

Business and Industry

(c-1) A student may earn an endorsement on the student’s diploma and transcript by successfully completing curriculum requirements for that endorsement adopted by the State Board of Education by rule. The State Board of Education by rule shall provide students with multiple options for earning each endorsement, including, to the greatest extent possible, coherent sequences of courses. The State Board of Education by rule must permit a student to enroll in courses under more than one endorsement curriculum before the student’s junior year. An endorsement under this subsection may be earned in any of the following categories:

- (2) business and industry, which includes courses directly related to database management, **information technology**, **communications**, **accounting**, **finance**, **marketing**, **graphic design**, **architecture**, **construction**, **welding**, **logistics**, **automotive technology**, **agricultural science**, and **heating, ventilation, and air conditioning**

Endorsement Area	CTE Career Cluster
database management	
information technology	Information Technology
communications	Arts, Audio/Video Technology, and Communications
accounting	Finance
finance	Finance
marketing	Marketing
graphic design	Arts, Audio/Video Technology, and Communications
architecture	Architecture and Construction
construction	Architecture and Construction
welding	Manufacturing
logistics	Transportation, Distribution, and Logistics
automotive technology	Transportation, Distribution, and Logistics
agricultural science	Agriculture, Food, and Natural Resources
heating, ventilation, and air conditioning	Architecture and Construction

Considerations:

- There is not an exhaustive list of possible coherent sequences of courses.
- Culinary arts and hospitality aligns more appropriately with the business and industry endorsement.
- Not every program of study results in an industry-recognized license or certification.
- Even when a program of study results in an industry-recognized license or certification, the license or certification a student can earn at the secondary level may not be what the student needs for entry into industry (i.e., the postsecondary credential carries the value).
- There are varying levels of certification, i.e. beginning of program, middle of program, end of program.

Decisions Points:

- (1) Number of courses that a student must complete to earn an endorsement
- (2) Require specific courses for the endorsement?
- (3) Course options for the endorsement

Examples:

- (1) Four credits related to the endorsement
- (3) (A) Coherent sequence of four CTE courses that includes at least two courses in the same cluster and at least one advanced CTE course. The final course in the sequence must be from one of the following CTE Career Clusters:
 - Agriculture, Food, and Natural Resources
 - Architecture and Construction
 - Arts, Audio/Video Technology, and Communications
 - Business Management and Administration
 - Finance
 - Hospitality and Tourism
 - Information Technology
 - Manufacturing
 - Marketing
 - Transportation, Distribution, and Logistics
- (B) Four English elective credits to include three levels in one of the following areas:
 - Advanced Broadcast Journalism
 - Newspaper
 - Public Speaking