

BUSINESS, MANAGEMENT, MARKETING AND TECHNOLOGY BUSINESS ACADEMY



PROGRAM LOCATION

Davenport University (shuttle available)

SESSION OFFERED

AM

AVERAGE LECTURE DAYS/WEEK

4-5 days

AVERAGE LAB DAYS/WEEK

2-3 days

HOMEWORK

Weekly

REQUIRED READING

College level textbook
25+ pages/week



**EXPLORE THE POSSIBILITIES.
FAST TRACK YOUR FUTURE.**

In this program students will learn contemporary business principles, practices, and terminology. The major functional areas of business, including short and long-term financing (including the securities market), forms of ownership, banking, marketing and management are examined. Students will also receive a foundation in basic management principles. The four universal functions of management (planning, organizing, leading, and controlling) are explored. Additionally, the role of marketing in society and in the success of an organization will be studied. Through critical thinking exercises and case analysis, students become familiar with the primary tools of marketing including market segmentation, product, pricing, marketing communication, research and marketing channel strategies.

EXPECTED STUDENT OUTCOMES

- Research, and critically evaluate potential professions
- Establish expectations of effective interpersonal relationships, teamwork and communication in diverse workplaces and academic environments
- Plan and support business decisions using credible external and appropriate internal business information
- Consider the major roles and functions of business in a free market, private enterprise system
- Understand the basics of marketing, finance and accounting, operations management, and human resources management, including the tools and reports used
- Define, explain, and apply the planning function of management
- Describe, explain, and analyze the organizing function of management
- Define, discuss, demonstrate, and develop the leadership function of management
- Analyze the marketing mix and interpret the major decisions each component involves
- Compare marketing activities with the other functional areas of an organization
- Evaluate the concept of marketing segmentation and target market selection
- Explain the relationship between marketing and its environments, and its role in society

CAREERS

Human Resource Manager
Administrative Services Manager
Marketing Manager
Operations Research Analyst
Sales Manager

MEDIAN WAGE

Human Resource Manager: \$51.40 hourly, \$106,910 annually
Administrative Services Manager: \$43.29 hourly, \$90,050 annually
Marketing Manager: \$63.07 hourly, \$131,180 annually
Operations Research Analyst: \$38.08 hourly, \$79,200 annually
Sales Manager: \$56.71 hourly, \$117,960 annually

EMPLOYMENT OUTLOOK

Average, 5-9% - Faster than average, 10% to 14%

CERTIFICATIONS

None

SUCCESS INDICATORS

Have strong writing skills, skilled at time management, highly organized, effective in team setting, strong researcher, and a critical thinker.

STUDENT LEADERSHIP

Students have the opportunity for leadership, competition, and community service through membership in DECA.

12 COLLEGE CREDITS

ACES 100 - Achieving Career & Education Success
MGMT 211 - Management Foundations
COMM 120 - Presentation Techniques
MKTG 211 - Marketing Foundations

ACADEMIC RIGOR

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CAPITAL REGION TECHNICAL EARLY COLLEGE

Students enrolled in this program may choose to participate in the Capital Region Technical Early College (CRTEC). Capital Region Technical Early College is a high school-to-college program where students start in grade 11 and leave in grade 13 with a college degree or certification. The program gives students relevant career-related experience.



ENROLL NOW!

CONTACT YOUR COUNSELOR OR CALL 517.483.9966

WWW.EATONRESA.ORG/CPC