



Bridges Career Academy

Business

Pine River – Backus High School

Gateway to careers in business. Learn the foundations of a business organization such as the economic factors that affect business decisions, financial management, marketing products or services resulting in the development of a business plan. Gain skills useful in personal and organizational finances. Gain entry-level employment or continue education.

Academic Courses

- Accounting for Non-Accountants
- Marketing Principles
- American Economy
- Money Management
- Intro to Business
- Graphics Business Simulation

Career Experiences

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

Completion Standards

COMPLETE

4 of 6
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:

- Listening skills
- Written communication skills
- Ability to work with customers
- Ability to coordinate materials supply and demand
- Problem solving and decision-making skills



Business Career Academy

Pine River - Backus High School

The Business Academy is the gateway to careers in business. Students learn the foundations of a business organization such as the economic factors that affect business decisions, financial management, marketing products or services resulting in the development of a business plan. Students gain skills useful in personal and organizational finances. Students completing this academy will have the skills necessary to gain entry-level employment or the basic knowledge to continue to higher education.

ACADEMY COURSES

Accounting for Non-Accountants — 1 High School and/or 3 College Credits

This course is an introduction to accounting principles and practices are blended to provide a foundation for the financial management. Hands-on learning activities are used while going through sole proprietorships, partnerships, and corporation's accounting cycles.

Marketing Principles — 1 High School and/or 3 College Credits

This course is an introduction to the areas of marketing, sales, and advertising. The study of how businesses identify and target particular segments of the market, conducts market research, and analyze market opportunities. Individual and group projects will be a large portion of this course.

American Economy — 1 High School and/or 3 College Credits

This course is an introduction to and a descriptive survey of the modern American economy. Concentration is on the major forces affecting the economy, with special attention given to the role and responsibility of the federal government.

Money Management — 1 High School and/or 3 College Credits

This course introduces students to basic money management skills so they will make informed decisions in managing their personal finances. Topics include understanding the student loan process and obligations, creating a budget, debt management, use of credit and credit cards, credit reports, banking basics, insurance issues, developing a personal financial plan and setting financial goals.

Intro to Business — High School and/or 3 College Credits

This course is a survey of the forces that shape business in American and overview of how American business responds. Topics include business economics, forms of business organizations, management functions, marketing procedures, business finance, and insurance considerations.

Graphics Business Simulation — 1 High School Credit

This course prepares students to operate a direct sales production and merchandising business. Students will learn the theories behind product development, graphic design, product production, planning input costs, pricing, advertising, product display, financing, and planning inventory and customer relations.

COMPLETION STANDARD

Students wishing to receive a certification must earn 80% a "B-" and complete 4 of the 6 courses.

CAREER EXPERIENCES

Students will explore and research careers with industry speakers, and attend the Bridges Career Exploration Day event and other regional career fairs. Tour of Target Field and Central Lakes College Marketing dept.

JOB SKILLS

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

- Listening and written communication skills
- Ability to work with customers
- Ability to coordinate materials supply and demand
- Problem solving and decision-making skills

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

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

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