

Developing Programs in Business and Marketing Education for NYSED-Approval

PLEASE NOTE: This document serves as a GUIDE for schools wishing to create approved programs in Business and Marketing Education. This is not an official NYSED policy document regarding the program approval process. Local course names and sequences may vary. For questions, please contact the [Office of Career and Technical Education](#).

COMPONENT	ACCOUNTING	ACCOUNTING/ FINANCE	FINANCE	BUSINESS INFORMATION TECHNOLOGY	BUSINESS MANAGEMENT AND ENTREPRENEURSHIP	MARKETING
SUGGESTED CIP CODE	52.0301	52.0304	52.0801	52.0407	52.0201	52.1401
CAREER CLUSTER	Finance	Finance	Finance	Business Management and Administration/Information Technology	Business Management and Administration	Marketing
CAREER AND FINANCIAL MANAGEMENT (Minimum .5 unit- Stand alone or embedded)	Career and Financial Management (72211)	Career and Financial Management (72211)	Career and Financial Management (72211)	Career and Financial Management (72211)	Career and Financial Management (72211)	Career and Financial Management (72211)
PROGRAM CONCENTRATION COURSES (2-3 units) All courses must be taught by appropriately certified business teachers	CHOICE OF: <ul style="list-style-type: none">Accounting (12104)Advanced Accounting (12104)College Accounting (12104)Managerial Accounting (12104)	CHOICE OF: <ul style="list-style-type: none">Accounting (12104)Advanced Accounting (12104)College Accounting (12104)Business/Financial Math (02154)Business Ethics (12049)Personal Finance (beyond CFM requirement) (12103)	CHOICE OF: <ul style="list-style-type: none">Business/Financial Math (02154)Business Ethics (12049)Personal Finance (beyond CFM requirement) (12103)Investing (12107)NAF Financial Services (NAF Programs only) (12102)NAF Principles of Finance (NAF Programs only) (12101)	CHOICE OF: <ul style="list-style-type: none">Keyboarding/Word Processing (12006)Computer Applications (12001)College Computer Applications (10004)Desktop Publishing (11104)Web Page Design (10201)Office Productivity Software (12003)Business Programming (10151)	MUST INCLUDE: Exposure to one course in all three business career clusters: (administration, finance, and marketing) (2-2.5 units). This may be accomplished through dedicated courses in each of the cluster areas or comprehensive courses which touch upon all clusters. AND CHOICE OF CAPSTONE: <ul style="list-style-type: none">Entrepreneurship (12053)IB Business Management (IB Schools only) (12059)	CHOICE OF: <ul style="list-style-type: none">College Marketing (12152)E-Commerce (12162)Fashion Marketing (12153)Travel and Tourism Marketing (12159)Entertainment Marketing (12167)Social Media Marketing (12169)Principles of Marketing (12164)Real Estate Marketing (12154)

		<ul style="list-style-type: none"> • NAF Financial Services (NAF Programs only) (12102) • NAF Principles of Finance (NAF Programs only) (12101) 	<ul style="list-style-type: none"> • Business Economics (12105) 	<ul style="list-style-type: none"> • Artificial Intelligence (10056) • Data Analytics (10050) 	<ul style="list-style-type: none"> • Virtual Enterprises Course (VE member schools only) (12053) • Business Management (12008) • College Business Management (12052) 	<ul style="list-style-type: none"> • Retail Marketing (12161) • Sports and Entertainment Marketing (12163) • Sports Marketing (12199) • Customer Service (12249)
BUSINESS SUPPORT CLASSES (0-1 unit)	Any business education classes listed in the course code section under the chart. If available, ethics is strongly encouraged as either a stand-alone course or integrated within an existing course.	Any business education classes listed in the course code section under the chart	Any business education classes listed in the course code section under the chart	Any business education classes listed in the course code section under the chart	NA	Any business education classes listed in the course code section under the chart
WORK-BASED LEARNING	All students in NYSED-approved CTE programs must have access to work-based learning opportunities. This can be done through any of New York’s three registered programs (CEIP, CO-OP, and GEWEP) or through unregistered experiences . NYSED-approved CTE programs should plan to provide each student with at least 54 hours of work-based learning throughout the time in the program.					
3-PART TECHNICAL ASSESSMENT Must Include 1. Written test 2. Performance component 3. Locally-developed project or portfolio.	Accounting Programs <ul style="list-style-type: none"> • NOCTI 4100 Accounting Basic • NOCTI 4910 Accounting Advanced • Precision 210 Accounting I • Precision 212 Accounting II • Microsoft Office Specialist-Excel (performance only) 	Accounting/Finance Programs <ul style="list-style-type: none"> • NOCTI 4100 Accounting Basic • NOCTI 4910 Accounting Advanced • Precision 210 Accounting I • Precision 212 Accounting II • Precision 235 Banking and Finance • Precision General Financial Literacy 	Finance Programs <ul style="list-style-type: none"> • Precision 235 Banking and Finance • Precision General Financial Literacy 4501 (written only) • Precision 236 Business Mathematics and Personal Finance • ASK Concepts of Finance (written only) • NOCTI Business and Financial 	Business Information Technology Programs <ul style="list-style-type: none"> • NOCTI 4013 Business Information Processing • NOCTI 4101 Administrative Assisting • Microsoft Office Specialist Exams (MOS)-must include Word, PowerPoint, and Excel (can be used for both written and performance) 	Business Management and Entrepreneurship Programs <ul style="list-style-type: none"> • NOCTI 8985 Virtual Enterprises Assessment • Precision 451 Entrepreneurship • Precision 245 Exploring Business and Marketing • Precision 200 Business Concepts • Precision 230 Business Management • ASK Entrepreneurship/Management (written only) • ASK Fundamental Business Concepts (written only) 	Marketing Programs <ul style="list-style-type: none"> • NOCTI 4253 Retail Merchandising • Precision 401 Marketing I • Precision 402 Marketing II (written only) • ASK Fundamental Marketing Concepts (written only) • Microsoft Office Specialist Exams (MOS)-Must include Word, PowerPoint, and Excel (performance only)

	<ul style="list-style-type: none">• TestOut Office Pro Certification (Excel)• QuickBooks Certified User	<p>4501 (written only)</p> <ul style="list-style-type: none">• Precision 236 Business Mathematics and Personal Finance• NOCTI Business and Financial Management 1095 (written only)• ASK Concepts of Finance (written only)• Microsoft Office Specialist-Excel (performance only)• TestOut Office Pro Certification (Excel) (performance only)• QuickBooks Certified User	<p>Management 1095 (written only)</p> <ul style="list-style-type: none">• Microsoft Office Specialist-Excel (performance only)• TestOut Office Pro Certification (Excel) (performance only)	<ul style="list-style-type: none">• Precision 252 Business Office Specialist• TestOut Office Pro Certification (Word, PowerPoint, and Excel) (can be used for both written and performance)	<ul style="list-style-type: none">• Microsoft Office Specialist Exams (MOS)-Must include Word, PowerPoint, and Excel (performance only)• TestOut Office Pro Certification (Word, PowerPoint, and Excel) (performance only)• IB Business Management (must include IB Business Management as part of curriculum)	<ul style="list-style-type: none">• TestOut Office Pro Certification (Word, PowerPoint, and Excel) (performance only)
END GOAL	Continued study or entry level employment in the accounting profession	Continued study or entry level employment in the broader financial field	Continued study or entry level employment in the field of finance	Continued study or entry level employment in the area of business administrative support or business technology	Continued study or entry level employment in the area of business ownership	Continued study or entry level employment in the area of business marketing
COMPLETION OF A CTE PROGRAM AND EARNING OF A TECHNICAL ENDORSEMENT ON A HIGH SCHOOL DIPLOMA						

Business Course (SCED) Codes

FINANCE CLUSTER	BUSINESS MANAGEMENT AND ADMINISTRATION CLUSTER	MARKETING CLUSTER	BUSINESS INFORMATION TECHNOLOGY CLUSTER
<ul style="list-style-type: none"> Accounting (12104) Advanced Accounting (12104) Business Economics (12105) College Accounting (12104) Investing (12107) NAF Financial Services (NAF Programs only) (12102) NAF Internship and Professional Ethics (NAF Programs only) (12149) NAF Principles of Finance (NAF Programs only) (12101) Personal Finance (do not use for CFM- this is designed for courses that build upon CFM content) (12103) Risk Management/Insurance (12106) 	<ul style="list-style-type: none"> Business Ethics (12049) Business Law (12054) Business Management (12008) Business of Music (12099) College Business Law (12054) College Business Management (12052) Entrepreneurship (12053) Human Resources/Labor Relations (12059) Human Resources Management (12058) IB Business Management (for IB member schools only) (12059) International Business (12056) Introduction to Business (12051) Principles of Business (12055) Sports Management (12199) Virtual Enterprises Course (VE Schools only) (12053) 	<ul style="list-style-type: none"> Advertising (12165) Business Communications (12099) College Business Communications (11003) College Marketing (12152) Customer Service (12249) Desktop Publishing (11104) E-Commerce (12162) Entertainment Marketing (12167) Fashion Marketing (12153) Hospitality and Tourism Marketing (12159) Marketing Management (12166) Principles of Marketing (12164) Real Estate (12154) Retail Marketing (12161) Sales (12202) Social Media Marketing (12169) Sports and Entertainment Marketing (12163) Sports Marketing (12199) Travel and Tourism Marketing (12159) 	<ul style="list-style-type: none"> Artificial Intelligence (10056) Business Programming (10151) College Computer Applications (10005) Computer Applications (12001) Data Analytics (10050) Desktop Publishing (11104) Keyboarding/Word Processing (12006) Office Productivity Software (12003) Video Gaming (11104) Web Page Design (11104)

