



Why an Academy?

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.

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The Fort Bend Independent School District, as an equal opportunity educational provider and employer, does not discriminate on the basis of race, color, religion, gender, sex, national origin, disability and/or age in educational programs or activities that it operates or in employment decisions. The district is required by Title VI and Title VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act, and the Age Discrimination Act of 1975, as amended, as well as board policy not to discriminate in such a manner. (Not all prohibited bases apply to all programs.) If you suspect discrimination please contact the following: Phillip O'Neal, Title IX Coordinator, for concerns regarding discrimination on the basis of sex: (281) 634-1900 or Beth Martinez in the Human Resources Department at (281) 635-1056. Section 504 Coordinator, for concerns regarding discrimination on the basis of disability: Contact Dr. Bob Conlon in Student Support Services, at (281) 634-1130. All other concerns regarding discrimination please contact the Office of the Superintendent at (281) 634-1000. Each of the individuals listed above office at the Administration Building: Fort Bend Independent School District Administration • 16431 Lexington Blvd. • Sugar Land, Texas 77479 • Please refer to Board Policies DIA and FFH for further clarification. • General questions about the district should be directed to the Community Relations department at (281) 634-1000.

Produced by the Community Relations Department



Academies... Making a World of Difference

International Business & Marketing Academy

Fort Bend Independent School District
ACADEMY
program

Bush High School • International Business & Marketing Academy

Expecting Success and Engaging Global Learners

“ The International Business and Marketing 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.

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