



## BUSINESS MANAGEMENT

For incoming freshmen beginning 2020–2021

### OVERVIEW

The Business Management and Administration Jump Start 2.0 Pathway focuses on careers that plan, organize, direct, and evaluate all or part of a business organization. Students will learn fiscal responsibility when allocating and using financial, human, and material resources. Pathway coursework equips students to provide the support needed to keep all aspects of a business running, whether training new employees or leading as a top executive. This pathway also encompasses the use of social media as a marketing strategy to promote and keep businesses relevant.

### COLLEGE AND CAREER CONNECTIONS

Finding high-wage career opportunities directly out of high school can be challenging. It typically requires advanced capstone credentials accompanied by work experience and/or apprenticeships in the field.

High School to Career	Community/Technical College to Career	University to Career
Administrative Assistant	Executive Administrative Assistants	Management Professional
Customer Service Representative	Human Resource Assistant	Human Resources Director
Payroll Clerk	Business and Office Management	Business and Office Operations Management
Digital Layout Designer	Communications Specialist	Social Media/Market Research Strategist

### CAPSTONE CREDENTIALS

To graduate, Jump Start students must earn at least one credential from the list below. Some options may require more than one credential. These are noted with ‡. Credential codes and their Thrive Accelerator Index values can be found in the Industry-Based Certification Accelerator Matrix.

Adobe Certified Associate: After Effects	Certified Logistics Associate or Technician (MSSC)
Adobe Certified Associate: Animate	CIW Internet Business Associate
Adobe Certified Associate: Dreamweaver	Customer Service and Sales
Adobe Certified Associate: Illustrator	Fundamentals of JavaScript, Functional Programming & Web Dev, Lvl 1
Adobe Certified Associate: InDesign	Fundamentals of JavaScript, Functional Programming & Web Dev, Lvl 2
Adobe Certified Associate: Photoshop	Geographic Information System - Entry Level Technician Certification
Adobe Certified Associate: Premiere Pro	LCTCS: Career and Technical Certificate*
Adobe Certified Expert Dreamweaver	LCTCS: Certificate of Technical Studies*
‡ Adobe Certified Professional: Video Design	LCTCS: Technical Diploma*
‡ Adobe Certified Professional: Visual Design	Louisiana Micro-Enterprise - Regional
‡ Adobe Certified Professional: Web Design	Louisiana Micro-Enterprise - Statewide
Business of Retail: Operations & Profit	‡ Microsoft Office Specialist: Word Expert, Excel Expert & Access Expert
Business Operations Credential	‡ Microsoft Office Specialist: Word, PowerPoint, AND Excel

\*Aligned to the pathway.

### UNIVERSAL DOCUMENTS

[INDUSTRY-BASED CERTIFICATION ACCELERATOR MATRIX](#)

[FAST FORWARD FUNDING](#)

[UNIVERSAL COURSE CODES](#)

Course Code	Credits Allowed	Credits Required	Course Name
040101	1	0.5	ACCOUNTING I
040104	1	0.5	ACCOUNTING II
040201	1	0.5	ADMINISTRATIVE SUPPORT OCCUPATIONS
080520	1	0.5	ADV JAVASCRIPT, PROGRAMMING, AND WEB DEVELOPMENT (1 CREDIT)
080526	2	2	ADV JAVASCRIPT, PROGRAMMING, AND WEB DEVELOPMENT (2
080671	0.5	0.5	ADVANCED FINANCE (1/2 CREDIT)
100303	1	1	ADVANCED NUTRITION AND FOOD (1 CREDIT)
100301	0.5	0.5	ADVANCED NUTRITION AND FOOD (1/2 CREDIT)
110590	1	0.5	ADVANCED TECHNICAL DRAFTING
080000	1	0.5	ADVANCED TELEVISION BROADCASTING I (1 CREDIT)
080002	2	2	ADVANCED TELEVISION BROADCASTING I (2 CREDITS)
080003	3	1.5	ADVANCED TELEVISION BROADCASTING I (3 CREDITS)
080005	1	0.5	ADVANCED TELEVISION BROADCASTING II (1 CREDIT)
080012	2	2	ADVANCED TELEVISION BROADCASTING II (2 CREDITS)
080013	3	1.5	ADVANCED TELEVISION BROADCASTING II (3 CREDITS)
041042	1	0.5	ADVERTISING & SALES PROMOTION
010302	1	0.5	AGRISCIENCE II
010303	1	0.5	AGRISCIENCE III
010304	1	0.5	AGRISCIENCE IV
312913	3	1.5	BARBER I
312912	2	2	BARBER I (2 CREDITS)
312923	3	1.5	BARBER II
312922	2	2	BARBER II (2 CREDITS)
312932	2	2	BARBER III (2 CREDITS)
312942	2	2	BARBER IV (2 CREDITS)
110560	1	0.5	BASIC TECHNICAL DRAFTING
125030	1	0.5	BUSINESS COMMUNICATIONS
040305	1	0.5	BUSINESS COMMUNICATIONS
040400	1	0.5	BUSINESS COMPUTER APPLICATIONS
080610	0.5	0.5	BUSINESS ECONOMICS (1/2 CREDIT)
040302	1	0.5	BUSINESS ENGLISH (VOCATIONAL)
080901	1	0.5	BUSINESS ENTERPRISES FOR THE VISUALLY IMPAIRED (1 CREDIT)
080660	0.5	0.5	BUSINESS IN A GLOBAL ECONOMY (1/2 CREDIT)
040303	1	0.5	BUSINESS LAW
040307	1	0.5	Business Math
310600	1	0.5	CARPENTRY I (1 CREDIT)
310602	2	2	CARPENTRY I (2 CREDITS)
310603	3	1.5	CARPENTRY I (3 CREDITS)
310605	1	0.5	CARPENTRY II (1 CREDIT)
310612	2	2	CARPENTRY II (2 CREDITS)
310613	3	1.5	CARPENTRY II (3 CREDITS)
080505	1	0.5	CIW Database Design
040405	1	0.5	CIW Internet Business
061120	1	0.5	CIW Networking Technology
040415	1	0.5	CIW Website Development
040244	1	0.5	Coding for the Web: LSU Partnership
061102	1	0.5	COMPUTER SCIENCE I
040220	1	0.5	COMPUTER TECHNOLOGY LITERACY
061101	1	0.5	COMPUTER TECHNOLOGY/LITERACY
080250	1	0.5	CONSUMER FINANCE AND BANKING (1 CREDIT)
310900	1	0.5	COSMETOLOGY I (1 CREDIT)
310902	2	2	COSMETOLOGY I (2 CREDITS)

310903	3	1.5	COSMETOLOGY I (3 CREDITS)
310905	1	0.5	COSMETOLOGY II (1 CREDIT)
310912	2	2	COSMETOLOGY II (2 CREDITS)
310913	3	1.5	COSMETOLOGY II (3 CREDITS)
310914	2	2	COSMETOLOGY III (2 CREDITS)
310915	3	1.5	COSMETOLOGY III (3 CREDITS)
310916	2	2	COSMETOLOGY IV (2 CREDITS)
310917	3	1.5	COSMETOLOGY IV (3 CREDITS)
110402	1	1	CTE Internship I (1 credit; Non-CDF)
110406	0.5	0.5	CTE Internship I (1/2 Credit)
110403	2	2	CTE Internship I (2 credits; Non-CDF)
110404	1	0.5	CTE Internship II (1 credit; Non-CDF)
110405	2	2	CTE Internship II (2 credits; Non-CDF)
041001	1	1	CUSTOMER SERVICE (1 CREDIT)
080720	0.5	0.5	CUSTOMER SERVICE (1/2 CREDIT)
080532	1	0.5	DATA MANIPULATION AND ANALYSIS (LSU PARTNERSHIP)
040207	1	0.5	DESKTOP PUBLISHING
061114	1	0.5	DESKTOP PUBLISHING
061115	1	0.5	DIGITAL GRAPHICS AND ANIMATION
080800	1	0.5	DIGITAL MEDIA I (1 CREDIT)
080802	2	2	DIGITAL MEDIA I (2 CREDITS)
080803	3	1.5	DIGITAL MEDIA I (3 CREDITS)
080805	1	0.5	DIGITAL MEDIA II (1 CREDIT)
080812	2	2	DIGITAL MEDIA II (2 CREDITS)
080813	3	1.5	DIGITAL MEDIA II (3 CREDITS)
080831	1	0.5	Digital Media III (1 Credit)
080832	2	2	Digital Media III (2 Credits)
080833	3	1.5	Digital Media III (3 Credits)
080834	1	0.5	Digital Media IV (1 Credit)
080835	2	2	Digital Media IV (2 Credits)
080836	3	1.5	Digital Media IV (3 Credits)
040241	1	0.5	Digital Story Telling: LSU Partnership
220201	1	0.5	ECONOMICS
040208	1	0.5	ECONOMICS (VOCATIONAL)
220603	1	0.5	Economics: AP Macroeconomics
220605	1	0.5	Economics: AP Microeconomics
220608	1	0.5	Economics: DE - CECN 2213 Macroeconomics
220609	1	0.5	Economics: DE - CECN 2223 Microeconomics
220202	1	0.5	Economics: DE - ECON 2113 Economic Principles
220606	1	0.5	Economics: Gifted
220610	1	0.5	Economics: IB Economics
144200	1	0.5	ENGINEERING ECONOMY (LSU PARTNERSHIP)
041041	1	0.5	ENTREPRENEURSHIP II (Adv Micro Ent Credential)
080640	0.5	0.5	ETHICS IN BUSINESS (1/2 CREDIT)
080630	0.5	0.5	FINANCIAL PLANNING (1/2 CREDIT)
080620	0.5	0.5	FINANCIAL SERVICES (1/2 CREDIT)
080523	1	0.5	FUNDAMENTALS OF HTML, CSS, AND JAVASCRIPT (1 CREDIT)
310631	1	0.5	Fundamentals of Industrial Scaffolding (1 Credit)
310632	2	2	Fundamentals of Industrial Scaffolding (2 Credits)
041044	1	0.5	Fundamentals of Real Estate
311600	1	0.5	GRAPHIC ARTS I (1 CREDIT)
311602	2	2	GRAPHIC ARTS I (2 CREDITS)
311603	3	1.5	GRAPHIC ARTS I (3 CREDITS)

311605	1	0.5	GRAPHIC ARTS II (1 CREDIT)
311612	2	2	GRAPHIC ARTS II (2 CREDITS)
311613	3	1.5	GRAPHIC ARTS II (3 CREDITS)
311614	1	0.5	Graphic Arts III (1 credit)
311615	2	2	Graphic Arts III (2 credits)
311616	3	1.5	Graphic Arts III (3 credits)
311617	1	0.5	Graphic Arts IV (1 credit)
311618	2	2	Graphic Arts IV (2 credits)
311619	3	1.5	Graphic Arts IV (3 credits)
080760	0.5	0.5	HOSPITALITY MARKETING (1/2 CREDIT)
061141	1	0.5	Intro to Computational Thinking
061140	1	0.5	INTRO TO COMPUTATIONAL THINKING FOR STEM (LSU PARTNERSHIP)
08088	1	0.5	Introduction to Logistics
080818	1	0.5	Introduction to Social Media
040229	1	0.5	Keyboarding
040225	0.5	0.5	KEYBOARDING (1/2 CREDIT)
040226	0.5	0.5	KEYBOARDING APPLICATIONS (1/2 CREDIT)
220506	1	0.5	LAW STUDIES
040502	1	0.5	LODGING MANAGEMENT I (1 CREDIT)
040503	2	2	LODGING MANAGEMENT I (2 CREDITS)
040504	3	1.5	LODGING MANAGEMENT I (3 CREDITS)
040505	1	0.5	LODGING MANAGEMENT II (1 CREDIT)
040506	2	2	LODGING MANAGEMENT II (2 CREDITS)
040507	3	1.5	LODGING MANAGEMENT II (3 CREDITS)
080691	0.5	0.5	MANAGERIAL ACCOUNTING (1/2 CREDIT)
041052	1	0.5	MARKETING MANAGEMENT
041053	1	0.5	MARKETING RESEARCH
030810	1	0.5	MEDIA ARTS I
030820	1	0.5	MEDIA ARTS II
030830	1	0.5	MEDIA ARTS III
030840	1	0.5	MEDIA ARTS IV
090151	1	0.5	MEDICAL TERMINOLOGY (1 CREDIT)
090149	0.5	0.5	MEDICAL TERMINOLOGY (1/2 CREDIT)
061116	1	0.5	MULTIMEDIA PRODUCTIONS
100302	1	0.5	Nutrition and Food (1 CREDIT)
080690	0.5	0.5	PRINCIPLES OF ACCOUNTING (1/2 CREDIT)
040306	1	0.5	PRINCIPLES OF BUSINESS
080670	0.5	0.5	PRINCIPLES OF FINANCE (1/2 CREDIT)
080710	0.5	0.5	PRINCIPLES OF HOSPITALITY AND TOURISM (1/2 CREDIT)
041025	1	0.5	PRINCIPLES OF MARKETING I
041026	1	0.5	PRINCIPLES OF MARKETING II
100307	1	1	PRO START I (1 CREDIT)
100306	0.5	0.5	PRO START I (1/2 CREDIT)
100308	2	2	PRO START I (2 CREDITS)
100309	3	1.5	PRO START I (3 CREDITS)
100321	1	0.5	PRO START II (1 CREDIT)
100322	2	2	PRO START II (2 CREDITS)
100323	3	1.5	PRO START II (3 CREDITS)
080533	3	1.5	Professional Web and Mobile Development (3 Credits)
050605	1	0.5	PUBLICATIONS I (NEWSPAPER)
050603	1	0.5	PUBLICATIONS I (YEARBOOK)
050606	1	0.5	PUBLICATIONS II (NEWSPAPER)
050604	1	0.5	PUBLICATIONS II (YEARBOOK)

041043	1	0.5	RETAIL MARKETING
051102	1	0.5	SPEECH II
041060	1	0.5	SPORTS AND ENTERTAINMENT MARKETING (1 CREDIT)
041081	1	0.5	TOURISM MARKETING
040211	1	1	WEB DESIGN (1 CREDIT)
040210	0.5	0.5	WEB DESIGN (1/2 CREDIT)
080830	0.5	0.5	WEB DESIGN (1/2 CREDIT)
040203	1	0.5	WORD PROCESSING