



Why an Academy?

Fort Bend ISD High School Academies exist to provide specialized learning communities with concentrated and robust course pathways comprised of career and academic classes.

Academies...
Making a World of Difference

Find out more about this program through the Fort Bend ISD website at www.fortbendisd.com.

For more information contact:

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Produced by the Community Relations Department



Academies...Making a World of Difference

International Business & Marketing Academy

Fort Bend Independent School District
ACADEMY
program

Travis High School • International Business & Marketing Academy

OVERVIEW

The International Business and Marketing Academy (IBMA) exists to provide students opportunities to develop skills in one of two career pathways – Business or Marketing. Upon completion of the academy, students will be able to conduct basic accounting, marketing and management functions for a business.

APPLICATION

Students are selected based on the following criteria:

- Completed application found on the Fort Bend ISD website
- It is recommended that students complete Algebra I prior to the start of their 9th grade year
- Successful completion of all parts of the 7th grade STAAR exam
- 7th and 8th grade semester grades in math, science, ELA and social studies
- Interview / Presentation – prompt will be provided when the interview time is confirmed
- Final acceptance is contingent upon successful completion of all 8th grade courses and all parts of the 8th grade STAAR exam

PROGRAM REQUIREMENTS/ COMMITMENTS

- Complete 5 Business/Marketing credits in a coherent sequence inclusive of Accounting, Global Business, and Advertising as identified in the International Business and Marketing Academy pathways on the campus.
- Must earn a minimum of 4 credits in qualifying preAP, AP, Honors or Dual Credit coursework credits from English, Math, Science, Social Studies, Fine Arts, or World Languages.
- Must complete AP Macro-Economics.
- Take and pass all appropriate course certifications.
- Participate in 4 pre-approved International Business and Marketing activities annually.
- Complete 100 hours of community service while enrolled in the Academy.



ACADEMY EXPECTATIONS

- Academy students must be enrolled in the appropriate sequence of academy and academic courses as outlined in the program guidelines at all times.
- Academy students must maintain a 75 or higher in all academy specific courses.
- Academy students must maintain a 70 or higher in all other courses.
- Academy students must complete 12.5 hours of community service each semester for a total of 25 hours per school year as approved by the Academy Coordinator.
- Academy students must participate in at least 1 enrichment activity per grading period as outlined by the Academy Coordinator.

FOUR YEAR ACADEMY COURSE PATHWAY

Business –

Principles of Business, Marketing and Finance (1)
Business Information Management (1)
Accounting I (1)
Global Business (.5)
Advertising (.5)
Business Law (1) OR Business Management (1)

Marketing –

Principles of Business, Marketing and Finance (1)
Business Information Management (1)
Accounting I (1)
Global Business (.5)
Advertising (.5)
Entrepreneurship (1) OR Practicum in Marketing (2)

Course offerings are subject to change in the event that the Texas Education Agency makes changes to approved courses and/or due to low enrollment.