



Bridges Career Academy Business

Brainerd High School

Understand knowledge needed to understand the variety of careers available in the world of business and industry. Learn basic skills in the areas of accounting, managing, marketing, technology, and entrepreneurship. Gain entry-level employment or continue education.

Academic Courses

- CIS Accounting I
- CIS Introduction to Business
- Intro to Business/Personal Finance
- Computer Applications
- Sports/ Entertainment Marketing
- Entrepreneurship

Career Experiences

- Learn from industry speakers
- Tour a local business or participate in a job shadow
- Attend the Bridges Career Exploration Day or other regional career fairs
- Complete real-life projects

Completion Standards

COMPLETE



3 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
- Be an active member of a team
- Use critical thinking and problem-solving skills
- Effectively communicate
- Work precisely with data and reports



Business Career Academy

Brainerd High School

The Business Academy provides students the knowledge needed to understand the variety of careers available in the world of business and industry. Students will gain basic skills in the areas of accounting, managing, marketing, technology, and entrepreneurship. When completing the Academy, students will have basic skills to enter the workforce or transferring their credits to continue their education at a post-secondary institution.

ACADEMY COURSES

CIS Accounting I — 1 High School Credit and/or 3 College Credits

This class teaches all students, not just accounting majors, an excellent understanding of how a business works and the “language” of business. Students learn the basic accounting cycle for a service business organized as a proprietorship and a merchandising business organized as a corporation. These accounting procedures prepare students for employment in business related occupations and for maintaining personal financial records. This course is strongly recommended for any students pursuing a post-secondary business degree.

CIS Introduction to Business/Business Management — 1 High School and/or 3 College Credits

How do businesses succeed? This course is a survey of the forces that shape business in America with an overview of how American business responds. Topics include business economics, forms of business organizations, management functions, marketing procedures, business finance, entrepreneurship, and more. Students will develop a plan to start a new business.

Intro to Business/Personal Finance — 1 High School Credit

This is an introductory course, which offers students the opportunity to explore both the worlds of business and personal finance. The course is divided into content areas, which introduce basic concepts in marketing, economics, management, finance, and other core functions of business. Part of the semester will explore personal finance topics on earnings, budgeting, money management, credit/debt, and more. These lessons will help prepare students for financial success after graduation.

Computer Applications — 1 High School Credit

Microsoft Office has been the industry standard productivity software for decades, but the market is changing. Web-based solutions, like Google Docs, are being leveraged by businesses and organizations. Through projects and simulations, students will learn to use a variety of productivity software that will prepare them for post-secondary education and today’s ever-changing workforce. The course will explore applications used to create spreadsheets, documents, presentations, databases, and other modern technologies.

Sports/Entertainment Marketing — 1 High School Credit

Explore the intriguing world of sports and entertainment from the perspective of marketing. Sports and entertainment topics are used to learn foundational marketing concepts. Emphasis is on sports and entertainment as a business, marketing strategies, communication, sales, promotion, advertising, international business, and e-commerce. Marketing functions are incorporated throughout the sports and entertainment industries and are the perfect vehicles to highlight how marketing plays out in our everyday lives.

Entrepreneurship — 1 High School Credit

When was the last time you made a profit from taking a class? Entrepreneurship, the act of creating a new business, is undertaken by millions of individuals each year. This course takes students through the entire process of owning their own business, from skills required to identify and meet a market need, to critical thinking, planning, financing, and hiring. Any student, who envisions himself/herself as an owner of a business one day, or as an active participant in the business world, will find this course an excellent resource.

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COMPLETION STANDARD

Students wishing to receive a certification must complete 3 of the 6 courses listed. In addition, students must earn at least 80% (B average). Students will also participate in the ACT National Career Readiness Certificate (NCRC) as part of this Academy Standard.

CAREER EXPERIENCES

Students will explore and research careers, attend Bridges Career Exploration Day, hear from industry speakers, and have the possibility of a job shadow or business tour experience. Students will also complete simulations, like JA Titan. Through a variety of hands-on and real-world projects, students will be exposed to software and applications used in these career fields.

JOB SKILLS

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

- Listening skills
- 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

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

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