



# Bridges Career Academy Business

*Pequot Lakes High School*

Understand the careers in the world of business, management and administration careers. Learn basic business skills, become proficient with Microsoft Office, and create financial and business plans. Strengthen skills in computers, customer service, leadership, writing and speaking. Gain entry-level employment or continue education.

## Academic Courses

- Accounting
- Marketing Principles
- Speech
- Practical Writing

## Career Experiences

- Learn from industry speakers
- Complete a business plan
- Attend the Bridges Career Exploration Day or other regional career fairs
- Tour a local business

## Completion Standards

COMPLETE

- 2 business courses**
- Speech OR Practical Writing**

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:

- Be an active member of a team
- Use critical thinking and problem-solving skills
- Effectively communicate
- Work precisely with data and reports



[www.BridgesConnection.org/PequotLakes](http://www.BridgesConnection.org/PequotLakes)

# Business Career Academy

## Pequot Lakes High School

The Business Academy provides students the knowledge needed to understand the variety of business, management and administration careers. Students gain basic business skills, become proficient with Microsoft Office, and create financial and business plans. With the computer skills, the customer service skills, the leadership skills, writing and speaking skills learned in this academy, students will gain the basic skills needed to enter the work force or transfer their credits to continue their education at a post-secondary institution.

### ACADEMY COURSES

#### **Accounting** — .5 High School and/or 3 College Credits

This course is an introduction to accounting, “the language of business” for business owners and managers. Both the “how” and “why” of accounting principles and practices are blended to provide a foundation for the financial management of service and merchandise businesses. The procedural based model of instruction provides a hands-on learning experience for students. Simulation practice sets are included for more realistic training. Computerized accounting techniques are used and include Excel.

#### **Marketing Principles** — .5 High School and/or 3 College Credits

In this course students will explore the principles of marketing. Core concepts included are distribution, marketing information management, pricing, product/service management, promotion, selling and financing. The course provides a foundation of marketing concepts and an understanding of both general and specialized marketing terms.

#### **Speech** — .5 High School Credit

This course is a practical course designed to offer the novice speaker many opportunities to organize and prepare public speaking assignments, offering a “laboratory setting” where the beginning speaker can actually stand in front of a live audience and present a practiced performance. Student will learn about the role of communication in our lives, the communication model, spatial relationships, delivery styles, the effectiveness of language and gestures, and organization techniques.

#### **Practical Writing** — .5 High School Credit

This course is designed to further develop writing skills. There will be practice in all stages of the writing process, prewriting, researching, drafting, revising, editing, proofreading and presenting. Students learn to credit information, ideas, images and other material used in writing. The emphasis is on post high school academic writing required in technical and associate degree programs.

### COMPLETION STANDARD

Students wishing to receive a certification must complete two business courses and either Speech or Practical Writing while maintaining at least “B” average in all courses.

### CAREER EXPERIENCES

Students will explore and research careers with industry speakers, complete a business plan, participate in business tour and attend the Bridges Career Exploration Day event and other regional career fairs.

### JOB SKILLS

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

- Be an active member of a team
- Use critical thinking and problem-solving skills
- Effectively communicate
- Work precisely with data and reports

**CAREER OPTIONS:** [www.careerwise.minnstate.edu/careers](http://www.careerwise.minnstate.edu/careers)

**JOB OUTLOOK:** [www.careerwise.minnstate.edu/jobs](http://www.careerwise.minnstate.edu/jobs)

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