### **BUSINESS MANAGEMENT & ADMINISTRATION PROGRAM**

# PROFESSIONAL CERTIFICATION

The Business Management & Administration program prepares high school students for careers in the field of business management and administration. Rigorous instruction is provided to equip students with knowledge and skills for college and career readiness. Extended learning experiences to enrich and enhance instruction is reinforced through learner participation in career and technical student organizations (FBLA). This program offers professional certification as an Adobe Certified Associate (ACA) and Microsoft Office Specialist (MOS).

Future Business Leaders of America (FBLA) ensures students have the skills they need to succeed in college and in a career. Gadsden City High School's FBLA chapter helps students develop the leadership skills and business knowledge they need to excel in any career. Students will prepare for college and careers through a variety of leadership, community service, and academic activities.

### FBLA Membership Benefits:

- Discounts
- Scholarships
- **Publications**
- Awards and recognition programs

### **Business Management & Administration Courses**

- Career Preparedness (Required Course in 9th Grade)
- Business Technology Applications
- Advanced Business Technology Applications Prerequisite Course
- Management Principles
- Multimedia Design
- Multimedia Publications
- Senior Career Pathway Project-Business Management & Administration



**Our Business Management & Administration Program offers certification in Adobe using Photoshop and Illustrator and Microsoft** Office using Word, Excel and PowerPoint.



CERTIFIED **ASSOCIATE** 

**Entry-Level Position:** 

Graphic Designer w/Adobe Certified Associate \*\$39,646 average salary (With only a high school diploma)

Adobe Certified Expert

\*\$71,000 average salary

\*Source: www.SimplyHired.com

The Adobe Certified Associate (ACA) certification is Adobe's entry-level digital design credential. An ACA certificate validates that an individual has the basic skills to plan, design, build and maintain effective communications using a specific form of digital media. A learning plan featuring Adobe ACA certification(s) can help prepare candidates for a range of creative careers, such as graphic designer or web developer.



**Average Salary for Microsoft Office Specialist:** 

\*\*\$62,849

\*\*Source: www.itcareerfinder.com

Demonstrate that you have the skills needed to get the most out of Office by earning a Microsoft Office Specialist (MOS) certification in a specific Office program. Holding a MOS certification can earn an entry-level business employee as much as \$16,000 more in annual salary than uncertified peers.

# MOS certifications help qualify you for a variety of positions including:

- Office Manager
- **Executive Assistant**
- Administrative Assistant
- IT Support Technician
- SharePoint Specialist
- Database Specialist
- Workbook Developer

# MARKETING PROGRAM

### **Statistical Fact:**

**91%** of hiring managers consider certification as part of their hiring criteria. (Microsoft, Microsoft Certification Program Satisfaction Study, April 2012)

# The Marketing Program prepares high school students for careers in the field of marketing. Rigorous instruction is provided to equip students with knowledge and skills for college and career readiness. Extended learning experiences to enrich and enhance instruction is reinforced through learner participation in career and technical student organizations (DECA). Through the Marketing Program students may learn as they work with many employers in our community by participating in our Co-Operative Education Program. Professional certification is also offered through the Business Education program courses: Multimedia Design and Business Technology Advanced.

### Distributive Education Clubs of America (DECA)

prepares high school students to become emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

Gadsden City High School's DECA



chapter helps students develop the leadership skills and knowledge in entrepreneurship to excel in any career. Students will prepare for college and careers through a variety of leadership, community service, and project-based activities.

### DECA prepares the next generation to be:

- Academically Prepared
- Community Oriented
- Professionally Responsible
- Experienced Leaders

### Marketing Program Courses Offered:

- Business Essentials
- Sales & Promotion Planning
- Marketing Principles
- Entrepreneurship
- Cooperative Education

# Business Management & Administration & Marketing are Business Industry Certified



Gadsden City High School
Business Management & Administration/
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The Gadsden City Board of Education does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups.



## **GADSDEN CITY HIGH SCHOOL**

Business Management & Administration/Marketing
Department



# Business Management & Administration & Marketing Instructors:

Ms. Sandra Coats Ms. Anita Kinsey Ms. Kristie Johnson Ms. Yolanda Juddine Ms. Betrina Thomas Ms. Catina Wadley Ms. Charlotte Worthy