

# BUSINESS LEADERSHIP/PROJECT MANAGEMENT

Full Year/Semester

Business



Instructor: Kim Simpson-Batey

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**PROGRAM DESCRIPTION:** This program focuses on business leadership, entrepreneurship and project management. This program integrates project management into its focus. CTEC collaborates with local businesses and community leaders to provide students with a unique, immersive experience resulting in highly skilled, adaptable innovators and leaders. Students will work on understanding business roles and the attributes of a business leader. Students will also be coached in project management, taking on actual business issues and helping businesses reach innovative solutions and answers. Students will gain valuable team working experience, professional growth and real-world opportunities.



**High School Credit:** CTE credit or elective credit: Up to 4 credits total.  
**Concurrent Enrollment:** Up to 15 college credits possible. Student is responsible to register and pay for concurrent enrollment classes at SLCC. For more information on these classes, see Appendix.  
**Industry Certifications:** ESB (Entrepreneurship Small Business) industry certifications TBD  
**Skills Certifications:** Utah State Skills Certificate Tests

## COURSE DESCRIPTIONS:

**Business–Marketing Capstone:** The purpose of this course is to research and solve real world business needs. This course is designed for advanced business students to further their business knowledge and skills. It encourages students to think analytically, logically and creatively to integrate experience and knowledge in real world situations. In this program this is done in collaboration with local businesses with real projects and outcomes measured by our business partners.

**Business Law:** Students will gain an understanding of the law as it relates to them currently and the implications of the law in their future lives as well as the lives of their family and friends. They will also work to gain an understanding of basic legal vocabulary. Students will gain an understanding of contract law, their rights and responsibilities as citizens, utilization of financial transactions, employment and agency relationships, and the understanding of the regulations governing different types of business organizations. As a culminating project students will participate in one or more mock trials.

**Entrepreneurship:** Students will gain an understanding of the marketing and management principles necessary to start and operate their own business. They will develop an awareness of the opportunities for small business ownership and develop the planning skills needed to open a small business. Students will gain awareness of knowledge needed in research, planning and regulations affecting the small business and the means of financing a small business.

**-CTEL 1010 Leadership:** Earn college credit while discovering and developing strengths in leadership and teambuilding. Career-building strategies will be explored. Develop human relations skills. Gain leadership and teambuilding experience while working with industry partners.

**BUS 1010 Introduction to Business:** Earn college credit in a business course which will expose students to the diverse world of business, revealing how each of us is connected to business personally, professionally, and how business connects us culturally and socially. Students will learn how individuals function within a specific field and how various disciplines work together in cross functional teams. Students will work as an employee in a professional business environment; gain management experience; build a portfolio of state and national certifications.

**MKTG 1030 Introduction to Marketing:** Earn college credit while covering a wide range of basic marketing concepts. The major objective of this class is to establish a foundation of the marketing process. Course materials are designed to develop knowledge of both general and specialized marketing terms; SWOT, Market Research, etc.

**ECON 1010 Economics for Social Sciences:** Earn college credit while studying the production, distribution and consumption of goods and services; and how society uses limited resources. Students will gain an awareness of the role of economics in social problems and business interactions and decisions. This class is designed as a general information course for all individuals despite major, and satisfies the social science component of general education.

**FIN 1050 Personal Finance (optional):** Satisfies the High School General Financial Literacy requirement while earning college credit. Study of financial skills essential for personal economic success. Subjects include but are not limited to:

financial planning, financial services, income taxes, consumer buying, insurance, retirement and estate planning, FAFSA, student financing and loans, and credit and debt.

**Costs/Fees: Costs/Fees for the 2020-2021 school year:** Pending school board approval.

## Career Possibilities:

Entrepreneur  
Business Management  
Department Manager  
Human Resource Management  
Management Analyst  
Corporate Manager

Financial Services and/or management  
Meetings, Convention and Event Planner  
Certified Public Speaker  
TV/Radio Broadcasting  
Project Management  
Marketing and/or Social Media Specialist



*"The business leadership program at the Canyons Technical Education Center is the absolute best class that I have ever taken. This class is nothing like normal high school, the minute you walk in the doors you enter a professional environment and are treated like a professional employee in a company. This may seem intimidating but it is one of the most empowering programs that you could ever be enrolled in. This class not only offers a more mature environment but it also offers the ability to obtain college credits at an amazing price, attendance and completion of multiple professional seminars, the ability to obtain certificates of competency and lastly offers the ability to make the paradigm shift from a student to a professional employee earlier in life than many others". Abbie Stojack*