



U.S. Department of Education
NCES 2007-341

Secondary School Course Classification System: School Codes for the Exchange of Data (SCED)

Subject Area 10: Computer and Information Sciences

Computer Literacy

10001 Introduction to Computers

Introduction to Computer courses introduce students to computers and peripheral devices, the functions and uses of computers, the language used in the computer industry, possible applications of computers, and occupations related to computer hardware and software. These courses typically explore legal and ethical issues associated with computer use, as well as how computers influence modern society. Students may also be required to perform some computer operations.

10002 Computing Systems

Computing Systems courses offer a broad exploration of the use of computers in a variety of fields. These courses have a considerable range of content, but typically include the introduction of robotics and control systems, computer-assisted design, computer-aided manufacturing systems, and other computer technologies as they relate to industry applications.

10003 Computer and Information Technology

Computer and Information Technology courses teach students to operate and use computer and information technology, emphasizing their role as tools to communicate more effectively, conduct research more efficiently, and increase productivity. Course content includes the legal and ethical issues involved with computer technology and use.

10004 Computer Applications

In Computer Applications courses, students acquire knowledge of and experience in the proper and efficient use of previously written software packages. These courses explore a wide range of applications, including (but not limited to) word-processing, spreadsheet, graphics, and database programs, and they may also cover the use of electronic mail and desktop publishing.

10005 Business Computer Applications

In Business Computer Applications courses, students acquire knowledge of and experience in the proper and efficient use of previously written software packages, particularly those used in the business world. Generally, these courses explore a wide range of applications, including (but not limited to) word-processing, spreadsheet, graphics, and database programs, and they may also cover topics such as electronic mail, desktop publishing, and telecommunications.

10006 Telecommunications

Telecommunications courses address the growth in global communications and the emerging equipment and systems needed to successfully communicate in a global environment. These courses cover such topics as data communication protocol and systems, government regulations of the communications industry, and the use of cost-effective and productive tools to transmit messages and data. In these courses, students may learn about such communication systems as e-mail, internet or e-commerce, LAN, WAN, voice transmission, cell phone technology, and traditional teleconferencing.

10007 IB Information Technology in a Global Society

IB Information Technology in a Global Society courses prepare students to take the International Baccalaureate Information Technology exams and examine the interaction among information, technology, and society. Course content is designed to help students develop a systematic, problem-solving approach to processing and analyzing information using a range of information tools. In these courses, students also discuss and evaluate how modern information technology affects individuals, relationships among people, and institutions and societies.

10008 Particular Topics in Computer Literacy

These courses examine particular topics related to general computer literacy other than those already described, such as privacy issues or instruction in using a particular software application.

10047 Computer Literacy—Independent Study

Computer Literacy—Independent Study courses, often conducted with instructors as mentors, enable students to explore computer-related topics of interest. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular specialization, to explore a topic in greater detail, or to develop more advanced skills.

10048 Computer Literacy—Workplace Experience

Computer Literacy—Workplace Experience courses provide work experience in fields related to computer literacy. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

10049 Computer Literacy—Other

Management Information Systems

10051 Information Management

Information Management courses provide students with the knowledge and skills to develop and implement a plan for an information system that meets the needs of business. Students develop an understanding of information system theory, skills in administering and managing information systems, and the ability to analyze and design information systems.

10052 Database Management and Data Warehousing

Database Management and Data Warehousing courses provide students with the skills necessary to design databases to meet user needs. Courses typically address how to enter, retrieve, and manipulate data into useful information. More advanced topics may cover implementing interactive applications for common transactions and the utility of mining data.

10053 Database Applications

Database Application courses provide students with an understanding of database development, modeling, design, and normalization. These courses typically cover such topics as SELECT statements, data definition, manipulation, control languages, records, and tables. In these courses, students may use Oracle WebDB, SQL, PL/SQL, SPSS, and SAS and may prepare for certification.

10054 Data Systems/Processing

Data Systems/Processing courses introduce students to the uses and operation of computer hardware and software and to the programming languages used in business applications. Students typically use BASIC, COBOL, and/or RPL languages as they write flowcharts or computer programs and may also learn data-processing skills.

10055 Particular Topics in Management Information Systems

These courses examine particular topics in management information systems other than those already described.

10097 Management Information Systems—Independent Study

Management Information Systems—Independent Study courses, often conducted with instructors as mentors, enable students to explore topics related to management information systems. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular specialization, to explore a topic in greater detail, or to develop more advanced skills.

10098 Management Information Systems—Workplace Experience

Management Information Systems—Workplace Experience courses provide work experience in fields related to management information systems. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

10099 Management Information Systems—Other

Network Systems

10101 Network Technology

Network Technology courses address the technology involved in the transmission of data between and among computers through data lines, telephone lines, or other transmission media (such as hard wiring, cable television networks, radio waves, and so on). These courses may emphasize the capabilities of networks, network technology itself, or both. Students typically learn about network capabilities—including electronic mail, public networks, and electronic bulletin boards—and network technology—including network software, hardware, and peripherals involved in setting up and maintaining a computer network.

10102 Networking Systems

Networking Systems courses are designed to provide students with the opportunity to understand and work with hubs, switches, and routers. Students develop an understanding of LAN (local area network), WAN (wide area network), wireless connectivity, and Internet-based communications with a strong emphasis on network function, design, and installation practices. Students acquire skills in the design, installation, maintenance, and management of network systems that may help them obtain network certification.

10103 Area Network Design and Protocols

Area Network Design and Protocols courses address the role of computers in a network system, the Open Systems Interconnection (OSI) model, structured wiring systems, and simple LAN (local area network) and WAN (wide area network) designs.

10104 Router Basics

Router Basics courses teach students about router components, start-up, and configuration using CISCO routers, switches, and the IOS (Internetwork Operation System). These courses also cover such topics as TCP/IP protocol, IP addressing, subnet masks, and network trouble-shooting.

10105 NetWare Routing

NetWare Routing courses introduce students to such topics as Virtual LANs (VLAN) and switched internetworking, comparing traditional shared local area network (LAN) configurations with switched LAN configurations, and they also discuss the benefits of using a switched VLAN architecture. These courses also may cover routing protocols like RIP, IGRP, Novell IPX, and Access Control Lists (ACLs).

10106 Wide Area Telecommunications and Networking

Wide Area Telecommunications and Networking courses provide students with the knowledge and skills to enable them to design Wide Area Networks (WANs) using ISDN, Frame-Relay, and PPP. Students gain knowledge and skills in network management and maintenance and develop expertise in trouble-shooting and assessing the adequacy of network configuration to meet changing conditions.

10107 Wireless Networks

Wireless Networks courses focus on the design, planning, implementation, operation, and trouble-shooting of wireless computer networks. These courses typically include a comprehensive overview of best practices in technology, security, and design, with particular emphasis on hands-on skills in (1) wireless LAN set-up and trouble-shooting; (2) 802.11a & 802.11b technologies, products, and solutions; (3) site surveys; (4) resilient WLAN design, installation, and configuration; (5) vendor interoperability strategies; and (6) wireless bridging.

10108 Network Security

Network Security courses teach students how to design and implement security measures in order to reduce the risk of data vulnerability and loss. Course content usually includes typical security policies; firewall design, installation, and management; secure router design, configuration, and maintenance; and security-specific technologies, products, and solutions.

10109 Essentials of Network Operating Systems

Essentials of Network Operating Systems courses provide a study of multi-user, multi-tasking network operating systems. In these courses, students learn the characteristics of the Linux, Windows 2000, NT, and XP network operating systems and explore a variety of topics including installation procedures, security issues, back-up procedures, and remote access.

10110 Microsoft Certified Professional (MCP)

Microsoft Certified Professional courses provide students with the knowledge and skills necessary to be employed as a network administrator in the latest Windows server-networking environment. Topics include installing, configuring, and trouble-shooting the Windows server. These courses prepare students to set up network connections; manage security issues and shares; and develop policies. Students are typically encouraged to take the MCP exam.

10111 Particular Topics in Networking Systems

These courses examine particular topics in networking systems other than those already described.

10147 Networking Systems—Independent Study

Networking Systems—Independent Study courses, often conducted with instructors as mentors, enable students to explore topics related to networking systems. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular specialization, to explore a topic in greater detail, or to develop more advanced skills.

10148 Networking Systems—Workplace Experience

Networking Systems—Workplace Experience courses provide students with work experience in fields related to networking systems. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

10149 Networking Systems—Other

Computer Science/Programming

10151 Business Programming

Business Programming courses provide students with experience in using previously written software packages as well as designing and writing programs of their own. The word-processing, spreadsheet, graphics, and database exercises in these courses contain a business industry focus, and the original programs are written in languages typical of this industry (Visual Basic (VB), C++, Java, BASIC, COBOL, and/or RPL).

10152 Computer Programming

Computer Programming courses provide students with the knowledge and skills necessary to construct computer programs in one or more languages. Computer coding and program structure are often introduced with the BASIC language, but other computer languages, such as Visual Basic (VB), Java, Pascal, C++, and COBOL, may be used instead. Initially, students learn to structure, create, document, and debug computer programs, and as they progress, more emphasis is placed on design, style, clarity, and efficiency. Students may apply the skills they learn to relevant applications such as modeling, data management, graphics, and text-processing.

10153 Visual Basic Programming

Visual Basic (VB) Programming courses provide an opportunity for students to gain expertise in computer programs using the Visual Basic (VB) language. As with more general computer programming courses, the emphasis is on how to structure and document computer programs and how to use problem-solving techniques. These courses cover such topics as the use of text boxes, scroll bars, menus, buttons, and Windows applications. More advanced topics may include mathematical and business functions and graphics.

10154 C++ Programming

C++ Programming courses provide an opportunity for students to gain expertise in computer programs using the C++ language. As with more general computer programming courses, the emphasis is on how to write logically structured programs, include appropriate documentation, and use problem-solving techniques. More advanced topics may include multi-dimensional arrays, functions, and records.

10155 Java Programming

Java Programming courses provide students with the opportunity to gain expertise in computer programs using the Java language. As with more general computer programming courses, the emphasis is on how to structure and document computer programs, using problem-solving techniques. Topics covered in the course include syntax, I/O classes, string manipulation, and recursion.

10156 Computer Programming—Other Language

Computer Programming—Other Language courses provide students with the opportunity to gain expertise in computer programs using languages other than those specified (such as Pascal, FORTRAN, or emerging languages). As with other computer programming courses, the emphasis is on how to structure and document computer programs, using problem-solving techniques. As students advance, they learn to capitalize on the features and strengths of the language being used.

10157 AP Computer Science A

Following the College Board's suggested curriculum designed to mirror college-level computer science courses, AP Computer Science A courses provide students with the logical, mathematical, and problem-solving skills needed to design structured, well-documented computer programs that provide solutions to real-world problems. These courses cover such topics as programming methodology, features, and procedures; algorithms; data structures; computer systems; and programmer responsibilities.

10158 AP Computer Science AB

Following the College Board's suggested curriculum designed to mirror college-level computer science courses, AP Computer Science AB courses (in addition to covering topics included in AP Computer Science A) provide a more formal and extensive study of program design, algorithms, data structures, and execution costs.

10159 IB Computing Studies

IB Computer Studies courses prepare students to take the International Baccalaureate Computing Studies exam at either the Subsidiary or Higher level. The courses emphasize problem analysis, efficient use of data structures and manipulation procedures, and logical decision-making. IB Computing Studies courses also cover the applications and effects of the computer on modern society as well as the limitations of computer technology.

10160 Particular Topics in Computer Programming

These courses examine particular topics in computer programming other than those already described.

10197 Computer Programming—Independent Study

Computer Programming—Independent Study courses, often conducted with instructors as mentors, enable students to explore topics related to computer programming. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular specialization, to explore a topic in greater detail, or to develop more advanced skills.

10198 Computer Programming—Workplace Experience

Computer Programming—Workplace Experience courses provide students with work experience in fields related to computer programming. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

10199 Computer Programming—Other

Media Technology

10201 Web Page Design

Web Page Design courses teach students how to design web sites by introducing them to and refining their knowledge of site planning, page layout, graphic design, and the use of markup languages—such as Extensible Hypertext Markup, JavaScript, Dynamic HTML, and Document Object Model—to develop and maintain a web page. These courses may also cover security and privacy issues, copyright infringement, trademarks, and other legal issues relating to the use of the Internet. Advanced topics may include the use of forms and scripts for database access, transfer methods, and networking fundamentals.

10202 Computer Graphics

Computer Graphics courses provide students with the opportunity to explore the capability of the computer to produce visual imagery and to apply graphic techniques to various fields, such as advertising, TV/video, and architecture. Typical course topics include modeling, simulation, animation, and image retouching.

10203 Interactive Media

Interactive Media courses provide students with the knowledge and skills to create, design, and produce interactive media products and services. The courses may emphasize the development of digitally generated and/or computer-enhanced media. Course topics may include 3D animation, graphic media, web development, and virtual reality. Upon completion of these courses, students may be prepared for industry certification.

10204 Particular Topics in Media Technology

These courses examine particular topics in internet design and applications other than those already described.

10247 Media Technology—Independent Study

Media Technology—Independent Study courses, often conducted with instructors as mentors, enable students to explore topics related to media technology. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular specialization, to explore a topic in greater detail, or to develop more advanced skills.

10248 Media Technology—Workplace Experience

Media Technology—Workplace Experience courses provide students with work experience in fields related to media technology. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

10249 Media Technology—Other**Information Support and Services****10251 Computer Technology**

Computer Technology courses introduce students to the features, functions, and design of computer hardware and provide instruction in the maintenance and repair of computer components and peripheral devices.

10252 Computer Maintenance

Computer Maintenance courses prepare students to apply basic electronic theory and principles in diagnosing and repairing personal computers and input/output devices. Topics may include operating, installing, maintaining, and repairing computers, network systems, digital control instruments, programmable controllers, and related robotics.

10253 Information Support and Services

Information Support and Services courses prepare students to assist users of personal computers by diagnosing their problems in using application software packages and maintaining security requirements.

10254 IT Essentials: PC Hardware and Software

IT Essentials: PC Hardware and Software courses provide students with in-depth exposure to computer hardware and operating systems. Course topics include the functionality of hardware and software components as well as suggested best practices in maintenance and safety issues. Students learn to assemble and configure a computer, install operating systems and software, and troubleshoot hardware and software problems. In addition, these courses introduce students to networking and often prepare them for industry certification.

10255 CISCO—The Panduit Network Infrastructure Essentials (PNIE)

CISCO—PNIE courses provide students with the knowledge to create innovative network infrastructure solutions. These courses offer students basic cable installer information and help them acquire the skills to build and use the physical layer of network infrastructure and develop a deeper understanding of networking devices.

10256 Particular Topics in Information Support and Services

These courses examine particular topics in computer support, maintenance, and repair other than those already described.

10297 Information Support and Services—Independent Study

Information Support and Services—Independent Study courses, often conducted with instructors as mentors, enable students to explore topics related to computer information support and services. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular specialization, to explore a topic in greater detail, or to develop more advanced skills.

10298 Information Support and Services—Workplace Experience

Information Support and Services—Workplace Experience courses provide students with work experience in fields related to information support and/or service. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

10299 Information Support and Services—Other**All Others****10995 Computer and Information Sciences—Aide**

Computer and Information Sciences—Aide courses offer students the opportunity to assist instructors in preparing, organizing, or delivering course curricula. Students may provide tutorial or instructional assistance to other students.

10997 Computer and Information Sciences—Independent Study

Computer and Information Sciences—Independent Study courses, often conducted with instructors as mentors, enable students to explore computer-related topics of interest. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular specialization, to explore a topic in greater detail, or to develop more advanced skills.

10998 Computer and Information Sciences—Workplace Experience

Computer and Information Sciences—Workplace Experience courses provide students with work experience in fields related to computer and/or information sciences. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

10999 Computer and Information Sciences—Other

Subject Area 11: Communication and Audio/Visual Technology (secondary)

Communication

11001 Introduction to Communication

Introduction to Communication courses enable students to understand and critically evaluate the role of media in society. Course content typically includes investigation of visual images, printed material, and audio segments as tools of information, entertainment, and propaganda; improvement of presentation and evaluative skills in relation to mass media; recognition of various techniques for delivery of a particular message; and, in some cases, creation of a media product. The course may concentrate on a particular medium.

11002 Communication Technology

Communication Technology courses enable students to effectively communicate ideas and information through experiences dealing with drafting, design, electronic communication, graphic arts, printing process, photography, telecommunications, and computers. Additional topics covered in the course include information storage and retrieval. Drafting equipment may be used to make scale drawings, including multi-view drawing, photographs, and poster mock-ups.

11003 Particular Topics in Communication

These courses examine specific topics in communication other than those already described.

11047 Communication—Independent Study

Communication—Independent Study courses, often conducted with instructors as mentors, enable students to explore topics of interest related to mass communications. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular application, to explore a topic in greater detail, or to develop more advanced skills.

11048 Communication—Workplace Experience

Communication—Workplace Experience courses provide students with work experience in a field related to communication. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

11049 Communication—Other

Audio and Video Technology and Film

11051 Audio/Visual Production

Audio/Visual Production courses provide students with the knowledge and skills necessary for television, video, film, and/or radio production. Writing scripts, camera operation, use of graphics and other visuals, lighting, audio techniques, editing, production principles, and career opportunities are typical topics covered within production courses. Students are usually required to produce their own program or segment. Additional topics such as broadcast industry regulations, radio/TV operation, power of the medium, photography, transmission technology, and so on may be included.

11052 Commercial Photography

Commercial Photography courses provide instruction in the use of cameras and laboratory film-processing techniques. Topics covered in the course include composition and color dynamics; contact printing; enlarging; developing film; use of camera meters, air brushes, and other photographic equipment; portrait, commercial, and industrial photography; processing microfilm; and preparing copy for printing or for graphic-arts processing.

11053 Photographic Laboratory and Darkroom

Photographic Laboratory and Darkroom courses prepare students to develop and print still or motion picture film. Topics covered in the course may include controlling resultant prints; touching up negatives; and finishing, coloring, restoring, and copying prints.

11054 Photo Imaging

Photo Imaging courses provide students with the opportunity to effectively communicate ideas and information via digital, film, still and video photography. Topics covered typically include composition, layout, lighting and supplies. More advanced courses may include instruction in specialized camera and equipment maintenance, application to commercial and industrial need and photography business operations.

11055 Video

Video courses enable students to explore video communications, incorporating both the technical and artistic aspects of video media. Topics covered in the course include the use of video equipment and techniques, and students typically create a video presentation. Advanced course topics may include creating various forms of film media including silent film; sport and music video; and self portrait video.

11056 Particular Topics in Audio/Video Technology and Film

These courses examine specific topics in audio and video technology and film other than those already described.

11097 Audio/Video Technology and Film—Independent Study

Audio/Video Technology and Film—Independent Study courses, often conducted with instructors as mentors, enable students to explore topics of interest related to A/V technology or film. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular application, to explore a topic in greater detail, or to develop more advanced skills.

11098 Audio/Video Technology and Film—Workplace Experience

Audio/Video Technology and Film—Workplace Experience courses provide students with work experience in a field related to audio/visual technology and/or film. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

11099 Audio/Video Technology and Film—Other**Journalism and Broadcasting****11101 Journalism**

Journalism courses (typically associated with the production of a school newspaper, yearbook, or literary magazine) emphasize writing style and technique as well as production values and organization. Journalism courses introduce students to the concepts of newsworthiness and press responsibility; develop students' skills in writing and editing stories, headlines, and captions; and teach students the principles of production design, layout, and printing. Photography and photojournalism skills may be included.

11102 Photojournalism

Photojournalism courses expose students to the manner in which photography is used to convey information and experiences. Typically coordinated with production of the school newspaper, yearbook, or other media product, photojournalism courses provide students with the opportunity to improve their photo composition and film development skills, and to apply their art to journalistic endeavors.

11103 Broadcasting Technology

Broadcasting Technology courses provide students with the knowledge and skills to produce television broadcast programs. Typically, students prepare and produce short programs, learning the technical aspects of the operation and how to evaluate programming and assess audience reaction and impact.

11104 Publication Production

Publication Production courses provide students with the knowledge and skills necessary to produce the school newspaper, yearbook, literary magazine, or other printed publication. Students may gain experience in several components (writing, editing, layout, production, and so on) or may focus on a single aspect while producing the publication.

11105 Particular Topics in Journalism and Broadcasting

These courses examine specific topics in journalism and broadcasting other than those already described.

11147 Journalism and Broadcasting—Independent Study

Journalism and Broadcasting—Independent Study courses, often conducted with instructors as mentors, enable students to explore topics of interest related to journalism, broadcasting, and mass media. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular application, to explore a topic in greater detail, or to develop more advanced skills.

11148 Journalism and Broadcasting—Workplace Experience

Journalism and Broadcasting—Workplace Experience courses provide students with work experience in a field related to journalism or broadcasting. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

11149 Journalism and Broadcasting—Other.**Printing Technology and Production****11151 Digital Media Technology**

These courses are designed to give students the skills necessary to support and enhance their learning about digital medial technology. Topics covered in the course may include internet research, copyright laws, web-publishing, use of digital imagery, electronic forums, newsgroups, mailing lists, presentation tools, and project planning.

11152 Desktop Publishing

Desktop Publishing courses integrate the knowledge and skills learning in word processing with the concepts, procedures and application of desktop publishing. Students learn to format, create and proofread brochures, programs, newsletters, web pages, presentations and manuscripts.

11153 Digital Media Design and Production

Digital Media Design and Production courses teach students the fundamentals of graphic design and production and provide students with the opportunity to apply these principles to printed media, digital presentation media, and interactive media.

11154 Commercial Graphic Design

Commercial Graphic Design courses teach students to use artistic techniques to effectively communicate ideas and information to business and customer audiences via illustration and other forms of digital or printed media. Topics covered may include concept design, layout, paste-up and techniques such as engraving, etching, silkscreen, lithography, offset, drawing and cartooning, painting, collage and computer graphics.

11155 Graphic Technology

Graphic Technology courses help students apply artistic and computer techniques to the interpretation of technical and commercial concepts. Topics covered may include computer assisted art and design, printmaking, concept sketching, technical drawing, color theory, imaging, studio techniques, still life modeling, and commercial art business operations. Advanced topics may include topographic arrangements of print and/or electronic graphic and textual products, printing and lithographic equipment and operations, digital imaging, print preparation, desktop publishing and web page design.

11156 Photography and Printing Technology

Photography and Printing Technology courses expose students to the tools, materials and processes involved in mass production of photography and printing. Types of printing covered in the course may include intaglio, relief, planographic, screen processes printing, silk screening, serigraphy processes and thermograph. Additional topics may include the use of cameras, composition, imposition, presswork, and computer aided publishing.

11157 Photoengraving

Photoengraving courses teach students to photograph illustration and other copy that cannot be set in type, to develop negatives, and to prepare photosensitized metal plates for use in printing.

11158 Print Press Operations

These courses expose students to the necessary skills for operating a print press. Topics covered in this course include how to prepare, operate and maintain printing processes.

11159 Particular Topics in Printing Technology and Production

These courses examine specific topics in printing production, such as book binding or silk screen print making, other than those already described.

11197 Printing Technology—Independent Study

Printing Technology—Independent Study courses, often conducted with instructors as mentors, enable students to explore topics of interest related to the print medium. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular application, to explore a topic in greater detail, or to develop more advanced skills.

11198 Printing Technology—Workplace Experience

Printing Technology—Workplace Experience courses provide students with work experience in a field related to printing. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

11199 Printing Technology—Other**All Others****11995 Communication and Audio/Video Technology—Aide**

Communication and Audio/Video Technology—Aide courses offer students the opportunity to assist instructors in preparing, organizing or delivering course curricula. Students may provide tutorial or instructional assistance to other students.

11997 Communication and Audio/Video Technology—Independent Study

Communication and Audio/Video Technology—Independent Study courses, often conducted with instructors as mentors, enable students to explore topics of interest related to mass communication and its technologies. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular application, to explore a topic in greater detail, or to develop more advanced skills.

11998 Communication and Audio/Video Technology—Workplace Experience

Communication and Audio/Video Technology—Workplace Experience courses provide students with work experience in a field related to communication or audio/visual technology. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

11999 Communication and Audio/Video Technology—Other

Subject Area 12: Business and Marketing (secondary)

Administration

12001 Business/Office Career Exploration

Business/Office Career Exploration courses expose students to the occupational opportunities available in the accounting, administration, data processing, management, and secretarial fields. Emphasis is placed on responsibilities, qualifications, work environment, and career paths. These courses may also include consumer education topics, keyboard exposure, and/or hands-on experience within the various occupational areas.

12002 Office Procedures—Comprehensive

Office Procedures—Comprehensive courses provide students with numerous opportunities to explore and understand the responsibilities and duties common to most office personnel. These comprehensive courses cover such topics as communication skills, reception and transmission of information via data processing equipment, filing and record management, mail handling, scheduling meetings and conferences, creating itineraries, and word processing.

12003 Office and Administrative Technologies

Office and Administrative Technologies courses provide students with instruction and experience in developing technical, problem-solving, and decision-making skills essential for office and/or administrative occupations. Emphasis is placed on integrating and applying knowledge and skills to realistic office and administrative situations utilizing current and relevant technology.

12004 Office Services

Office Services courses introduce students to and help them refine clerical and receptionist skills. Course content typically covers filing, telephone, and keyboarding skills; reprographic machinery and procedures; communications skills; and so on.

12005 Keyboarding

Keyboarding courses provide students with an introduction to the keyboard (letters, numbers, and symbols), basic machine operation, and proper keystroke technique. As students progress, they improve their speed and accuracy and produce increasingly complex documents. Such courses help students develop keyboard proficiency, document production skills, and problem-solving skills.

12006 Word Processing

Word Processing courses introduce students to automated document production using one or more software packages. These courses may introduce keyboarding techniques or may require prior experience; in either case, speed and accuracy are emphasized. A parallel focus is placed on the use of software commands and functions to create, edit, format, and manipulate documents, capitalizing on the power offered by word processing software programs. These courses may also cover file and disk management and other computer-related skills.

12007 Recordkeeping

Recordkeeping courses help students to develop knowledge and skills related to the principles and procedures involved in recording personal financial transactions as well as transactions typically undertaken by small businesses. Partial emphasis may be placed on personal banking, budgeting, and income tax calculations; additional emphasis is usually placed on cashier and clerk procedures, inventory control for small businesses, database management, merchandising, and payroll.

12008 Particular Topics in Administration

These courses examine specific topics related to business administration not otherwise described, such as a focus on dictation or office machinery, rather than provide a general study of office administration principles and techniques.

12009 Business Communications

Business Communications courses help students to develop an understanding and appreciation for effective communication in business situations and environments. Emphasis is placed on all phases of communication: speaking, listening, thinking, responding, reading, writing, communicating non-verbally, and utilizing technology for communication. Business communication functions, processes, and applications in the context of business may be practiced through problem-based projects and real-world application.

12047 Administration—Independent Study

Administration—Independent Study courses, often conducted with instructors as mentors, enable students to explore business administration-related topics of interest. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular application, to explore a topic in greater detail, or to develop more advanced skills.

12048 Administration—Workplace Experience

Administration—Workplace Experience courses provide students with work experience in fields related to business administration. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

12049 Administration—Other

Management

12051 Introductory Business

Introductory Business courses survey an array of topics and concepts related to the field of business. These courses introduce business concepts such as banking and finance, the role of government in business, consumerism, credit, investment, and management. They usually provide a brief overview of the American economic system and corporate organization. Introductory Business courses may also expose students to the varied opportunities in secretarial, accounting, management, and related fields.

12052 Business Management

Business Management courses acquaint students with management opportunities and effective human relations. These courses provide students with the skills to perform planning, staffing, financing, and controlling functions within a business. In addition, they usually provide a macro-level study of the business world, including business structure and finance, and the interconnections among industry, government, and the global economy. The course may also emphasize problem-based, real-world applications of business concepts and use accounting concepts to formulate, analyze, and evaluate business decisions.

12053 Entrepreneurship

Entrepreneurship courses acquaint students with the knowledge and skills necessary to own and operate their own businesses. Topics from several fields typically form the course content: economics, marketing principles, human relations and psychology, business and labor law, legal rights and responsibilities of ownership, business and financial planning, finance and accounting, and communication. Several topics surveyed in Business Management courses may also be included.

12054 Business Law

Business Law courses emphasize legal concepts that are relevant to business and business organizations. Topics examined in these courses typically include contracts, buying/renting property, installment buying, insurance, buyer/seller relationships, negotiable instruments, employment, taxes, insurance, commercial papers, legal organizational structures, and consumer liabilities.

12055 Business Principles and Management

Business Principles and Management courses are designed to provide students with an understanding of the American business system, its organizations, and its management. These courses examine the various leadership and management styles of a variety of successful business organizations, large or small.

12056 International Business and Marketing

International Business and Marketing courses examine business management and administration in a global economy. Topics covered in this course typically include the principles and processes of export sales, trade controls, foreign operations and related problems, monetary issues, international business and policy, and applications of doing business in specific countries and markets.

12057 Human Resources and Labor Relations

Human Resources and Labor Relations courses analyze the functions of conflict resolution and collective bargaining. Typically, students examine the history of the labor movement within the United States, the relationship between management and labor, and how organized labor currently operates.

12058 Human Resources Management

Human Resources Management courses provide students with an understanding of the effective use of interpersonal skills in achieving the goals of an organization.

12059 IB Business and Management

IB Business and Management courses prepare students to take the International Baccalaureate Business and Management exam at either the Subsidiary or Higher level. In keeping with Individual and Society courses, IB Business and Management promotes problem-solving by identifying the problem, selecting and interpreting data, applying appropriate analytical tools, and recommending solutions by evaluating their quantitative and qualitative implications. These courses also equip students with knowledge and understanding of business terminology, concepts and principles.

12097 Management—Independent Study

Management—Independent Study courses, often conducted with instructors as mentors, enable students to explore business management-related topics of interest. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular specialization, to explore a topic in greater detail, or to develop more advanced skills.

12098 Management—Workplace Experience

Management—Workplace Experience courses provide students with work experience in fields related to business management. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

12099 Management—Other

Finance

12101 Banking and Finance

Banking and Finance courses provide students with an overview of the American monetary and banking system as well as types of financial institutions and the services and products that they offer. Course content may include government regulations; checking, savings, and money market accounts; loans; investments; and negotiable instruments.

12102 Banking

Banking courses are similar to Banking and Finance courses, but they focus specifically on banking. These courses may also address examining and applying the methods used for measuring the financial performance of banks in addition to examining specialized brokerage products, current issues, and future trends in banking.

12103 Finance

Finance courses are similar to Banking and Finance courses, but they focus specifically on finance, addressing how businesses raise, distribute, and use financial resources while managing risk. Course content typically involves modeling financial decisions (such as borrowing, selling equity or stock, lending or investing) typically undertaken by businesses.

12104 Accounting

Accounting courses introduce and expand upon the fundamental accounting principles and procedures used in businesses. Course content typically includes the full accounting cycle, payroll, taxes, debts, depreciation, ledger and journal techniques, and periodic adjustments. Students may learn how to apply standard auditing principles and to prepare budgets and final reports. Calculators, electronic spreadsheets, or other automated tools are usually used. Advanced topics may include elementary principles of partnership and corporate accounting and the managerial uses of control systems and the accounting process.

12105 Business Economics

Business Economics courses integrate economic principles (such as free market economy, consumerism, and the role of American government within the economic system) with entrepreneurship/business concepts (such as marketing principles, business law, and risk).

12106 Risk Management and Insurance

Risk Management and Insurance courses analyze risk management techniques from the viewpoints of those employed in the industry as well as of business owners seeking to meet risk management needs. Insurance products are evaluated in relation to cost and effectiveness.

12107 Investing

Investing courses emphasize the formulation of business and individual investment decisions by comparing and contrasting the investment qualities of cash, stock, bonds, and mutual funds. Students typically review annual reports, predict growth rates, and analyze trends. Stock market simulations are often incorporated into Investing courses.

12147 Finance—Independent Study

Finance—Independent Study courses, often conducted with instructors as mentors, enable students to explore business finance-related topics of interest. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular specialization, to explore a topic in greater detail, or to develop more advanced skills.

12148 Finance—Workplace Experience

Finance—Workplace Experience courses provide students with work experience in fields related to finance. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

12149 Finance—Other**Marketing****12151 Marketing Career Exploration**

Geared for students with an interest in marketing, sales, or small business operation, Marketing Career Exploration courses expose students to the opportunities available in retail, wholesale, advertising, and other occupational fields using marketing principles.

12152 Marketing—Comprehensive

Marketing—Comprehensive courses focus on the wide range of factors that influence the flow of goods and services from the producer to the consumer. Topics may include (but are not limited to) market research, the purchasing process, distribution systems, warehouse and inventory control, salesmanship, sales promotions, shoplifting and theft control, business management, and entrepreneurship. Human relations, computers, and economics are often covered as well.

12153 Marketing—Fashion

Marketing—Fashion courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing and distribution systems, advertising, display and sales, management and entrepreneurship, and so on) but do so with particular attention to the fashion industry. In keeping with the focus on the fashion industry, course topics may also include fashion cycles, fashion history, design, style, and coordination.

12154 Marketing—Real Estate

Marketing—Real Estate courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing, advertising, sales, human relations, management and entrepreneurship, and so on) but do so with particular attention to the real estate industry. In keeping with the focus on real estate, course topics may also include financing, investment, ownership rights, ethics, and other real estate principles.

12155 Marketing—Transportation

Marketing—Transportation courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing and distribution systems, advertising, display and sales, management, entrepreneurship, and so on) but do so with particular attention to the transportation industry. In keeping with the focus on this industry, topics include identification and proper use of auto parts and accessories and the sales and service of new and used cars, vans, trucks, and related parts.

12156 Marketing—Food/Beverage Industry

Marketing—Food/Beverage Industry courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing and distribution systems, advertising, display and sales, management, entrepreneurship, and so on) but do so with particular attention to the food and beverage industry. In keeping with the focus on this industry, topics include the unique characteristics and functions of the food and beverage service industry.

12157 Marketing—Insurance

Marketing—Insurance courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing and distribution systems, advertising, display and sales, management, entrepreneurship, and so on) but do so with particular attention to the sale or underwriting of accident, health, life, marine, automobile, and causality insurance.

12158 Marketing—Floristry

Marketing—Floristry courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing and distribution systems, advertising, display and sales, management, entrepreneurship, and so on) but do so with particular attention to the floristry industry. In keeping with the focus on this field, topics include the unique characteristics and functions of retail and wholesale floral operations.

12159 Marketing—Hospitality/Tourism

Marketing—Hospitality/Tourism courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing and distribution systems, advertising, display and sales, management, entrepreneurship, and so on) but do so with particular attention to the travel, tourism, and lodging industry. In keeping with the focus on this field, topics include the unique characteristics and functions of travel services and hotel/motel operations.

12160 Marketing—Merchandising

Marketing—Merchandising courses are designed to provide students with practical backgrounds in retailing, with emphasis on merchandising, promotion/display, selling, and career planning. The content of this course may also include fundamental principles of human relations.

12161 Retail Marketing

Retail Marketing courses cover marketing principles and concepts related to the provision of goods or services directly to the consumer, emphasizing store operation, advertisement and display of goods, store security, human relations, and business management and ownership.

12162 Internet Marketing

Internet Marketing covers the principles and functions of marketing from the standpoint of conducting business on the internet. Typically, students develop such skills as using the internet as a marketing tool, conducting a marketing analysis via the internet, planning marketing support activities, managing an electronic marketing campaign, managing/owning a business via the internet, and analyzing the impact of the internet on global marketing.

12163 Sports and Entertainment Marketing

Sports and Entertainment Marketing courses introduce students to and help them refine marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, and the sales or rental of supplies and equipment.

12164 Principles of Marketing

Principles of Marketing courses offer students insight into the processes affecting the flow of goods and services from the producer to the consumer. Course content ranges considerably as general marketing principles such as purchasing, distribution, and sales are covered; however, a major emphasis is often placed on kinds of markets; market identification; product planning, packaging, and pricing; and business management.

12165 Principles of Advertising

Principles of Advertising courses expose students to the varied concepts underlying the promotion of products. The topics included in Principles of Advertising courses range considerably, but typically include the psychology of advertising, a study of various media, advertising planning and budgeting, and advertising layout and design principles. Course topics may also include an overview of commercial art and packaging.

12166 Marketing Management

Marketing Management courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing and distribution systems; advertising and sales; and so on) but place a particular emphasis on business management and entrepreneurship, providing exposure to common techniques and problems of management.

12167 Marketing—Other Specialization

Marketing—Other Specialization courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing and distribution systems, advertising, display and sales, management, entrepreneurship, and so on) but do so with attention to a particular industry not specified above. The course may also cover specific topics related to the particular industry being covered.

12197 Marketing—Independent Study

Marketing—Independent Study courses, often conducted with instructors as mentors, enable students to explore marketing-related topics of interest. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular specialization, to explore a topic in greater detail, or to develop more advanced skills.

12198 Marketing—Workplace Experience

Marketing—Workplace Experience courses provide students with work experience in fields related to marketing. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

12199 Marketing—Other

Sales

12201 Cashier/Checker Operations

Cashier/Checker Operations courses provide students with the knowledge and skills to operate a cash register and to handle numerous transactions. Topics typically include cash register procedures; handling cash, credit, checks, food stamps, and other forms of legal tender; human relations; stocking and marking merchandise; and theft prevention. Job search and employability skills are often an integral part of the course.

12202 Principles of Selling

Principles of Selling courses provide students with the knowledge and opportunity to develop in-depth sales competencies. Course content typically includes types of selling, steps in a sale, sales strategies, and interpersonal skills and techniques.

12247 Sales—Independent Study

Sales—Independent Study courses, often conducted with instructors as mentors, enable students to explore sales-related topics of interest. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular specialization, to explore a topic in greater detail, or to develop more advanced skills.

12248 Sales—Workplace Experience

Sales—Workplace Experience courses provide students with work experience in fields related to sales. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

12249 Sales—Other**All Others****12995 Business and Marketing—Aide**

Business and Marketing—Aide courses offer students the opportunity to assist instructors in preparing, organizing, or delivering course curricula. Students may provide tutorial or instructional assistance to other students.

12997 Business and Marketing—Independent Study

Business and Marketing—Independent Study courses, often conducted with instructors or professionals as mentors, enable students to explore business or marketing-related topics of interest. Independent Study courses may serve as an opportunity for students to expand their expertise in a particular specialization, to explore a topic in greater detail, or to develop more advanced skills.

12998 Business and Marketing—Workplace Experience

Business and Marketing—Workplace Experience courses provide students with work experience in fields related to business and marketing. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

12999 Business and Marketing—Other

