

Students can gain valuable experience through specialized clubs and the district's collaboration with industry, various universities and community colleges.

**Academies...**Making a World of Difference

Find out more about this program through the Fort Bend ISD website at www.fortbendisd.com or by contacting the Bush High School campus directly.

#### For more information contact:

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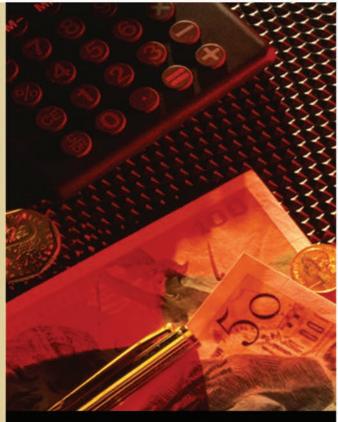
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Fort Bend Independent School District

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Produced by the Community Relations Department



**Academies...** Making a World of Difference

International Business & Marketing Academy



## **Bush High School • International Business & Marketing Academy**

## **Expecting Success and Engaging Global Learners**

Academy is a dynamic four-year program that enhances the high school core curriculum by providing additional academic courses that emphasize marketing, business, foreign languages, and international studies.

# Students have the opportunity to choose from one of the following career pathways:

- · Accounting/Finance
- · Business Management
- Marketing

The Academy also provides content-related learning activities and community service projects; visits to businesses in the international and domestic commerce industry; and conversations with community members who work in international marketing and business career fields.



## **Business Management Pathway**

#### Freshman Year:

Principles of Business, Marketing, and Finance (.5) Touch Systems Data Entry (.5)

## Spanish I (1) Sophomore Year:

Global Business (.5) Virtual Business (.5) Spanish II (1)

#### Junior Year:

BIM I (1, Honors)
Business Law (.5, Honors)
Human Resource Management (.5)

Spanish III (1)

#### **Senior Year:**

BIM II (1, Honors)
Professional Communication (1)

## **Finance/Accounting Pathway**

#### Freshman Year:

Principles of Business, Marketing, and Finance (.5) Touch Systems Data Entry (.5) Spanish I (1)

## Sophomore Year:

Banking and Financial Services (.5, Honors) Stocks & Investments (.5, Honors) Spanish II (1)

#### Junior Year:

BIM I (1, Honors) Accounting I (1, Honors)

Spanish III (1)

#### **Senior Year**

BIM II (1, Honors) Accounting II (1, Honors)

or

Statistics and Risk Management (1, Honors)

Academy graduates can earn college hours for courses completed in high school and be well ahead of their freshman peers.

### **Marketing Pathway**

#### Freshman Year:

Principles of Business, Marketing, and Finance (.5) Touch Systems Data Entry (.5) Spanish I (1)

### Sophomore Year:

Retailing and E-tailing (.5)
Advertising and Sales Promotion (.5)
Spanish II (1)

#### **Junior Year:**

BIM I (1, Honors) Entrepreneurship (1, Honors) Spanish III (1)

#### **Senior Year:**

BIM II (1, Honors)
Sports and Entertainment Marketing and Management (1, Honors)

## **Learning Beyond the Classroom:**

Other exciting opportunities are available at the Academy such as college tours where students gain experiences in marketing themselves, polishing their communication skills, building self esteem and confidence while discovering the opportunities that await them after the completion of high school.

## **College Now: Earn College Credit in High School**

College Now is a partnership between high schools and a local college/university that gives students the opportunity to earn college credit while still in high school. Through the International Business and Marketing Academy, students can earn college credits through the completion of Advanced Placement (AP) courses as well as through College Now credit hours. Students will realize the advantages and cost savings of earning college hours while still in high school.