

PROGRAM DESCRIPTION

Business, Finance, and Information Technology Education

prepares students for successful transition from school to work and postsecondary education. It empowers them to use business principles and concepts while they manage their current and future responsibilities as informed consumers and productive workers in the 21st century.

It is a broad, comprehensive curriculum at the middle and high school levels that provides students with meaningful instruction for and about business, finance, and information technology. Business, Finance, and Information Technology Education plays a major role in preparing a competent, business-literate, and skilled workforce. The program area is designed to integrate business, finance, and information technology skills into the middle and high school curriculum.

It is designed to prepare graduates as viable competitors in the business world and for advanced educational opportunities. The instructional program begins in the middle grades with the development of proficiency in basic computer software applications. Exploratory experiences in business, marketing, and entrepreneurship are also included in the middle school curriculum. This experience continues at the high school level with career pathways that provide knowledge and skill development in these Career Clusters™:

PROGRAM DESCRIPTION

Marketing and Entrepreneurship Education

enables students to apply knowledge and skills of the interrelationships of social, civic, and economics values of marketing functions, business concepts, and technology. Students are prepared for advancement in marketing, management, and entrepreneurship careers.

Marketing, management, and entrepreneurship are vast and diverse disciplines. Their functions exist in all industries. These disciplines encompass activities of ideation of products and services, better use of resources, and the aspects of consumption of products and services. These activities prepare students with the knowledge and skills as specific as procedures for research and, at the same time, as general as the creativity needed in promotion.

Based upon the National Marketing Education Standards and the National Curriculum Framework, courses in Marketing and Entrepreneurship Education program provide students with essential skills necessary to be college and career ready in a global economy. The program includes courses for students in grades 9-12. Students may develop knowledge and skills in career pathways available through four Career Clusters™:

**MARY E. PHILLIPS
HIGH SCHOOL**

Career & Technical Education

- * **Business Law**
- * **Hospitality & Tourism**



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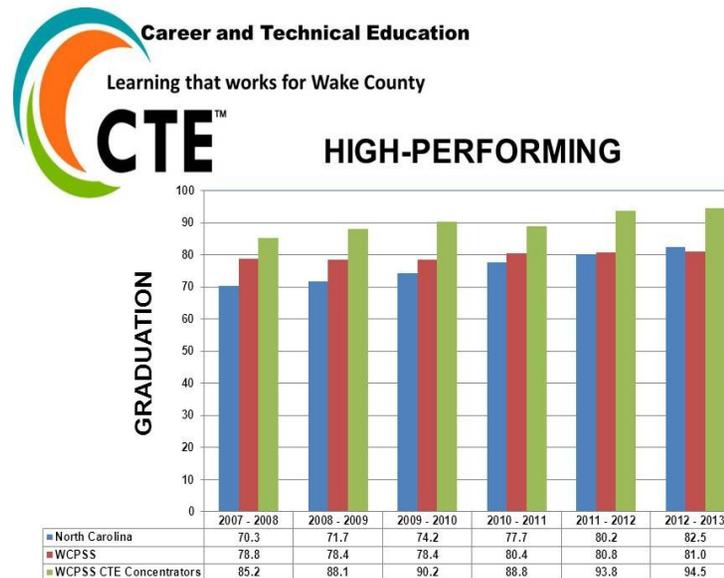
CTE - High Performing

Planning for College and Career

Students are entering a highly competitive global workforce. Nearly 90 percent of the fastest growing jobs in the US require education beyond high school. Almost all jobs in the foreseeable future will need some form of certification, credential, or postsecondary degree. To become career and college ready, students need 21st century skills, technical knowledge, as well as the English and mathematics knowledge and skills necessary to succeed in entry-level post-secondary courses.

With an emphasis on real world skills, Career and Technical Education connects students to academics and training that will help them be successful in the future. Our goal is that every Wake County Public School student will graduate from high school globally competitive for work and postsecondary education and prepared for life in the 21st century. No matter what their dream, they can pursue it through CTE. Students should see their counselor and Career Development Coordinator to begin developing the skills they need to become career, college, and citizenship ready

CTE Students have higher graduation rates!



Business Law

This course is designed to acquaint students with the basic legal principles common to all aspects of business and personal law. Business topics include contract law, business ownership including intellectual property, financial law, and national and international laws. Personal topics include marriage and divorce law, purchasing appropriate insurance, renting and owning real estate, employment law, and consumer protection laws.

Hospitality & Tourism

In this course, students are introduced to the industry of travel, tourism, and recreational marketing. Students acquire knowledge and skills on the impact of tourism, marketing strategies of the major hospitality and tourism segments, destinations, and customer relations. Emphasis is on career development, customer relations, economics, hospitality and tourism, travel destinations, and tourism promotion.