



# BUSINESS MANAGEMENT

For incoming freshmen beginning 2020–2021

## OVERVIEW

The Business Management and Administration Jump Start 2.0 Pathway focuses on careers that plan, organize, direct, and evaluate all or part of a business organization. Students will learn fiscal responsibility when allocating and using financial, human, and material resources. Pathway coursework equips students to give support needed to make all aspects of a business run, whether training new employees or leading as a top executive. This pathway also encompasses social media use as a marketing strategy to promote and keep businesses relevant.

## COLLEGE AND CAREER CONNECTIONS

Finding high-wage career opportunities directly out of high school can be challenging. It typically requires advanced capstone credentials accompanied by work experience and/or apprenticeships in the field.

High School to Career	Community/Technical College to Career	University to Career
Administrative Assistant	Executive Secretaries and Executive Administrative Assistants	Management Professional
Customer Service Representative	Human Resource Assistant	Human Resources Director
Payroll Clerk	Business and Office Management	Business and Office Operations Management
Digital Layout Designer	Communications Specialist	Social Media/Market Research Strategist

## CAPSTONE CREDENTIALS

In order to graduate, Jump Start students must earn at least one credential from the options below.

Regional (Emerging)	Basic	Advanced
Career and Technical Certificate (LCTCS)*	Certificate of Technical Studies (LCTCS)*	Technical Diploma (LCTCS)*
Customer Service and Sales	<b>Adobe Certified Professional:</b> • After Effects • Animate • Dreamweaver • Illustrator • InDesign • Photoshop • Premiere Pro	<b>Adobe Certified Professional:</b> • Visual Design • Video Design • Web Design
Louisiana Micro-Enterprise - Regional	Business of Retail: Operations & Profit	Fundamentals of JavaScript, Functional Programming and Web Development, Lvl 2
<b>Microsoft Office Specialist:</b> • Access • Word, PowerPoint AND Excel	Business Operations Credential	
	Certified Logistics Associate or Technician (MSSC)	
	CIW Internet Business Associate	
	Geographic Information System - Entry Level Technician Certification	
	Fundamentals of JavaScript, Functional Programming and Web Development, Lvl 1	
	Louisiana Micro-Enterprise - Statewide	
	Microsoft Office Specialist consisting of Word Expert, Excel Expert, Access Expert	

\*Aligned to pathway.

## UNIVERSAL DOCUMENTS

[CDF ELIGIBLE COURSES](#)

[JUMP START FUNDING](#)

[UNIVERSAL COURSE CODES](#)

Course Code	Credits Allowed	Credits Required	Course Name	Actions
040101	1	0.5	ACCOUNTING I	Remove 2023 - Universal Course List
040104	1	0.5	ACCOUNTING II	
040201	1	0.5	ADMINISTRATIVE SUPPORT OCCUPATIONS	
080520	1	0.5	ADV JAVASCRIPT, PROGRAMMING, AND WEB DEVELOPMENT (1	
080526	2	2	ADV JAVASCRIPT, PROGRAMMING, AND WEB DEVELOPMENT (2	
080671	0.5	0.5	ADVANCED FINANCE (1/2 CREDIT)	
100303	1	1	ADVANCED NUTRITION AND FOOD (1 CREDIT)	
100301	0.5	0.5	ADVANCED NUTRITION AND FOOD (1/2 CREDIT)	
110590	1	0.5	ADVANCED TECHNICAL DRAFTING	
080000	1	0.5	ADVANCED TELEVISION BROADCASTING I (1 CREDIT)	
080002	2	2	ADVANCED TELEVISION BROADCASTING I (2 CREDITS)	
080003	3	1.5	ADVANCED TELEVISION BROADCASTING I (3 CREDITS)	
080005	1	0.5	ADVANCED TELEVISION BROADCASTING II (1 CREDIT)	
080012	2	2	ADVANCED TELEVISION BROADCASTING II (2 CREDITS)	
080013	3	1.5	ADVANCED TELEVISION BROADCASTING II (3 CREDITS)	
041042	1	0.5	ADVERTISING & SALES PROMOTION	
010302	1	0.5	AGRISCIENCE II	
010303	1	0.5	AGRISCIENCE III	
010304	1	0.5	AGRISCIENCE IV	
312913	3	1.5	BARBER I	
312912	2	2	BARBER I (2 CREDITS)	
312923	3	1.5	BARBER II	
312922	2	2	BARBER II (2 CREDITS)	
312932	2	2	BARBER III (2 CREDITS)	
312942	2	2	BARBER IV (2 CREDITS)	
110560	1	0.5	BASIC TECHNICAL DRAFTING	
125030	1	0.5	BUSINESS COMMUNICATIONS	
040305	1	0.5	BUSINESS COMMUNICATIONS	
040400	1	0.5	BUSINESS COMPUTER APPLICATIONS	Remove 2023 - Universal
080610	0.5	0.5	BUSINESS ECONOMICS (1/2 CREDIT)	
040302	1	0.5	BUSINESS ENGLISH (VOCATIONAL)	
080901	1	0.5	BUSINESS ENTERPRISES FOR THE VISUALLY IMPAIRED (1 CREDIT)	
080660	0.5	0.5	BUSINESS IN A GLOBAL ECONOMY (1/2 CREDIT)	
040303	1	0.5	BUSINESS LAW	Remove 2023 - Universal
040307	1	0.5	Business Math	
310600	1	0.5	CARPENTRY I (1 CREDIT)	
310602	2	2	CARPENTRY I (2 CREDITS)	
310603	3	1.5	CARPENTRY I (3 CREDITS)	
310605	1	0.5	CARPENTRY II (1 CREDIT)	
310612	2	2	CARPENTRY II (2 CREDITS)	
310613	3	1.5	CARPENTRY II (3 CREDITS)	
080505	1	0.5	CIW Database Design	
040405	1	0.5	CIW Internet Business	
061120	1	0.5	CIW Networking Technology	
040415	1	0.5	CIW Website Development	
040244	1	0.5	Coding for the Web: LSU Partnership	
061102	1	0.5	COMPUTER SCIENCE I	Remove 2023 - Universal Course List
040220	1	0.5	COMPUTER TECHNOLOGY LITERACY	
061101	1	0.5	COMPUTER TECHNOLOGY/LITERACY	

Course Code	Credits Allowed	Credits Required	Course Name	Actions
080250	1	0.5	CONSUMER FINANCE AND BANKING (1 CREDIT)	
310900	1	0.5	COSMETOLOGY I (1 CREDIT)	
310902	2	2	COSMETOLOGY I (2 CREDITS)	
310903	3	1.5	COSMETOLOGY I (3 CREDITS)	
310905	1	0.5	COSMETOLOGY II (1 CREDIT)	
310912	2	2	COSMETOLOGY II (2 CREDITS)	
310913	3	1.5	COSMETOLOGY II (3 CREDITS)	
310914	2	2	COSMETOLOGY III (2 CREDITS)	
310915	3	1.5	COSMETOLOGY III (3 CREDITS)	
310916	2	2	COSMETOLOGY IV (2 CREDITS)	
310917	3	1.5	COSMETOLOGY IV (3 CREDITS)	
110402	1	1	CTE Internship I (1 credit; Non-CDF)	
110406	0.5	0.5	CTE Internship I (1/2 Credit)	
110403	2	2	CTE Internship I (2 credits; Non-CDF)	
110404	1	0.5	CTE Internship II (1 credit; Non-CDF)	
110405	2	2	CTE Internship II (2 credits; Non-CDF)	
041001	1	1	CUSTOMER SERVICE (1 CREDIT)	Remove 2023 - Universal Course List
080720	0.5	0.5	CUSTOMER SERVICE (1/2 CREDIT)	Remove 2023 - Universal Course List
080532	1	0.5	DATA MANIPULATION AND ANALYSIS (LSU PARTNERSHIP)	
040207	1	0.5	DESKTOP PUBLISHING	
061114	1	0.5	DESKTOP PUBLISHING	
061115	1	0.5	DIGITAL GRAPHICS AND ANIMATION	
080800	1	0.5	DIGITAL MEDIA I (1 CREDIT)	
080802	2	2	DIGITAL MEDIA I (2 CREDITS)	
080803	3	1.5	DIGITAL MEDIA I (3 CREDITS)	
080805	1	0.5	DIGITAL MEDIA II (1 CREDIT)	
080812	2	2	DIGITAL MEDIA II (2 CREDITS)	
080813	3	1.5	DIGITAL MEDIA II (3 CREDITS)	
080831	1	0.5	Digital Media III (1 Credit)	
080832	2	2	Digital Media III (2 Credits)	
080833	3	1.5	Digital Media III (3 Credits)	
080834	1	0.5	Digital Media IV (1 Credit)	
080835	2	2	Digital Media IV (2 Credits)	
080836	3	1.5	Digital Media IV (3 Credits)	
040241	1	0.5	Digital Story Telling: LSU Partnership	
220201	1	0.5	ECONOMICS	
040208	1	0.5	ECONOMICS (VOCATIONAL)	
220603	1	0.5	Economics: AP Macroeconomics	
220605	1	0.5	Economics: AP Microeconomics	
220608	1	0.5	Economics: DE - CECN 2213 Macroeconomics	
220609	1	0.5	Economics: DE - CECN 2223 Microeconomics	
220202	1	0.5	Economics: DE - ECON 2113 Economic Principles	
220606	1	0.5	Economics: Gifted	Added 2024-2025
220610	1	0.5	Economics: IB Economics	Added 2024-2025
144200	1	0.5	ENGINEERING ECONOMY (LSU PARTNERSHIP)	
041041	1	0.5	ENTREPRENEURSHIP II (Adv Micro Ent Credential)	Remove 2023 - Universal Course List
080640	0.5	0.5	ETHICS IN BUSINESS (1/2 CREDIT)	
080630	0.5	0.5	FINANCIAL PLANNING (1/2 CREDIT)	
080620	0.5	0.5	FINANCIAL SERVICES (1/2 CREDIT)	

Course Code	Credits Allowed	Credits Required	Course Name	Actions
080523	1	0.5	FUNDAMENTALS OF HTML, CSS, AND JAVASCRIPT (1 CREDIT)	
310631	1	0.5	Fundamentals of Industrial Scaffolding (1 Credit)	
310632	2	2	Fundamentals of Industrial Scaffolding (2 Credits)	
041044	1	0.5	Fundamentals of Real Estate	
311600	1	0.5	GRAPHIC ARTS I (1 CREDIT)	
311602	2	2	GRAPHIC ARTS I (2 CREDITS)	
311603	3	1.5	GRAPHIC ARTS I (3 CREDITS)	
311605	1	0.5	GRAPHIC ARTS II (1 CREDIT)	
311612	2	2	GRAPHIC ARTS II (2 CREDITS)	
311613	3	1.5	GRAPHIC ARTS II (3 CREDITS)	
311614	1	0.5	Graphic Arts III (1 credit)	
311615	2	2	Graphic Arts III (2 credits)	
311616	3	1.5	Graphic Arts III (3 credits)	
311617	1	0.5	Graphic Arts IV (1 credit)	
311618	2	2	Graphic Arts IV (2 credits)	
311619	3	1.5	Graphic Arts IV (3 credits)	
080760	0.5	0.5	HOSPITALITY MARKETING (1/2 CREDIT)	
061141	1	0.5	Intro to Computational Thinking	
061140	1	0.5	INTRO TO COMPUTATIONAL THINKING FOR STEM (LSU PARTNERSHIP)	
31383	1	0.5	Introduction to Logistics	Added 2023-2024
080818	1	0.5	Introduction to Social Media	
040229	1	0.5	Keyboarding	
040225	0.5	0.5	KEYBOARDING (1/2 CREDIT)	
040226	0.5	0.5	KEYBOARDING APPLICATIONS (1/2 CREDIT)	
220506	1	0.5	LAW STUDIES	Remove 2023 - Universal Course List
040502	1	0.5	LODGING MANAGEMENT I (1 CREDIT)	
040503	2	2	LODGING MANAGEMENT I (2 CREDITS)	
040504	3	1.5	LODGING MANAGEMENT I (3 CREDITS)	
040505	1	0.5	LODGING MANAGEMENT II (1 CREDIT)	
040506	2	2	LODGING MANAGEMENT II (2 CREDITS)	
040507	3	1.5	LODGING MANAGEMENT II (3 CREDITS)	
080691	0.5	0.5	MANAGERIAL ACCOUNTING (1/2 CREDIT)	
041052	1	0.5	MARKETING MANAGEMENT	
041053	1	0.5	MARKETING RESEARCH	
030810	1	0.5	MEDIA ARTS I	
030820	1	0.5	MEDIA ARTS II	
030830	1	0.5	MEDIA ARTS III	
030840	1	0.5	MEDIA ARTS IV	
090151	1	0.5	MEDICAL TERMINOLOGY (1 CREDIT)	
090149	0.5	0.5	MEDICAL TERMINOLOGY (1/2 CREDIT)	
061116	1	0.5	MULTIMEDIA PRODUCTIONS	
100302	1	0.5	Nutrition and Food (1 CREDIT)	Added 2024-2025
080690	0.5	0.5	PRINCIPLES OF ACCOUNTING (1/2 CREDIT)	
040306	1	0.5	PRINCIPLES OF BUSINESS	Remove 2023 - Universal Course List
080670	0.5	0.5	PRINCIPLES OF FINANCE (1/2 CREDIT)	
080710	0.5	0.5	PRINCIPLES OF HOSPITALITY AND TOURISM (1/2 CREDIT)	
041025	1	0.5	PRINCIPLES OF MARKETING I	
041026	1	0.5	PRINCIPLES OF MARKETING II	
100307	1	1	PRO START I (1 CREDIT)	

Course Code	Credits Allowed	Credits Required	Course Name	Actions
100306	0.5	0.5	PRO START I (1/2 CREDIT)	
100308	2	2	PRO START I (2 CREDITS)	
100309	3	1.5	PRO START I (3 CREDITS)	
100321	1	0.5	PRO START II (1 CREDIT)	
100322	2	2	PRO START II (2 CREDITS)	
100323	3	1.5	PRO START II (3 CREDITS)	
080533	3	1.5	Professional Web and Mobile Development (3 Credits)	
050605	1	0.5	PUBLICATIONS I (NEWSPAPER)	
050603	1	0.5	PUBLICATIONS I (YEARBOOK)	
050606	1	0.5	PUBLICATIONS II (NEWSPAPER)	
050604	1	0.5	PUBLICATIONS II (YEARBOOK)	
041043	1	0.5	RETAIL MARKETING	
051102	1	0.5	SPEECH II	
041060	1	0.5	SPORTS AND ENTERTAINMENT MARKETING (1 CREDIT)	
041081	1	0.5	TOURISM MARKETING	
040211	1	1	WEB DESIGN (1 CREDIT)	
040210	0.5	0.5	WEB DESIGN (1/2 CREDIT)	
080830	0.5	0.5	WEB DESIGN (1/2 CREDIT)	
040203	1	0.5	WORD PROCESSING	