

Business, Marketing, and Finance

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Jobs Related to the Program

Job Title	Average Pay Per Hour
Advertising and Promotions Manager	\$49.93
Art Directors	\$36.44
Marketing Manager	\$58.19
Budget Analysts	\$29.41
Financial Managers	\$55.38

Applied Academic Credit

Students who successfully complete Business Fundamentals may be awarded half a credit in economics and half a credit in personal finance to satisfy graduation requirements. Total credit applied toward graduation is four credits after completion of both years of the program.

National Certification

BMF II students will complete the Entrepreneurship and Small Business Certification Test during the 2nd semester.

Course Descriptions

The Business, Marketing, and Finance curriculum will prepare students completing the program and graduating from high school to enter the workforce, continue education at a postsecondary institution and then enter the workforce, continue education at a postsecondary institution and then continue at an institution of higher learning (IHL), or continue education at an IHL. Students who choose to enter the workforce after graduation will have the opportunity to gain employment as a self-employed entrepreneur or compete for a wide variety of jobs due to the diverse skills acquired in the course. Students who choose to attend a postsecondary institution may enter a Business, Marketing, or Finance program. After completion of the postsecondary program, students may enter the workforce as administrative assistants, health informatics technicians, sales associates, and much more; however, students may also choose to further their education at an IHL. These students can major in business management, marketing, sales, finance, business information systems, and more. This curriculum provides an excellent foundation and transition into the Business, Marketing, and Finance field.

Business, Marketing, and Finance I

Unit	Title	Hours
1	Orientation, Safety, and Leadership	10
2	Introduction to Economics	20
3	Personal Finance, Decision Making and Income	20
4	Entrepreneurship	30
5	Microeconomics	20
6	Personal Finance: Money Management	25
7	Foundations of Marketing	75
8	Market Research and Analysis	25
9	Career Readiness and Exploration	35
Total		260

Business, Marketing, and Finance II

Unit	Title	Hours
10	Review of Workplace Safety and Security	5
11	International Economics	20
12	Personal Finance: Purchasing and Financial Institutions	25
13	Applied Human Resource Management	40
14	Strategic and Operations Management	40
15	Macroeconomics	20
16	Personal Finance: Credit and Personal Risk Management	20
17	Financial Accounting	30
18	Budgets and Forecasting in Finance	25
19	Managerial Accounting	25
20	Employment Opportunities in Business	20
Total		270

The Senatobia-Tate County Career & Technical Center does not discriminate on the basis of race, color, national origin, sex, or disability in its programs and activities and provide equal access to all students served by our center.

The following person has been designated as the discrimination compliance officer and will handle inquires and the filing of grievances of discrimination in all areas except concerns relating to disabilities:

Amy Williams, Title IX and Grievance Contact

awilliams@tcsdms.org

662-562-5861

The following person has been designated as the Section 504/ Disabilities Act compliance officer and will handle inquiries regarding the discrimination on the basis of disabilities:

Kristie Foster, 504 Coordinator

kfoster@tcsdms.org

662-562-5861

** A lack of English language skills is not a barrier to participation in any course at the Senatobia-Tate County Career & Technical Center.