTCS Certification: Business Academy (complete all courses designated ^)
- A*S*K – Fundamental Marketing Concepts
- A*S*K – Fundamentals of Business Concepts



Experiential or Work-based Learning

Experiential or work-based learning opportunities "add depth and meaning to students' education." When paired with opportunities to experience the subject matter firsthand, classroom learning becomes more meaningful and relevant to students. Students then become more engaged and excited about their education and prospects. Experiential learning ranges from classroom guest speakers, field trips, college visits, etc. Some students may want to deepen their opportunities through work-based volunteer opportunities, service learning, internships (paid or unpaid), or participate in Youth Apprenticeship. You may earn state level and industry recognized certifications in one or more of these areas through this pathway:

- Employability Skills
- Co-Op: Business & Information Technology
- Youth Leadership
- Youth Apprenticeship: Finance

Business Academy Pathway



Benefits for student

- Earn transferable college credit and high school credits for the same courses
- Earn a Business Generalist short-term technical diploma from Madison College
- Attend after high school for one more year at Madison College and have an associate degree
- Transfer to other 4-year institutions

Pathway Curriculum Notes

- Students will be required to meet the prerequisites prior to enrollment in each course.
- Each course meets an Associate of Applied Science Degree Requirements.
- Students must meet with an Early College advisor to map the transferability.
- Completion of this pathway does not guarantee admission to a specific program of a transfer university (ex: Wisconsin School of Business).
- These courses transfer into one of 11 Madison College programs: *Administrative Professional*, Marketing, Accounting, Business Management, *Hospitality Management*, Finance, Human Resource Management, *Small Business Entrepreneurship*, *Medical Administrative Specialist*, *Office Management*, Supply Chain Management (programs in italics - only some of the business pathway courses transfer in as a program requirement).

Student menu of options

Students may take as many or a few courses which fit their high school completion schedule. The specific courses listed below are needed for the Business Generalist.

Business Generalist (19 credits)

10-102-135 – **Business Concepts (aka Introduction to Business)** – 3 credits (Start College Now - Online/Online Live) – Take through Madison College w/support from DCA staff

10-106-109 – **MS Office 2: Business Spreadsheet Applications** – 3 credits – Take through Madison College

10-101-111 – **Advanced Accounting (aka Accounting 1)** – 4 credits – Take through DCA

10-104-104 – **Marketing Principles (Marketing 1/2)** – 3 credits – Take through DCA

10-801-195 - **Written Communication** – 3 credits (or AP English Lang & Comp score of 3 or higher, Start College Now) – Take through Madison College

10-804-144 – **Math of Finance** – 3 credits (Start College Now – Online/Online Live) – Take through Madison College

Other education coursework for business pathway

- **Psychology of Human Relations** (3 Credits) 10-809-199 or AP Psychology (AP score of 3 or higher)
- **Economics** (3 Credits) 10-809-195 or AP Micro (AP score of 3 or higher) or AP Macro Economics (AP score of 3 or higher)

Proposed student schedule

Junior Year - Marketing Principles (Marketing 1/2)

Spring Junior Year – MS Office 2: Business Spreadsheet Applications; Written Communication

Senior Year – Advanced Accounting

Fall Senior Year – Business Concepts (Introduction to Business)

Spring Senior Year – Math of Finance

Business Pathway course transfer

Check Transferology.com for your specific college and see how the courses transfer. The departments used to search are the following: Accounting, Administrative Professional, Business Management, Math, Marketing, and English.

Transfer agreements

Check the program of interest on the Madison College website to see who Madison College has articulation agreements. Here is a sampling of institutions Madison College has agreements with: UW Madison, UW Platteville, Edgewood & UW Oshkosh.

Business Management & Administration Pathway

Course Descriptions

	Credit	Grade 9	Grade 10	Grade 11	Grade 12	Notes
Microsoft Office 1 (GC/IRC/PBL)	0.5	X	X	X	X	
Microsoft Office 2 - Excel & Outlook (GC/ECC/IRC/PBL)	0.5	X	X	X	X	
Business & Marketing Explorations (GC/PBL)	0.5	X	X	X	X	
Introduction to Business Management & Leadership (PBL)	0.5	X	X	X	X	
Interpersonal Communication (GC) (English Credit)	0.5		X	X	X	
Business Concepts (ECC)	1.0			X	X	Start College Now
Personal Finance (GC/IRC) (Meets PFL Requirement)	0.5		X	X	X	
Personal Finance (Asynch/FlexLab/IRC) (Meets PFL Requirement)	0.5		X	X	X	
Advanced Personal Finance (ECC) (Meets PFL Requirement)	0.5			x	x	
Accounting A/B	1.0		X	X	X	
Advanced Accounting A/B (ECC)	1.0			X	X	Start College Now
Marketing A/B (IRC/PBL/ECC)	1.0			X	X	
Economics (GC/IRC) (Meets PFL Requirement)	0.5		X	X	X	
Introduction to Entrepreneurship (ECC)	1.0			X	X	
Consumer Behavior (ECC/PBL)	0.5			X	X	
Investing	.25	X	X	X	X	Short course



ECC – courses offering Early College Credits



IRC – courses offering Industry Recognized Certifications



PBL – Project Based Learning



GC – courses available across pathways and WVA

Hear from our pathway teachers about the Business Management & Administration Pathway here: [See video here](#)

MICROSOFT OFFICE 1



Course Length: Semester Course

Credit: 0.5 credit

Grades: 9-12

Prerequisite(s): None

Course Description: Learn essential skills in Microsoft Word, PowerPoint, Outlook, and Excel through hands-on projects and practical applications. They learn to create professional documents, design engaging presentations, manage email and schedules effectively, while using Excel to organize data, perform calculations, and build visual charts. The Microsoft 365 applications learned in this class are valuable and widely used across all career pathways, providing a strong foundation for academic and career success. **Students must have the full suite of Microsoft 365 or its equivalent available for this course.**

Note: Students prepare for and take the Microsoft Office Specialist (MOS) certification exam. This industry-recognized credential demonstrates technical proficiency and strengthens college and career readiness. Dual Credit can be earned after taking both Microsoft Office 1 & 2.

Platform(s): Students in this course will be expected to access multiple “outside” platforms including GMetrix or TestOut Software, Certiport (for certification), to name a few.

MICROSOFT OFFICE 2: EXCEL & OUTLOOK



Course Length: Semester Course

Credit: 0.5 credit

Grades: 9-12

Prerequisite(s): Microsoft Office 1

Course Description: Students advance their Microsoft 365 skills by selecting a specialized area of focus within Word, Excel, PowerPoint, or Outlook to pursue higher-level certification. Using GMetrix as the primary learning platform, they engage in projects and real-world applications to refine their expertise, master advanced features, and apply productivity tools to solve complex tasks relevant to professional environments. This course offers the opportunity to earn an Expert or Master Microsoft Office Specialist (MOS) certification, demonstrating a high level of technical mastery. The class may be taken for .5 or 1 credit, depending on student progress. To earn 1 full credit, students must successfully pass three (3) or more Expert or Master-level certifications. **Students must have the full suite of Microsoft 365 or its equivalent available for this course.**

Note: Students prepare for and take the Microsoft Office Specialist (MOS) certification exam. This class is designed for motivated learners. Students are expected to set personal goals and meet deadlines. Dual Credit can be earned after taking both Microsoft Office 1 & 2.

Platform(s): Students in this course will be expected to access multiple “outside” platforms including GMetrix or TestOut Software, Certiport (for certification), and Madison College platforms, to name a few.

BUSINESS & MARKETING EXPLORATIONS

Course Length: Semester Course

Credit: 0.5 credit

Grades: 9-12

Prerequisite(s): None

Course Description: This course is designed as an exploration of the business career pathways. Students will get an introduction to business careers so that they can better assess which pathway to pursue. In this course, students explore basic concepts in the broad areas of business and marketing, as well as career options in each area. Students study the concepts of marketing, and financial management in addition to other common business-related functions. Students complete projects to develop a deeper understanding of the roles these business functions play.

INTRODUCTION TO BUSINESS MANAGEMENT AND LEADERSHIP

Course Length: Semester Course

Credit: 0.5 credit

Grades: 10-12

Prerequisite(s): Business & Marketing Explorations

Course Description: Do you dream of owning your own business someday, or working for a company in a leadership position? Wherever your path may lead you, having the essential knowledge of business types, requirements to start a business, understanding of finances, business law, marketing, sales, customer service, and more, will ensure you're on the path to success. Let's explore your passion for business in this course!

INTERPERSONAL COMMUNICATION

Course Length: Semester Course

Credit: 0.5 credit *English Credit*

Grades: 10-12

Prerequisite(s): None

Course Description: Take your communication skills to the next level in this course focused on business and career writing, speaking, and cIn this course, students will pursue a greater understanding and appreciation for cultures of various races, ethnicities, socio-economic classes, and genders by analyzing modern and classic literature. Students will practice using textual references, inferring, and critical thinking. This course continues to focus on applying the three enduring outcomes of: strengthening the ability to read with intent, write with purpose, and speak with clarity.

BUSINESS CONCEPTS (AKA INTRODUCTION TO BUSINESS AT MADISON COLLEGE)

Course Length: Semester Course

Credit: 1.0 credit

Grades: 11-12

Prerequisite(s): Business & Marketing Explorations

Course Description: This foundation course covers core concepts related to business strategy, marketing, operations and finance, as well as their interrelationships within an organization. Case studies and a computer business simulation are used to deepen student understanding. Corporate culture and the International dimension of business are also covered. An Ethics framework, which will be further explored in upper-level Program classes is introduced, along with a focus on the means businesses use to promote and enforce ethical behavior.

Note: Students taking this course should be independent learners. Your teacher will be available during office hours to support you in your learning, but no formal instruction in a class setting is offered.

PERSONAL FINANCE

Course Length: Semester Course

Credit: 0.5 credit

Grades: 10-12

Prerequisite(s): None

Course Description: This course covers the most current and relevant financial topics that impact today's students. Topics include budgeting, identity theft, saving, investing, insurance/risk management, online banking, and careful use of credit. This course teaches students how to plan and manage their personal finances, how to live a financially successful life, and what their financial responsibilities are as citizens.

Note: Students will prepare for the WISE Financial Literacy Certification.

PERSONAL FINANCE (Asynch/FlexLab) *NEW*

Course Length: Semester Course

Credit: 0.5 credit

Grades: 10-12

Prerequisite(s): None

Course Description: This course covers the most current and relevant financial topics that impact today's students. Topics include budgeting, identity theft, saving, investing, insurance/risk management, online banking, and careful use of credit. This course teaches students how to plan and manage their personal finances, how to live a financially successful life, and what their financial responsibilities are as citizens.

FlexLab Component: This course is offered asynchronously. No live instructional classes will be provided. The teacher will be available for support, as needed. FlexLab courses contain two required components - failure to complete both will result in failure of the course:

- **Online Coursework:** Students will complete coursework independently online with milestones and deadlines built within the course. Course content will include digital lessons, video instruction and lectures, readings, and interactive assignments delivered through our learning management system.
- **Virtual Lab Sessions:** Students will participate in TWO lab sessions. Each session will last up to three (3) hours. Labs may include collaboration, research, real-world problems, and/or group problem solving. Students will submit lab reports or reflective journals after each lab session.

Note: Students will prepare for the WISE Financial Literacy Certification.

ADVANCED PERSONAL FINANCE



Course Length: Semester Course

Credit: 0.5 credit

Grades: 10-12

Prerequisite(s): None

Course Description: This course covers the most current and relevant financial topics that impact today's students. Topics include budgeting, identity theft, saving, investing, insurance/risk management, online banking, and careful use of credit. This course teaches students how to plan and manage their personal finances, how to live a financially successful life, and what their financial responsibilities are as citizens.

Note: Students will be able to earn dual credit with Madison College.

ACCOUNTING A/B

Course Length: Yearlong Course

Credit: 1.0 credit

Grades: 10-12

Prerequisite(s): None

Course Description: Accounting A is the first semester of a two-semester course. This course teaches accounting while placing emphasis on conceptual understanding and financial statement analysis to encourage students to apply accounting concepts to real-world situations and make informed business decisions. Topics include transactions and methods of accounting for a service business as a sole proprietorship. During Accounting B, students will continue their study of the accounting cycle and complete an accounting simulation. This simulation mimics keeping accounting records for an event planning business. This will be mailed to students.

ADVANCED ACCOUNTING A/B



Course Length: Yearlong Course

Credit: 1.34 credit

Grades: 11-12

Prerequisite(s): Accounting I/II

Course Description: Introduction to the field of accounting. The accounting cycle of journalizing transactions, posting, adjusting and closing entries, as well as the preparation of accounting statements is emphasized for service industries and merchandising concerns. Details of accounting for cash and receivables are studied. An introduction to a computerized accounting system is also included.

Note: Dual Credit can be earned through Madison College. Students taking this course should be independent learners. Your teacher will be available during office hours to support you in your learning, but no formal instruction in a class setting is offered.

MARKETING A/B

Course Length: Yearlong Course

Credit: 1.0 credit

Grades: 11-12

Prerequisite(s): None

Course Description: Have you ever wondered how a product makes it to market? Do you know how a business decides what type of advertising to use, and who the ideal customer is? Marketing is the study of the business activities that direct the flow of goods and services from producers to consumers. In this course, you will learn how marketers can satisfy consumer needs and wants, determine which markets the business can best serve, and decide which products and services can best serve these markets. Topics include buyer behavior, marketing research principles, demand analysis, distribution, financing, pricing, product management, and social media marketing.

Note: Students will prepare for the *ASK Marketing Certification. Dual Credit can be earned through Madison College.

ECONOMICS

Course Length: Semester Course

Credit: 0.5 credit

Grades: 10-12

Prerequisite(s): None

Course Description: Students are introduced to the basics of economic principles, and they will learn the importance of understanding different economic systems. Students will explore different economic systems, including the American free enterprise system, and they will analyze and interpret data to understand the laws of supply and demand. Students will also be presented with economic applications in today's world. From economics in the world of business, money, banking, and finance, students will see how economics is applied both domestically and globally. Students will also study how the government is involved in establishing economic stability in the American free enterprise system as well as how the U.S. economy has a global impact.

Note: Students will prepare for the WISE Financial Literacy Certification.

INTRODUCTION TO ENTREPRENEURSHIP

Course Length: Semester Course

Credit: 1.0 credit

Grades: 11-12

Prerequisite(s): None

Course Description: Dreaming of starting your own business? This course is designed to inspire and nurture the entrepreneurial spirit. Students will examine the entrepreneurial process and characteristics of successful entrepreneurs, how to identify and evaluate entrepreneurial opportunities, and the critical elements of an effective business plan -- including management, marketing, and financial data. So whether you dream of a new business, or have a plan that needs further development, this course can help you reach your goals.

Note: Dual Credit can be earned through Madison College.

CONSUMER BEHAVIOR



Course Length: Semester Course

Credit: 0.5 credit

Grades: 11-12

Prerequisite(s): None

Course Description: In this dynamic, hands-on course, students will explore how businesses understand, reach, and engage their customers in today's digital world. Through the study of consumer behavior, students will learn what drives people to make purchasing decisions and how psychology, culture, and trends influence buying habits. They'll then apply this knowledge to real-world social media marketing strategies—creating campaigns, analyzing audience engagement, and using digital tools to build brand awareness. Strong communication skills are at the core of effective marketing, so students will also practice professional and customer-centered communication, learning how to craft messages that inform, persuade, and connect. Projects will include developing customer personas, designing social media content, and presenting marketing strategies. By the end of the course, students will understand the full cycle of customer engagement—from understanding the audience to communicating effectively and promoting products in the digital marketplace.

Note: Dual Credit can be earned through Madison College for Madison College courses titled Customer Contact Skills and Social Media Marketing.

Short Courses

What is a short course?

Short courses are no-risk, 6 to 9 week asynchronous courses where students can delve into a new topic, prep for an upcoming certification or state test, or try out their hand at a simulation. These courses are pass/fail (but only passing grades will land on a student's transcript). Because they are pass/fail, they will not impact a student's GPA. Each course can only be taken once. Teachers are available for questions, but will not hold regular class times. Check out these course offerings:

INVESTING

Course Length: 9 weeks

Grade Level: 9-12

Credit: 0.25 Elective Credit

Teacher: Ms. LaGree

Course Description: Welcome to the exciting world of investing! In this beginning level course, you will embark on a journey to discover the diverse array of investment options available, including stocks, bonds, mutual funds, ETFs, and real estate. Through interactive asynchronous activities, students will gain a comprehensive understanding of each investment vehicle, learning about their risks, rewards, and potential for growth. Students will have the opportunity to select their own stocks and create a personalized stock market portfolio using real-time data. By researching companies, analyzing market trends, and assessing risk, students will develop the skills needed to make informed investment decisions. Students will move through the curriculum independently but will need to track their stock portfolio over the duration of the course.