

# Business, Finance, and Marketing Middle School (6-8) Endorsement

## *Specifications, Competencies & Requirements*

### PURPOSE

This endorsement is meant for certified teachers interested in teaching **Business, Finance, and Marketing Middle School** courses. It is attached to a current Utah Educator License with a concentration in **Elementary**

Upon attachment of this endorsement to a Utah educator license, educators are approved to teach courses as outlined in the current school year USBE Assignment Requirements.

The most up-to-date course assignments and codes can be found on the USBE website by navigating to [Administrative & School Supports](#) and selecting the appropriate “**20XX–20XX Assignments Requirement**” link under CACTUS Codes & Data for SYXX (updated annually by school year).

Applicants and LEAs should refer to this resource as the master list for current approved courses and assignment codes associated with this endorsement.

*\*The Elementary License is not endorsed to teach Business Office Specialist, Digital Business Applications, Exploring Business, Finance & Marketing, and Hospitality & Tourism, as all are 9th-grade and up courses.*

### ENDORSEMENT TYPES

#### *Prerequisite*

Demonstrate an understanding of Career and Technical Education (CTE) basics.

CTE Knowledge

#### *Associate Level Requirements*

Applicants must complete **TWO** of the following competency requirements. The associate-level endorsement is valid for up to 3 school years before it expires. Associate-level endorsements are non-renewable.

Word Processing

Durable Skills

Digital Literacy

Business Management

CTE Pathways and Career Clusters

DECA & FBLA Advisor

#### *Professional Level Requirements*

The applicant must meet **ALL** the competency areas listed above.

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### COMPETENCY DETAILS & DESCRIPTIONS

#### *Prerequisite*

#### 1. CTE Knowledge

Demonstrate an understanding of CTE basics:

- Explain how CTE links learning to specific Utah industries and what its main goals are.

- Know the licenses and endorsements needed to teach specific CTE courses.
- Describe how CTE is organized into clusters and pathways at the state, district (LEA), and school levels, and how this helps students succeed after graduation.
- Locate and use the state's strands and standards in lesson plans.
- Explore CTE student organizations (CTSOs) and professional groups and explain how they support students and teachers.
- Explain how advisory boards, with industry members, make sure programs meet job market needs and maintain safe learning environments.
- Understand the basics of securing funding, planning for the program's future, and participating in the state Program of Quality Review (PQR) to ensure program excellence.

Select **one** of the following options:

- **USBE Course:** [CTE Orientation](#)
- **Complete THREE years of full-time CTE Teaching in Utah**
- **Currently hold a professional-level CTE endorsement**
- **Methods of Teaching Business Course.** Transcripts show a passing grade in one of the following courses: UVU BMED 5200, USU BSED 31350, or SUU BMED 4900.

## Endorsement Competencies

### 2. Word Processing

Demonstrate knowledge of basic word processing functions and composing at the keyboard.

Select **one** of the following options:

- **Microsoft Office Word Specialist (Office 365) Certification:** [Certiport.com](#)
- **Pluralsight:** Complete the [Microsoft 365 Office Online course](#)

### 3. Digital Literacy

Demonstrate knowledge of the information processing cycle, digital communication, digital citizenship, and digital tools/media.

Select **one** of the following options:

- **USBE Digital Literacy Methods Workshop:** Typically held in the summer. Visit the USBE [CTE Calendar](#) for more information.
- **IC3 Digital Literacy Certifications:** Successful completion of the most current version of the IC3 certification from the date of application. Certifications can be found at [Certiport.com](#).

### 4. CTE Pathways and Career Clusters

Demonstrate knowledge of CTE Career Clusters, pathways, and progression.

Select **one** of the following options:

- **College & Career Annual Teacher Training:** Course runs from September 1-April 30 of each school year. Self-enroll at <https://www.schools.utah.gov/cte/cca/calendar>
- **USBE Microcredential:** College and Career Awareness Pathway

### 5. Durable Skills

Demonstrate knowledge of Utah CTE Durable Skills. A set of essential skills necessary for personal, academic, and professional success. These skills last a lifetime and power entire careers. They remain relevant over time and apply across industries, roles, and situations. The 6 Utah CTE Durable skills are below.

- **Adaptability:** The ability to recover from difficulties, adapt to stressors, and persevere when faced with challenges and setbacks.
- **Communication:** The ability to exchange information in a variety of contexts, media, and terminology between individuals or groups.
- **Collaboration:** The ability to work with others by contributing and accepting ideas, perspectives, and experiences to accomplish a common goal.
- **Innovation:** Combines entrepreneurial creativity and critical thinking to solve problems by using imaginative approaches and evaluating ideas with analytical skills.
- **Leadership:** The ability to guide, engage, empower, and inspire others toward achieving a common vision.
- **Professionalism:** How a person behaves and interacts with others to build trust and respect in personal and professional settings.

Select ***one*** of the following options:

- **USBE Microcredential:** Durable Skills Microcredential
- **College & Career Annual Teacher Training:** Course runs from September 1-April 30 of each school year. Self-enroll at <https://www.schools.utah.gov/cte/cca/calendar>

## 6. Business Management

Demonstrate knowledge of general business principles, including the four functions of management, business structures, and an understanding of the business cycle.

Select ***one*** of the following options:

- **USBE Microcredential:** Business Management Microcredential Pathway
- **College Course:** Transcripts showing a passing grade in a relevant course in business management. (ex, BUS 1010 or Utah Valley University MGMT 1010)

## 7. DECA & FBLA Advising

Demonstrate knowledge of the business or marketing Career and Technical Student Organizations competitions and their events. The role and responsibilities of a DECA and FBLA advisor.

Select ***one*** of the following options:

- **DECA or FBLA New Advisor Training.** Usually held in the Fall. Visit the USBE [CTE Calendar](#) for more information.
- **DECA or FBLA Judging:** Volunteer to be a judge at a regional or state competition.
- **Methods of Teaching Business & Marketing Course.** Transcripts show a passing grade in one of the following courses: UVU BMED 5200, USU BSED 31350, or SUU BMED 4900.