



Bridges Career Academy Business

Pierz-Healy High School

Understand business, management and administration careers available. Gain basic business skills, become proficient with a variety of business documents, business software, and financial and business plans. Learn computer skills, customer service skills, leadership skills and writing and speaking skills. Gain entry-level employment or continue education.

Academic Courses

- Accounting for Non-Accountants
- Introduction to Business
- Marketing
- Digital Media

Career Experiences

- Listen to industry speakers
- Attend the Bridges Career Exploration Day or other regional career fairs

Completion Standards

COMPLETE

3 of 4 courses

GRADES **B↑**

Earn a **certificate** and **green cord** at graduation



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Job Skills

In addition to having technical skills, employers expect workers in this industry to have these skills:

- Active listening and speaking skills
- Problem solving and critical thinking
- Oral and written communications skills
- Ability to work with customers
- Apply current business news practices



Business Career Academy

Pierz-Healy High School

The Business Academy provides students the knowledge needed to understand the variety of business, management and administration careers available in the business world today. Students will gain basic business skills, become proficient with a variety of business documents, business software, and financial and business plans. This academy is a great start to finding out if business is something you may want to pursue as your career or may help you in your own personal business matters. With the computer skills, the customer service skills, the leadership skills and writing and speaking skills learned in this academy, students will have basic skills to enter the work force or transferring their credits to continue their education in a post-secondary institution.

ACADEMY COURSES

Accounting for Non-Accountants — 2 High School Credits and/or 3 College Credits

This course is a practical introduction to accounting “the language of business.” Both the “how” and “why” of accounting are blended to provide an excellent foundation of accounting principles and practices. The procedural based instruction provides a hands-on learning experience for students.

Introduction to Business — 2 High School Credits and/or 3 College Credits

This course is a survey of the forces that shape business in America and an overview of how American business responds. Topics include business ethics, business economics, and form of business organization, management functions, marketing procedures, business finance and insurance considerations. Students will complete a business plan.

Marketing — 2 High School Credits

This course is designed to inform students of the basic aspects of Marketing. Students will study marketing trends, study today’s marketing situations, design ads, participate in presentations, and work in groups. In addition, we will be covering topics related to job skills, leadership and healthy attitudes.

Digital Media — 2 High School Credits

This course is an introduction to the field of digital media, including the profession and its career options, industry trends, technology and production requirements. Applying learned visual and aural design principles, students will explore the use of computer-based tools in the design and authoring of interactive digital media by creating and editing digital images, sounds, video, and text and motion graphics.

COMPLETION STANDARD

Students wishing to receive a certification for this academy must complete three of the four courses and maintain at a minimum of ‘B-’ grade (80%).

CAREER EXPERIENCES

Students will listen to guest speakers, tour local businesses, and attend the Bridges Career Exploration Day. Guest speakers will include bankers who will discuss commercial and personal loans and credit, as well as speakers who own their own businesses.

JOB SKILLS

In addition to having technical skills, employers expect their workers to have other skills such as:

- Active listening and speaking skills
- Problem solving and critical thinking
- Oral and written communications skills
- Ability to work with customers
- Apply current business news practices

CAREER OPTIONS: www.careerwise.minnstate.edu/careers

JOB OUTLOOK: www.careerwise.minnstate.edu/jobs

POSTSECONDARY PROGRAMS: www.careerwise.minnstate.edu/education



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www.BridgesConnection.org/PierzHealy