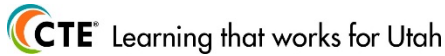


Utah Career and Technical Education Career Pathway

2019-2020 School Year



CTSO Information
 Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways.

FBLA is the CTSO for students in the Accounting and Financial Operations Career Pathway. FBLA provides students with opportunities for leadership, community involvement, and career development.

Workforce Trends
 Accountants, those with a CPA, continue to be in demand in both public and private industry audit and tax specialties. Demand is especially high in the tax and healthcare areas.

In Utah, the average annual employment growth rate for personal financial advisors is 5.2 percent through the year 2024.

Career Cluster: Business, Finance & Marketing

Career Pathway: Accounting & Financial Operations

CORE CODE	FOUNDATION COURSES (required)	CREDITS	
32.02.00.00.010	Accounting 1	.50	1.00 credit
32.02.00.00.020	Accounting 2	.50	
32.02.00.00.030	Advanced Accounting	1.00	
ELECTIVE COURSES			
32.02.00.00.110	Business Communication 1	.50	2.00 credits
32.02.00.00.111	Business Communication 2	.50	
32.02.00.00.130	Business Law	.50	
32.02.00.00.140	Business Management	.50	
32.01.00.00.001	Business Mathematics and Personal Finance	1.00	
32.02.00.00.216	Business Office Specialist	.50	
32.02.00.00.200	Economics	.50	
32.02.00.00.070	Exploring Business and Marketing	.50	
37.01.00.00.220	Real Estate	.50	
37.01.00.00.240	Retailing	.50	
41.00.00.00.050	CTE Internship	.50	
41.00.00.00.030	Workplace Skills	.50	
3.00 credits for completion			

Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.

Accounting & Financial Operations is:
 > High demand

Sample Occupations Requiring:
[High School Diploma](#)
 > Accounting and Audit Clerk
 > Bookkeeper
 > Tax Preparer

[Certificate](#)
 > N/A

[Assoc. or Technical Degree](#)
 > N/A

[Baccalaureate Degree](#)
 > Accountant
 > Auditor
 > Career and Technical Education Teacher
 > Financial Manager
 > Loan Officer
 > Tax Examiner

[Graduate or Prof. Degree](#)
 > Certified Public Accountant

Student Testimonial

“Because of my CTE Internship, I am going to be more prepared when I go into the field of accounting. I will be able to understand and apply it to real hands-on learning experiences. To be taught and learn some of the basics of QuickBooks and apply it by doing real accounting for business and people has been an amazing learning experience.”

Brayden Austin

HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are a number of options for education and training beyond high school, depending on your career goals.

12th Grade	1-Year Certificate	2-Year Associate or Technical Degree	4-Year Bachelor's Degree	More Graduate or Prof. Degree
Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain. In high school a variety of certificates can be earned.		An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions. In 2016-2017, 74 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31).		

Utah Business and Industry Facts

In Utah, a Certified Public Accountant (CPA) must have a master's degree in accounting and be licensed. The license must be renewed every two years.

According to the Utah Department of Workforce Services, the median hourly wage for an experienced auditor and an accountant is \$30.22.

CTE Skill Certificates

Competency-based student assessments, measured by core standards and competencies, needed to be successful in the workforce.

In 2017-2018, 111,238 CTE skill certificates were awarded to high school students. Students' knowledge and performance is demonstrated as part of the Skill Certificate process.

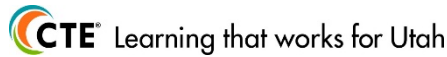
UtahFutures: College and Career Planning

Visit UtahFutures.org for salary projections, labor market demand, and training options.

In 2016-2017, the graduation rate for students who concentrated in a CTE Career Pathway was 95 percent, compared to Utah's statewide graduation rate of 86 percent.

Utah Career and Technical Education Career Pathway

2019-2020 School Year



CTSO Information
 Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways.

Students who participate in the Consumer Service and Management Career Pathway choose among the following CTOS, depending upon what is available at their school.

DECA | FBLA | FCCLA

Workforce Trends
 During the next decade a growing number of personal financial advisors will be needed to assist the millions of workers who are expected to retire.

In Utah, employment personal financial advisors is projected to increase 4.4 percent annually through the year 2024.

Career Cluster: Business, Finance & Marketing

Career Pathway: Customer Service & Management

CORE CODE	FOUNDATION COURSES (required)	CREDITS	
37.01.00.00.025	Customer Service	.50	1.00 credit
32.02.00.00.200	Economics	.50	
ELECTIVE COURSES			
32.02.00.00.010	Accounting 1	.50	2.00 credits
32.02.00.00.140	Business Management	.50	
32.01.00.00.001	Business Mathematics and Personal Finance **	1.00	
32.02.00.00.220	Entrepreneurship	.50	
37.01.00.00.240	Retailing	.50	
41.00.00.00.050	CTE Internship	.50	
41.00.00.00.030	Workplace Skills	.50	
3.00 credits for completion			

** This course satisfies the .50 Financial Literacy requirement.

Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.

Consumer Service & Management is:
 > High demand

Sample Occupations Requiring:
High School Diploma
 > Claims Correspondence Clerk
 > Credit Checkers
 > Customer Services Representative

Certificate
 > N/A

Assoc. or Technical Degree
 > Account Representative
 > Consumer Advocate
 > Dispute Resolution Analyst

Baccalaureate Degree
 > Budget Analyst
 > Career and Technical Education Teacher
 > Credit Counselor
 > Financial Manager
 > Personal Financial Advisor

Graduate or Prof. Degree
 > Economist

Student Testimonial

“Taking Business Management sparked my interest to pursue a business degree. Currently, I hold a management position at Utah’s Hogle Zoo while obtaining my Master of Business Administration (MBA). Taking advantage of the CTE program ultimately helped to pinpoint my career trajectory.”

Andrew Nadauld

HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are a number of options for education and training beyond high school, depending on your career goals.

12th Grade	1-Year Certificate	2-Year Associate or Technical Degree	4-Year Bachelor’s Degree	More Graduate or Prof. Degree
Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain. In high school a variety of certificates can be earned.		An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions. In 2016-2017, 74 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31).		

Utah Business and Industry Facts

Economists are found in state and federal businesses throughout Utah. According to the Utah Department of Workforce Services, the annual median salary of an economist is \$78,260.

CTE Skill Certificates

Competency-based student assessments, measured by core standards and competencies, needed to be successful in the workforce.

In 2017-2018, 111,238 CTE skill certificates were awarded to high school students. Students’ knowledge and performance is demonstrated as part of the Skill Certificate process.

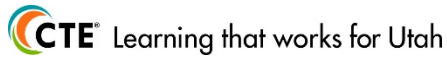
UtahFutures: College and Career Planning

Visit UtahFutures.org for salary projections, labor market demand, and training options.

In 2016-2017, the graduation rate for students who concentrated in a CTE Career Pathway was 95 percent, compared to Utah’s statewide graduation rate of 86 percent.

Utah Career and Technical Education Career Pathway

2019-2020 School Year



CTSO Information
 Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways.

FBLA is the CTSO for students in the Entrepreneurship Career Pathway. FBLA provides students with opportunities for leadership, community involvement, and career development.

Workforce Trends
 There are 23 million small businesses in the U.S., with women owning about 9.1 million.

To be an entrepreneur you don't need to be a certain age. A lot of teens are successful entrepreneurs. The U.S. Small Business Administration (SBA) has a [Young Entrepreneur](#) webpage to help teens start, grow, and own a business.

Career Cluster: Business, Finance & Marketing

Career Pathway: Entrepreneurship

CORE CODE	FOUNDATION COURSES (required)	CREDITS	
32.02.00.00.130	Business Law	.50	1.50 credits
32.02.00.00.140	Business Management	.50	
32.02.00.00.220	Entrepreneurship	.50	
ELECTIVE COURSES			
32.02.00.00.010	Accounting 1	.50	1.50 credits
32.02.00.00.110	Business Communication 1	.50	
32.02.00.00.111	Business Communication 2	.50	
37.01.00.00.025	Customer Service	.50	
32.02.00.00.150	Digital Business Applications	.50	
32.02.00.00.070	Exploring Business and Marketing	.50	
37.01.00.00.150	Leadership Principles 1	.50	
37.01.00.00.155	Leadership Principles 2	.50	
37.01.00.00.165	Marketing 1	.50	
37.01.00.00.260	Sports and Entertainment Marketing	.50	
35.02.00.00.060	Web Development 1	.50	
35.02.00.00.065	Web Development 2	.50	
41.00.00.00.050	CTE Internship	.50	
41.00.00.00.030	Workplace Skills	.50	
3.00 credits for completion			

Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.

Entrepreneurship is:

- > High skill
- > High wage
- > High demand

Sample Occupations Requiring:

[High School Diploma](#)
 > Sales Representative

[Certificate](#)
 > N/A

[Assoc. or Technical Degree](#)
 > Web Developer

[Baccalaureate Degree](#)
 > Career and Technical Education Teacher
 > General Manager
 > Marketing Manager
 > Management Analyst
 > Operations Manager
 > Sales Manager

[Graduate or Prof. Degree](#)
 > Business Administrator

Student Testimonial

"The Entrepreneurship class I took in high school gave me a burning desire to go out and start my own business. CTE courses helped me tremendously to prepare for life after high school, college, and a career."

Austin Harvey

HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are a number of options for education and training beyond high school, depending on your career goals.

12th Grade	1-Year Certificate	2-Year Associate or Technical Degree	4-Year Bachelor's Degree	More Graduate or Prof. Degree
Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain. In high school a variety of certificates can be earned.		An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions. In 2016-2017, 74 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31).		

Utah Business and Industry Facts

In 2017, Fit Small Business ranked Salt Lake City and Utah as one of the top three states (ranking second) to launch a business.

In 2016, Forbes ranked Salt Lake City as the best city for business overall.

In 2015, Forbes named Utah the #1 State for Business, for the sixth time in the past seven years.

CTE Skill Certificates

Competency-based student assessments, measured by core standards and competencies, needed to be successful in the workforce.

In 2017-2018, 111,238 CTE skill certificates were awarded to high school students. Students' knowledge and performance is demonstrated as part of the Skill Certificate process.

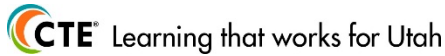
UtahFutures: College and Career Planning

Visit UtahFutures.org for salary projections, labor market demand, and training options.

In 2016-2017, the graduation rate for students who concentrated in a CTE Career Pathway was 95 percent, compared to Utah's statewide graduation rate of 86 percent.

Utah Career and Technical Education Career Pathway

2019-2020 School Year



CTSO Information
 Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways.

FBLA is the CTSO for students in the Office/Administrative Support Career Pathway. FBLA provides students with opportunities for leadership, community involvement, and career development.

Workforce Trends
 According to the U.S. Department of Labor, secretaries and administrative assistants held about 4 million jobs in 2014, working in nearly every industry. This is one of the largest job categories in the U. S.

About 9 out of 10 secretaries work in firms providing services. These services range from education and health care to legal and business services.

Career Cluster: Business, Finance & Marketing

Career Pathway: Office/Administrative Support

CORE CODE	FOUNDATION COURSES (required)	CREDITS	
<i>Choose two of the following courses:</i>			
32.02.00.00.110	Business Communication 1	.50	1.00 credit
32.02.00.00.216	Business Office Specialist	.50	
32.02.00.00.150	Digital Business Applications	.50	
37.01.00.00.001	Digital Marketing	.50	
ELECTIVE COURSES			
35.01.00.00.040	A+ (Computer Repair/Maintenance)	1.00	2.00 credits
32.02.00.00.010	Accounting 1	.50	
32.02.00.00.111	Business Communication 2	.50	
32.02.00.00.140	Business Management	.50	
35.02.00.00.035	Computer Science Principles	.50	
35.02.00.00.010	Digital Media 1	.50	
32.02.00.00.070	Exploring Business and Marketing	.50	
40.10.00.00.040	Digital Graphics Arts Introduction *	.50	
35.02.00.00.060	Web Development 1	.50	
35.02.00.00.065	Web Development 2	.50	
41.00.00.00.050	CTE Internship	.50	
41.00.00.00.030	Workplace Skills	.50	
3.00 credits for completion			

* Course can be taken up to 1.00 credit
 Foundation courses taken beyond the required credits can be used as elective credit.

Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.

Office/Administrative Support is:
 > High wage
 > High demand

Sample Occupations Requiring:
High School Diploma
 > Administrative Assistant
 > Customer Service Rep.
 > Executive Administrative Assistant
 > Executive Secretary
 > Legal Secretary
 > Secretary

Certificate
 > N/A

Assoc. or Technical Degree
 > Desktop Publisher
 > Legal Assistant/Paralegal

Baccalaureate Degree
 > Career and Technical Education Teacher
 > Computer and Information Systems Manger
 > General and Operations Manager

Graduate or Prof. Degree
 > Business Administrator

Student Testimonial
 "The [Microsoft Office Specialist] certifications helped me land my current job at Lowe's Home Improvement. I am the manager there and perform all of the administrative functions. I do all of the accounting, book-keeping, data entry, and reporting. I'm using Microsoft Office daily, especially Excel."
 Andrew McLay

HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are a number of options for education and training beyond high school, depending on your career goals.

12th Grade	1-Year Certificate	2-Year Associate or Technical Degree	4-Year Bachelor's Degree	More Graduate or Prof. Degree
Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain. In high school a variety of certificates can be earned.		An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions. In 2016-2017, 74 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31).		

Utah Business and Industry Facts
 According to the Utah Department of Workforce Services, professional and business services makeup nearly 13 percent of Utah's employment base.

CTE Skill Certificates
 Competency-based student assessments, measured by core standards and competencies, needed to be successful in the workforce.

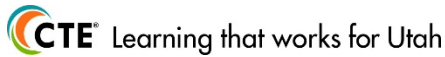
In 2017-2018, 111,238 CTE skill certificates were awarded to high school students. Students' knowledge and performance is demonstrated as part of the Skill Certificate process.

UtahFutures: College and Career Planning
 Visit UtahFutures.org for salary projections, labor market demand, and training options.

In 2016-2017, the graduation rate for students who concentrated in a CTE Career Pathway was 95 percent, compared to Utah's statewide graduation rate of 86 percent.

Utah Career and Technical Education Career Pathway

2019-2020 School Year



CTSO Information
 Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways.

DECA is the CTSSO for students in the Marketing and Sales Career Pathway. DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management.

Workforce Trends
 In Utah, the average annual employment growth rate projected for market research analysts and marketing specialists is 5.1 percent through the year 2024.

The Utah Department of Workforce Services lists the median salary for a public relations specialist as \$52,360.

Career Cluster: Business, Finance & Marketing

Career Pathway: Marketing & Sales

CORE CODE	FOUNDATION COURSES (required)	CREDITS	
	<i>Choose two of the following courses:</i>		
37.01.00.00.001	Digital Marketing	.50	1.00 credit
37.01.00.00.165	Marketing 1	.50	
37.01.00.00.190	Marketing 2	.50	
	ELECTIVE COURSES		
32.02.00.00.140	Business Management	.50	2.00 credits
37.01.00.00.025	Customer Service	.50	
32.02.00.00.200	Economics	.50	
32.02.00.00.070	Exploring Business and Marketing	.50	
34.01.00.00.145	Fashion Design Merchandising	.50	
37.01.00.00.150	Leadership Principles 1	.50	
37.01.00.00.155	Leadership Principles 2	.50	
37.01.00.00.220	Real Estate	.50	
37.01.00.00.240	Retailing	.50	
37.01.00.00.260	Sports and Entertainment Marketing	.50	
41.00.00.00.050	CTE Internship	.50	
41.00.00.00.030	Workplace Skills	.50	
3.00 credits for completion			

Foundation courses taken beyond the required credits can be used as elective credit.

Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.

Marketing & Sales is:
 > High wage
 > High demand

Sample Occupations Requiring:
High School Diploma
 > Advertising Sales Agent

Certificate
 > N/A

Assoc. or Technical Degree
 > N/A

Baccalaureate Degree
 > Art Director
 > Career and Technical Education Teacher
 > Editor
 > Graphic Designer
 > Marketing Manager
 > Market Research Analyst
 > Marketing Specialist
 > Public Relations Specialist
 > Sales Manager

Graduate or Prof. Degree
 > Marketing Director
 > Statistician
 > Survey Researcher

Student Testimonial

"The business and marketing courses I have taken in high school have really influenced me in the direction I would like to go for my future education and career. These classes have prepared me for my future career and have also given me life skills that will help me achieve my goals and dreams."

Rory James Pollard

HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are a number of options for education and training beyond high school, depending on your career goals.

12th Grade	1-Year Certificate	2-Year Associate or Technical Degree	4-Year Bachelor's Degree	More Graduate or Prof. Degree
Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain. In high school a variety of certificates can be earned.		An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions. In 2016-2017, 74 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31).		

Utah Business and Industry Facts

In 2017, CNBC ranked Provo, Ogden, and Salt Lake City as one of the top twenty best places to start a business. Each metro area was hailed as a small-business hot spot.

According to the Utah Business magazine, the top three public relations firms in Utah are: Fusion 360, Penna Powers, and Method Communications.

CTE Skill Certificates

Competency-based student assessments, measured by core standards and competencies, needed to be successful in the workforce.

In 2017-2018, 111,238 CTE skill certificates were awarded to high school students. Students' knowledge and performance is demonstrated as part of the Skill Certificate process.

UtahFutures: College and Career Planning

Visit UtahFutures.org for salary projections, labor market demand, and training options.

In 2016-2017, the graduation rate for students who concentrated in a CTE Career Pathway was 95 percent, compared to Utah's statewide graduation rate of 86 percent.