

Delaware Three-Credit Business, Finance and Marketing Career Pathways

Delaware Business, Finance and Marketing Education Pathways are based on three of the sixteen national Career Clusters defined through the National Association of Directors of Career and Technical Education States' Career Cluster Initiative.

Delaware Business, Finance and Marketing Career Clusters

- Finance
- Management and Administration
- Marketing

Delaware Business, Finance and Marketing Career Pathways

(See pathway diagrams on the following pages)

- *Finance Cluster*
 - Accounting Pathway
 - Banking Services Pathway
- *Management and Administration Cluster*
 - Administrative Services Pathway
 - Business and Corporate Management Pathway
 - Business Information Technology Pathway
- *Marketing Cluster*
 - Marketing Communications Pathway
 - Marketing Management Pathway

Career Cluster and Pathway Definitions

The **Finance Cluster** incorporates career opportunities that make strategic decisions to report, obtain, save, protect, and grow the financial assets of businesses and individuals.

Finance Pathways

- **Accounting** This pathway prepares students for careers that record, classify, summarize, analyze, and communicate a business's financial information and business transactions for use in management decision-making.
- **Banking Services** This pathway prepares students for careers that accept deposits, lend funds, and extend credit to businesses and individuals.

The **Management and Administration Cluster** focuses on career opportunities dedicated to performing administrative and managerial processes vital to the success and ongoing existence of a business organization, regardless of the sector or industry in which the business resides or the product/service it provides.

Management and Administration Pathways

- **Administrative Services** This pathway prepares students for career opportunities that facilitate business operations through a variety of administrative and clerical duties including information and communication management, data processing and collection, and project tracking.
- **Business and Corporate Management** This pathway explores careers that focus on planning, organizing, directing, and evaluating all or part of a business organization through the allocation and use of financial, human, and material resources.
- **Business Information Technology** This pathway focuses on careers that provide a bridge between business processes or initiatives and IT and assists in aligning business and IT goals and explores the design, development, support and management of hardware, software and systems integration services.

Marketing Cluster careers explore careers that create, communicate and deliver value to customers and manage customer relationships in ways that benefit the organization and its stakeholders.

Marketing Pathways

- **Marketing Communications** This pathway prepares students for career opportunities that inform, remind, and persuade a target market of ideas, experiences, goods, services, and images.
- **Marketing Management** This pathway explores careers that require broad, cross-functional knowledge of marketing and management to support strategic decision-making.

Delaware Business, Finance and Marketing Core

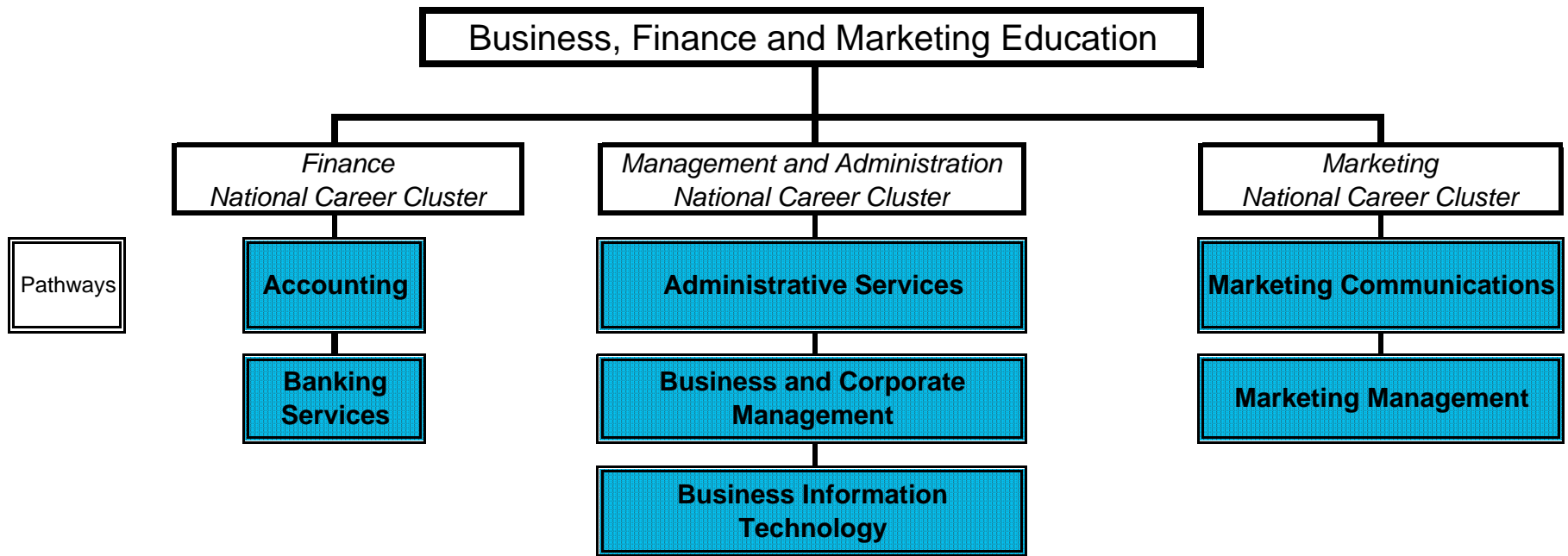
Career opportunities in these three cluster areas are closely related and require a **common base** of core business skills. These clusters, viewed together, represent the comprehensive model and are supported by a set of **Core** business concepts.

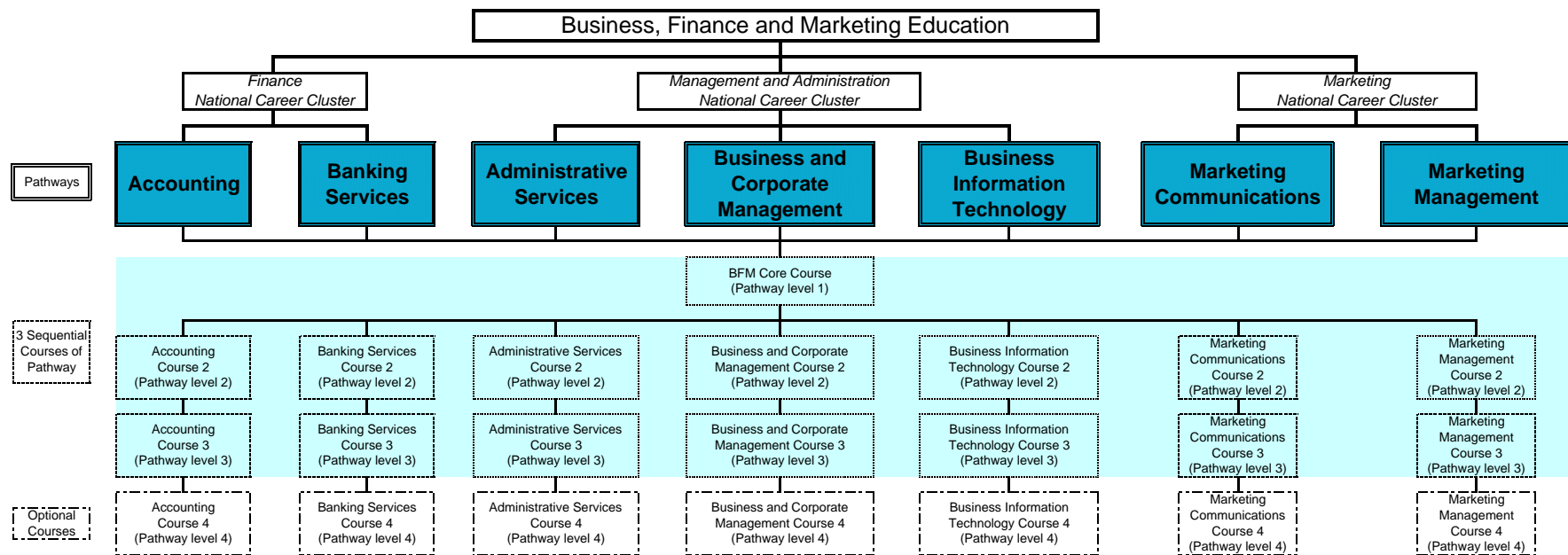
Business, Finance and Marketing Core Standards:

- **Business Law** – Students will understand business’s responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions.
- **Career Development** – Students will understand concepts, tools, and strategies used to explore, obtain, and develop in a business career.
- **Communication Skills** – Students will understand the concepts, strategies, and systems used to obtain and convey ideas and information.
- **Customer Relations** – Students will understand the techniques and strategies used to foster positive, ongoing relationships with customers.
- **Economics** – Students will understand the economic principles and concepts fundamental to business operations.
- **Entrepreneurship** – Students will understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture.
- **Financial Analysis** – Students will understand the tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.

- Human Resource Management – Students will understand the tools, techniques, and systems that businesses use to plan, staff, lead, and organized its human resources
- Information Management – Students will understand tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making.
- Marketing – Students will understand the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.
- Operations – Students will understand the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.
- Strategic Management – Students will understand tools, techniques, and systems that affect a business’s ability to plan, control, and organize a department or organization.

As a model for the implementation of Business, Finance and Marketing Career Pathways, these Core knowledge and skills are incorporated into the first level of all Pathways through a common core (Pathway Level 1) course. Diagrams of all Business, Finance and Marketing Career Pathways are presented on the following pages.





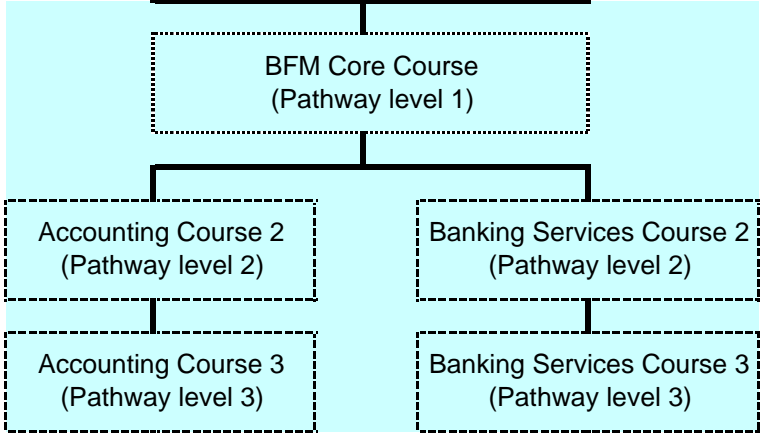
Business, Finance and Marketing Education

Finance
National Career Cluster

Pathways

Accounting

Banking Services



3
Sequential
Courses of
Pathway

Optional
Courses

Business, Finance and Marketing Education Co-op available for all pathways

Business, Finance and Marketing Education

Finance National Career Cluster

Pathways

Accounting

Banking Services

3
Sequential
Courses of
Pathway

Accounting Course 1
(Pathway level 1)

Banking Services Course 1
(Pathway level 1)

Accounting Course 2
(Pathway level 2)

Banking Services Course 2
(Pathway level 2)

Accounting Course 3
(Pathway level 3)

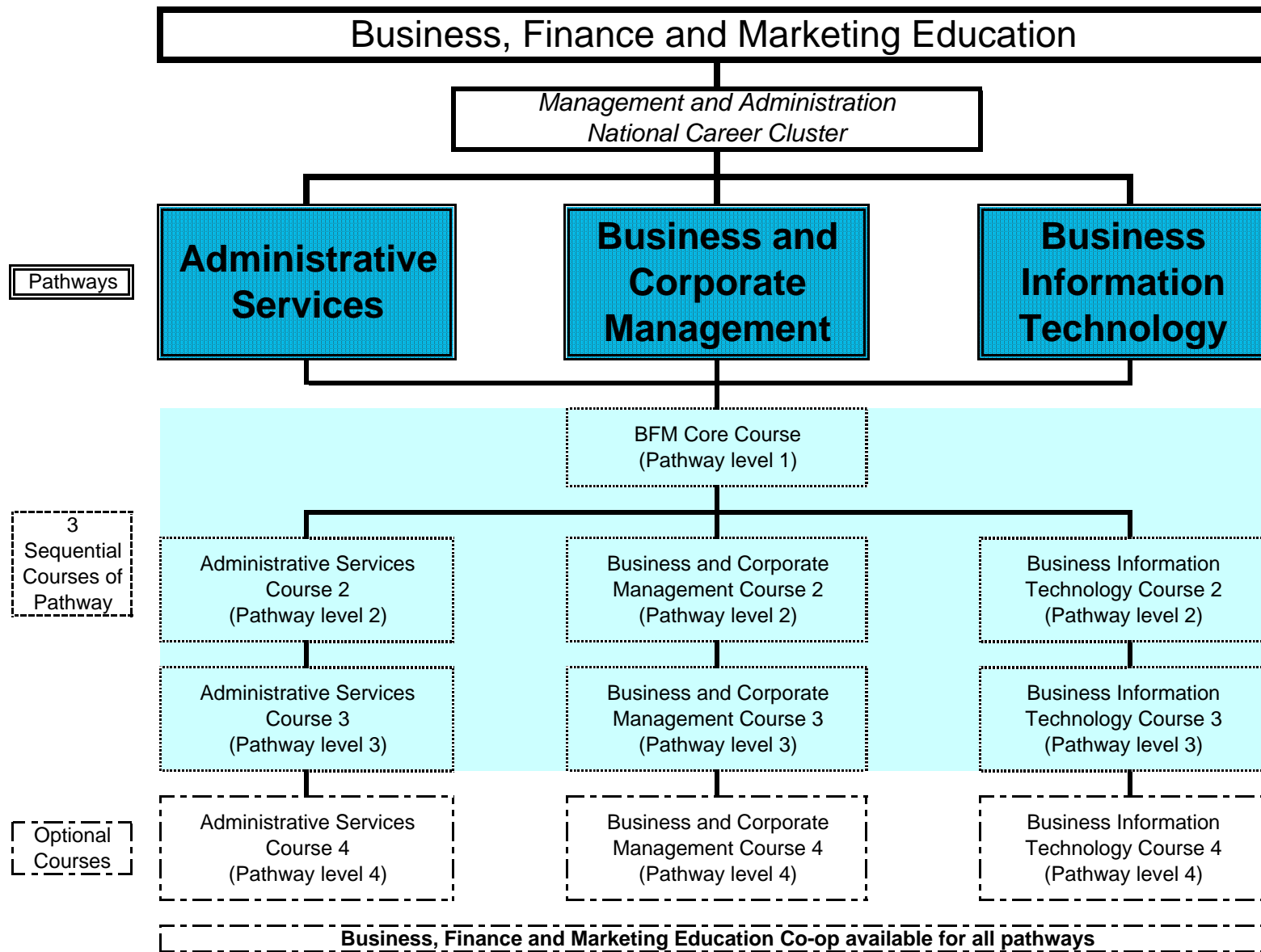
Banking Services Course 3
(Pathway level 3)

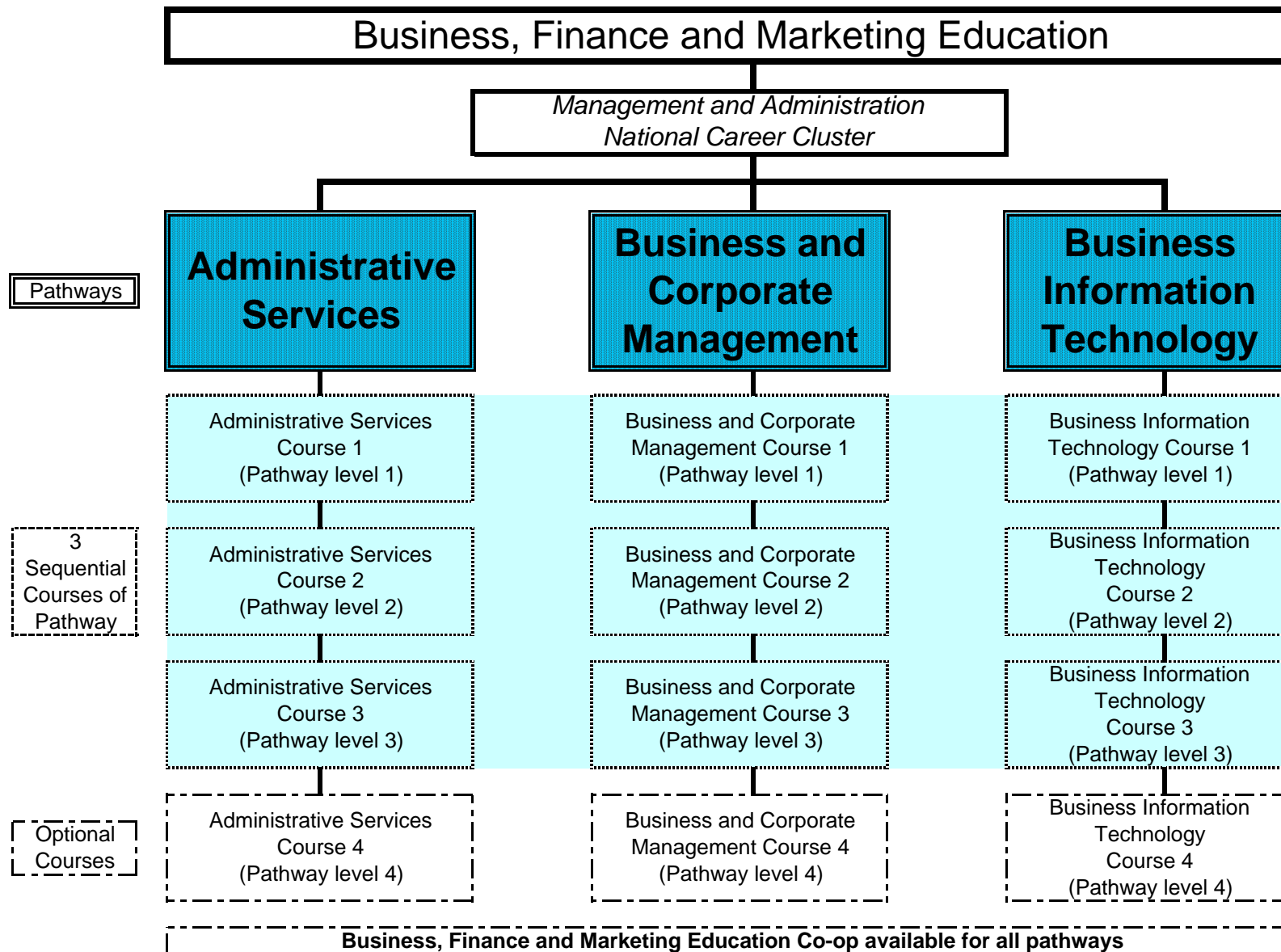
Optional
Courses

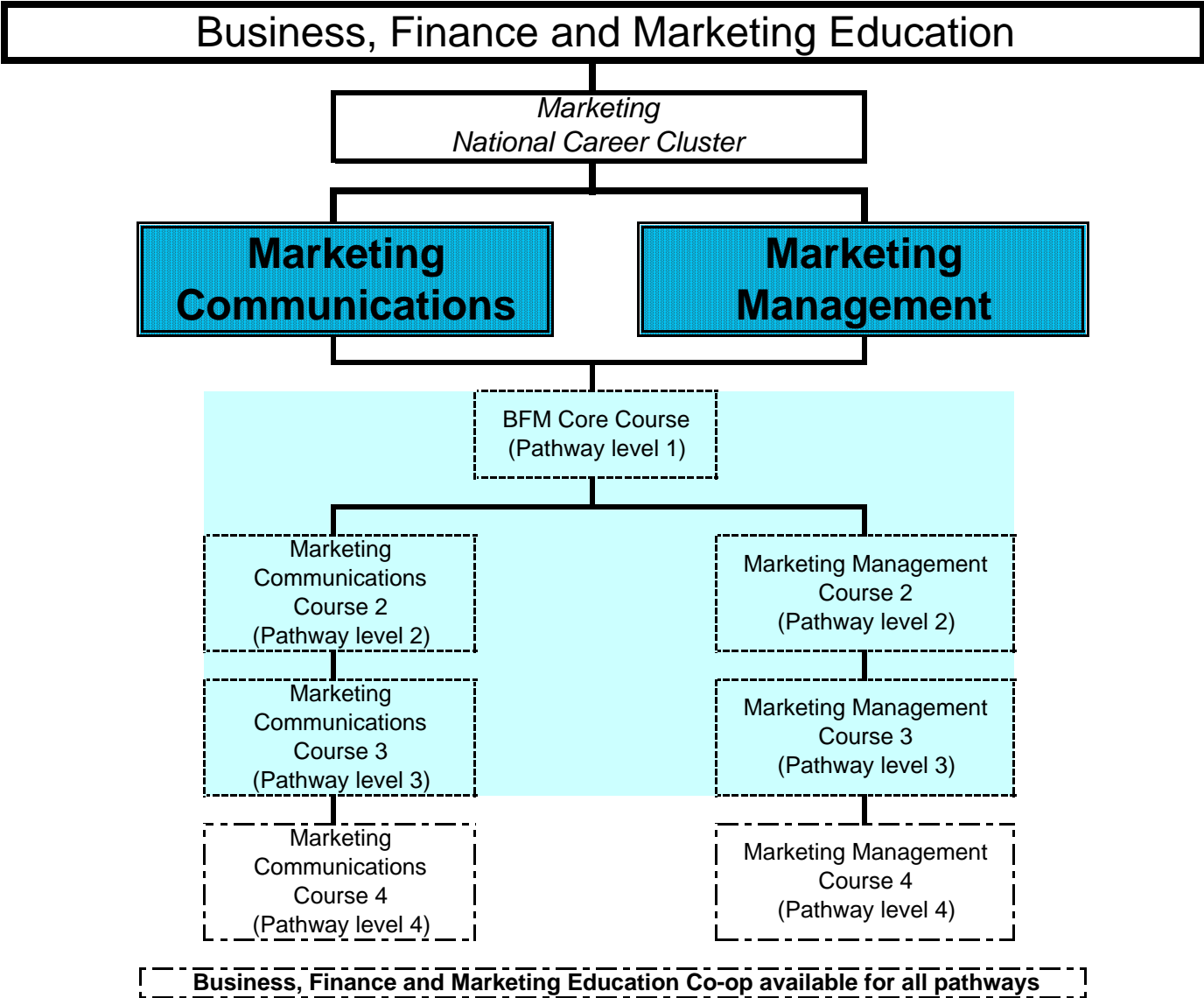
Accounting Course 4
(Pathway level 4)

Banking Services Course 4
(Pathway level 4)

Business, Finance and Marketing Education Co-op available for all pathways







Business, Finance and Marketing Education

*Marketing
National Career Cluster*

**Marketing
Communications**

**Marketing
Management**

Pathways

Marketing
Communications
Course 1
(Pathway level 1)

Marketing Management
Course 1
(Pathway level 1)

3
Sequential
Courses of
Pathway

Marketing
Communications
Course 2
(Pathway level 2)

Marketing Management
Course 2
(Pathway level 2)

Marketing
Communications
Course 3
(Pathway level 3)

Marketing Management
Course 3
(Pathway level 3)

Optional
Courses

Marketing
Communications
Course 4
(Pathway level 4)

Marketing Management
Course 4
(Pathway level 4)

Business, Finance and Marketing Education Co-op available for all pathways