

**Business, Marketing and Information Technology
Grades 7-12 Course Descriptions
OCAS Subject Codes for FY19 - COURSES**

Who can teach the course? Each course is identified by **BITE** and/or **ME** to indicate who is certified by the State Department of Education to teach the course.

- Business and Information Technology (BITE) instructors must be certified for **7513 or 7514 CareerTech Business Education**.
- Marketing (ME) instructors must be certified for **7501 CareerTech Marketing Education**.

8169 Fundamentals of Technology (Oklahoma's Promise/OHLAP) – 1 unit (BITE, ME)
This course will provide students with the fundamental concepts, principles, and ideas needed to understand how business is operated and managed in a rapidly changing global environment, which is needed for success in business-related careers. This course also provides job readiness skills and soft skills that are critical for success in any workplace setting. (This course can be substituted with Business and Computer Tech).
NOTE: Fundamentals of Technology is a pre-requisite course to all other BITE courses below with the exception of Business Foundations.

8206 2D Animation Techniques – 1 unit (BITE, ME)
Students will utilize digital animation software to create finished animations, cartoons, and other short movies that utilize animated text, character movements that include walk cycles, turnarounds, voice (lip syncing), background sound, sound effects, camera movements, and include multiple scenes.

8208 3D Animation – 1 unit (BITE)
Students will utilize advanced 3D animation tools and techniques to produce professional motion graphics.

8107 Accounting I – 1 unit (BITE, ME)
This course will provide students with a strong foundation in generally accepted accounting principles and techniques needed for success in careers in accounting or other business related fields.

8108 Accounting II – 1 unit (BITE)
This course will provide students with a strong foundation in advanced accounting principles and techniques needed for success in careers in accounting or other business related fields.

8104 Administrative Technologies II (OK Promise/OHLAP) – 1 unit (BITE)
This course builds on the Fundamentals of Administrative Technology skills and will provide students with the ability to utilize, analyze and manipulate data through a database application. The integration of multiple applications will build critical thinking skills as students utilize the appropriate applications needed to complete case projects.

8155 Advanced Design Techniques (Oklahoma's Promise/OHLAP) – 1 unit (BITE)
Students will enhance web design and animation skills as they master design techniques and methods that will empower them to become accomplished web designers as they bring ideas to life. Principles of Animation can substitute with this course in the Graphic Design Specialist, Animator, 3D Animator, 3D Modeler, Motion Graphics Artist, Video Game Designer, Web Producer, and Webmaster Career Majors.

8190 Advanced Digital Video Tools and Techniques – 1 unit (BITE)
Students will be exposed to emerging technology as they utilize digital video equipment and software to enhance productions. Students will generate/package projects for a wide degree of playback compatibility.

8617 Advanced Entrepreneurship – 1 unit (BITE, ME)

This course is designed to provide a detailed study of all aspects related to starting a business. The course includes the basic fundamentals of marketing and business operations and advanced topics to consider when preparing for business ownership. Through self-assessment activities, students will identify their potential for creating a business or a marketable product/idea. Students will apply what they learn by developing their own detailed business plan. Self-employment is presented as a viable career option. Students will develop leadership traits and identify their leadership potential through participation in the DECA and/or BPA student organization.

8160 Advanced Programming (OK Promise/OHLAP) – 1 unit (BITE)

Students will be able to demonstrate an understanding of programming languages by implementing and writing programs employing various techniques.

8612 Advertising Strategies – 1 unit (ME)

This is a course of study in the basic functions of advertising; its role in marketing communications mix; economics, consumer behavior, and social influence. Students will explore advertising techniques and the technology used in advertising institutions and media; campaigns and appropriations; retail and business-to-business aspects to develop and implement a promotional plan. Students will participate in career development and identify their leadership potential through participation in DECA, the marketing student organization.

8234 Awareness of GPS/GIS – 1 unit (BITE, ME)

This class is an introductory course using GPS (Geographical Positioning System) and GIS (Geographic Information System). The class will help student to understand basic concepts of GIS and GPS and how they are used for decision making. Work with a GPS units and GIS mapping software to find features of interest, analyze patterns, and derive useful information.

8120 Banking and Financial Services – 1 unit (BITE, ME)

This course will provide students with the ability to recognize principles and practices of banking and credit in the United States. Students will calculate mathematical computations needed in banking and credit practices. Students consider technological advances and their impact on the banking industry. Critical thinking exercises engage students in research and interaction with community financial institutions. Students will solve real business problems with the importance of technology and globalization in the modern practice of finance.

8225 Basic Programming – 1 unit (BITE)

Students will demonstrate an understanding of programming languages by implementing and writing programs employing various techniques. This course may utilize either of the following languages: Basic or Liberty Basic.

8238 Beginning Android Development – 1 unit (BITE)

This course introduces the student to the basics of the Android OS and the features of the Android platform, as well as some of the popular devices in the market. Students learn how to download and install the required tools to develop Android applications and test them on the Android Emulator. Students create Apps that use Activities and Intents; analyze the components of UI and build UI for an Android device; design different types of views, create menus, and display images that enhance the end user experience; manipulate data that can be stored internally or externally; and analyze the use of content providers and create their own content provider. Students also learn how to publish Android applications that are ready for distribution.

8194 Broadcast Production – 1 unit (BITE)

Customer service, marketing, project management techniques and professionalism will be emphasized as students complete video-based projects for broadcast production. Students complete numerous projects that will be included in their portfolios as they acquire skills in advanced video editing and production. This course is optional, but suggested, for the Video Editor and Video Production Assistant career majors.

8611 Business and Marketing Communications – ½ unit (ME)

This is a course of study in the application of marketing skills developed through a variety of informal and formal experiences. The performance-based course will emphasize effective interpersonal and team building skills along with written and oral communication techniques. Technology will be used to create and deliver presentations, enhance problem-solving situations, and practice critical thinking and decision-making. Job interview, research paper, and/or projects will culminate this course. Students will develop leadership traits and identify their leadership potential through participation in DECA, the marketing student organization.

8118 Business and Personal Finance – 1 unit (BITE)

This course will provide students with the skills to manage personal finances, identify the characteristics of effective business financial goals, and examine the organization and activities of commercial banks and other financial institutions. Students will examine case studies and complete teamwork projects which require critical thinking for the financial aspect of business in banks, other financial institutions, business insurance, and the operations of technology and financial management in the global setting.

8177 Business Communications – 1 unit (BITE, ME)

This Business Communications course delivers knowledge of communicating in the workplace. The student learns the skills necessary to communicate effectively with coworkers at all levels and with external business contacts.

8254 Business Foundations – ½ or 1 unit (BITE, ME)

The purpose of this course is to assist middle school students (grades 7-8) in making informed decisions regarding their future academic and occupational goals and to provide information and foundational training regarding careers in the following career clusters: Business Management and Administration; Finance; Hospitality and Tourism; Information Technology; and Marketing. The content includes but is not limited to fundamental knowledge and skills related to business functions in these clusters. Through project-based instruction students are introduced to the principles of business and computer technology appropriate for these career clusters while reinforcing their keyboarding skills. Business Foundations can be offered as a one- or two-semester course.

8606 Business Management and Supervision – 1 unit (ME)

This is a course of study involving planning, organizing, directing, and controlling the use of an organization's resources to effectively and economically to attain its objectives. Students learn the art and science of management and supervision in problem-solving, decision making and working with and through other people to accomplish common goals. Students will develop leadership traits and identify their leadership potential through participation in DECA, the marketing student organization. This could be a project-based course.

8625 Buying and Merchandising – ½ unit (ME)

This is an introductory course designed to explore the role and responsibility of a buyer and merchandiser. This course will cover job skills necessary to prepare for the role of a buyer or merchandiser including the ability to use mathematic formulas, budgeting, research, making purchases, and additional responsibilities of the buyer. Students will develop leadership traits and identify their leadership potential through participation in DECA, the marketing student organization.

8166 C# Programming (Oklahoma's Promise/OHLAP) – 1 unit (BITE)

Students will use C# to create event-driven programs, and expand their knowledge of C# as used in business applications both for Windows and for the Web. This course can be substituted for Advanced Programming.

8165 C++ Programming (Oklahoma's Promise/OHLAP) – 1 unit (BITE)

Students will use C++ to write object-oriented programs, and develop advanced C++ applications using user interface components. This course can be substituted for Advanced Programming.

- 8106 Career Major Capstone – 1 unit** (BITE)
Internships, project-based instruction and additional industry certifications will be utilized in this course to reinforce skills obtained within any Business, Marketing, and Information Technology Career Major. Students will make final preparations for industry certifications as they master outlined competencies. Students will select from various project options to finalize portfolios that highlight skills and certifications. Students may also undertake special projects, cross-train, or participate in workplace learning opportunities to enhance skills in accordance with industry demands.
- 8136 Computer Repair and Troubleshooting I (Oklahoma’s Promise/OHLAP) – 1 unit** (BITE)
Students will prepare for positions related to the maintenance of computers and computer-related equipment through hands-on and project-based learning, textbook assignments, and Internet research. The focus of this course is in the hardware area.
- 8137 Computer Repair and Troubleshooting II (Oklahoma’s Promise/OHLAP) – 1 unit** (BITE)
Students will prepare for positions related to the maintenance of computers and computer-related equipment through hands-on and project-based learning, textbook assignments, and Internet research. The focus of this course is software and operating systems.
- 8109 Computerized Accounting (Oklahoma’s Promise/OHLAP) – 1 unit** (BITE)
This course is designed to integrate accounting principles using computerized accounting system(s).
- 8229 Customer Assistance** (BITE)
This course provides student with customer service concepts. The competencies include assessing customer needs, educating customers, solving problems, and making decisions. Students learn competencies required to pass industry certifications in addition to secure and hold jobs.
- 8605 Customer Service – ½ unit** (ME)
This is a course of study in basic customer service concepts with an emphasis on exploring elements of the service industry, assessing customer needs, educating customers, selling processes, solving problems, making decisions, leading others, working in teams, applying technology, organizing and planning, building consensus, and setting goals. Students learn competencies required to pass industry certifications and secure and hold jobs.
- 8256 Cybersecurity Basics (Oklahoma’s Promise/OHLAP) – 1 unit** (BITE)
Students will learn defense and hardening techniques used in a Windows, Cisco, and Linux environment, along with the ethical behaviors needed to be successful in industry.
- 8142 Database Administration (Oklahoma’s Promise/OHLAP) – 1 unit** (BITE)
The student will be able to perform database administration duties.
- 8240 Database Administration Fundamentals – 1 unit** (BITE)
Candidates for this course are seeking to prove introductory knowledge and skills with databases, including relational databases such as Microsoft® SQL Server®. It is recommended that candidates be familiar with concepts of and have hands-on experience with technologies described here either by taking relevant training courses or by working with tutorials and samples available on MSDN® and Microsoft Visual Studio®. Although minimal hands-on experience with the technologies is recommended, job experience is not assumed for exams.
- 8140 Database Design and Programming (Oklahoma’s Promise/OHLAP) – 1 unit** (BITE)
Students will apply data modeling concepts as they develop and perform relational database queries using SQL concepts.

8154 Design Tools and Electronic Marketing Strategies (Oklahoma's Promise/OHLAP) – 1 unit (BITE, ME)

Students will become proficient in the use of premier, leading edge tools designed to create graphically rich and intuitive websites, productions, and/or publications. The primary focus of this course includes color and design theories, accessibility, and marketing strategies resulting in a digital portfolio. (Layout Design Techniques can substitute for this course. Fundamentals of Web Design can substitute for this course in the Animator, 3D Animator, 3D Modeler, Motion Graphics Artist, and Video Game Designer Career Majors).

8149 Desktop Publishing and Graphic Design (Oklahoma's Promise/OHLAP) – 1 unit (BITE, ME)

Students will acquire skills related to communicating through visual design with the primary emphasis of this course being desktop publishing and working with graphics.

8151 Digital Editing and Production Photography – 1 unit (BITE)

Students will acquire skills in digital photography. Additionally, students will understand certification standards and copyright basics. Can substitute Interactive Marketing Techniques for this course.

8191 Digital Media Production – 1 unit (BITE, ME)

Students will prepare for careers in digital communication as they learn to develop personal and professional videos applying appropriate certification and copyright standards.

8628 Digital Marketing – 1 unit (BITE, ME)

This course will cover a high-level approach to marketing strategies utilizing mobile technology, social media, and search engine optimization (SEO).

8619 E-Commerce Marketing – 1 unit (BITE, ME)

This is a course of study in the development of communication and marketing strategies for effective electronic commerce to take place. The primary focus is how to: market products/services, use the Internet, identify markets, and communicate with them. This course provides an overview of the marketing activities businesses need to perform in order to maximize return and meet customer expectations with electronic purchases. Students will develop leadership traits and identify their leadership potential through participation in DECA, the marketing student organization.

8623 Employment Essentials – 1 unit (BITE, ME)

This course is designed to provide students with fundamental workplace knowledge and skills to succeed in any career. Students will develop the soft skills, personality traits, personal management, and basic technology skills desired by employers. Students will explore techniques to manage their personal life, financial life, and career preparation. Students will have the opportunity to develop leadership and teamwork skills through participation in DECA (an association of marketing students) or Business Professionals of America (BPA).

8616 Entrepreneurship – 1 unit (ME)

This course will provide students with fundamental concepts, principles and ideas needed to understand the basics of entrepreneurship in business management. Skills demonstrated are as follows: develop a Business Plan, Identify Marketing Needs, Insurance Concepts pertaining to a business, how to market a business, maintain records and accounting processes, manage finances, integrate technology into the business functions, apply legal, ethical and social obligations, and analyze the growth of today's marketplace. Students will develop leadership traits and identify their leadership potential through participation in DECA, the marketing student organization.

8620 Entrepreneurship Awareness – 1 unit (ME)

This course introduces students to the concept of entrepreneurship. Students acquire knowledge of the nature and scope of entrepreneurship. Students will explore the relationship between entrepreneurship, business and

marketing skills, creative instincts, self-esteem/discipline and independence. Career opportunities and pre-employment skills required for success in the areas of business, marketing, and management will also be introduced during this course. Students will develop leadership traits and identify their leadership potential through participation in the DECA Student Organization.

8235 Essential Skills for ArcGIS – 1 unit

(BITE)

This course will introduce the ArcGIS 10 software to the student.

8629 Ethical Leadership – ½ unit

(ME)

Ethical Leadership is a principles-based ethics course introducing students to key leadership and ethical knowledge and skills, including integrity, trust, accountability, transparency, fairness, respect, rule of law, and viability. Throughout the course, students apply ethical principles to contemporary, real-world situations that teens and young adults often encounter in school, at home, with friends, and in entry-level job positions. They examine the concept of ethical leadership and strengthen their leadership and ethical decision-making skills through the planning, implementation, and evaluation of a class service-learning project. Students will develop leadership traits and identify their leadership potential through participation in DECA, the marketing student organization.

8207 Fundamentals of 3D Motion Graphics – 1 unit

(BITE)

Students will become familiar with 3D motion graphics as they create, animate, revise, optimize and export 3D graphics and animations.

8103 Fundamentals of Administrative Technologies (Oklahoma's Promise/OHLAP) – 1 unit

(BITE, ME)

This course builds on core business skills and will provide students with the concepts, principles, and attitudes needed to understand how an office is operated and managed in a rapidly changing global environment. State-of-the-art personal computing is integrated throughout the course.

8139 Fundamentals of Database Development (Oklahoma's Promise/OHLAP) – 1 unit

(BITE)

The student will develop an understanding of data modeling concepts as they create relational databases and use SQL to manipulate data.

8169 Fundamentals of Technology (Oklahoma's Promise/OHLAP) – 1 unit

(BITE, ME)

This course will provide students with the fundamental concepts, principles, and ideas needed to understand how business is operated and managed in a rapidly changing global environment, which is needed for success in business-related careers. This course also provides job readiness skills and soft skills that are critical for success in any workplace setting. This course can be substituted with Business and Computer Tech.

8228 Fundamentals of Video Game Design – 1 unit

(BITE)

Students will be introduced to the concepts and methods for the design and development of computer games. Topics include: history of games, 2D graphics and animation, sprites, 3D animation, binary space partition trees, software engineering, game design, interactive fiction, user interfaces, artificial intelligence, game SDK's, networking, multi-player games, game development environments, and commercialization of software.

8153 Fundamentals of Web Design (Oklahoma's Promise/OHLAP) – 1 unit

(BITE, ME)

Students will acquire fundamental web authoring skills and design strategies through the application of XHTML incorporating Cascading Style Sheets and future trends in web programming/scripting. Once XHTML foundation skills are achieved, students will utilize a WYSIWYG editor and/or a graphics application package to produce standards based web sites. This course can be substituted with Web Authoring Languages. This course can be substituted for Design Tools and Electronic Marketing in the animation career majors.

8245 Gaming Development Fundamentals – 1 unit**(BITE)**

Candidates for this course are seeking to prove core gaming development skills. This course will give the candidates solid foundational knowledge of game design, hardware, graphics, and animation. It is recommended that candidates be familiar with the concepts of and have some hands-on experience with the technologies described here either by taking relevant training courses or working with tutorials and samples available on MSDN and in Microsoft Visual Studio.

8627 Global Markets and Trade – 1 unit**(BITE, ME)**

This course is designed to help students explore the demand for goods and service exports. Key topics will include e-commerce, export financing, export marketing, strategic alliances, and foreign investments. Students will determine the decision-making skills needed to interact with foreign markets. Students will develop leadership traits and identify their leadership potential through participation in DECA, the marketing student organization.

8247 HTML5 Application Developer Fundamentals – 1 unit**(BITE)**

Candidates for this course are seeking to prove core HTML5 client application development skills that will run on today's touch-enabled devices (PCs, tablets, and phones). Although HTML is often thought of as a web technology that is rendered in a browser to produce a UI, this exam focuses on using HTML5, CSS3, and JavaScript to develop client applications. Before taking this course, candidates should have solid foundational knowledge of the topics outlined in the preparation guide, including CSS and JavaScript. It is recommended that candidates be familiar with the concepts of and have some hands-on experience with the related technologies either by taking relevant training courses or by working with tutorials and samples available on MSDN and in Microsoft Visual Studio.

8213 Interactive Marketing Techniques – 1 unit**(BITE, ME)**

Students will research marketing strategies and utilize appropriate design principles as they develop a brand identity for a business. Productivity tools will be utilized to create assets and build customer relations through electronic marketing techniques. Can substitute this course for Digital Editing & Production Photography.

8618 International Business and Marketing – 1 unit**(BITE, ME)**

This course of study includes the basic fundamentals of marketing and business operations with emphasis on the economic advantages and disadvantages of international trade, importance of understanding cultures and customs, interdependence of nations, and trade balances. Students will gain an understanding of opportunities available in international business and required skills to succeed. Students will develop leadership traits and identify their leadership potential through participation in DECA, the marketing student organization.

8614 Introduction to Business/Marketing – ½ unit**(ME)**

This is an introductory course designed to explore the business and marketing system and its role in our free enterprise economic system. Students will gain an understanding of the marketing concept and its relations to production of goods and services. Students will study the responsibilities and role of an individual in today's business and economic environment as a consumer and a producer of goods and services. Career opportunities within business and marketing fields will also be introduced to students. Students will develop leadership traits and identify their leadership potential through participation in DECA, the marketing student organization.

8179 Introduction to Entrepreneurship – 1 unit**(BITE)**

This course helps students discover what an entrepreneurial career entails. Students will look at the relationship between entrepreneurship and business skills and learn about career opportunities and skills needed to become an entrepreneur.

8255 IoT Fundamentals: Connecting Things (Oklahoma's Promise/OHLAP) – 1 unit**(BITE)**

Cisco Networking Academy's IoT Fundamentals curriculum provides students with a comprehensive understanding of the Internet of Things (IoT). It develops foundational skills using hands-on lab activities that

stimulate the students in applying creative problem-solving and rapid prototyping in the interdisciplinary domain of electronics, networking, security, data analytics, and business. The student-centric approach translates into the student being able to ideate, design, prototype and present an IoT solution for an identified business or society need.

In this course, students will explore the three basic insights of the Internet of Things: Why do we want to connect everything? What do we want to connect? How do we connect everything?

8252 IT Essentials (Oklahoma's Promise/OHLAP) – 1 unit (BITE)

The IT Essentials curriculum provides an introduction to the technical skills needed to help meet the growing demand for entry-level ICT professionals. The curriculum covers the fundamentals of computer hardware and software as well as advanced concepts such as security, networking, and the responsibilities of an ICT professional. Students demonstrate, in a laboratory setting, knowledge of the necessary skills of building a computer, installing the operating systems, adding peripherals and connecting the computer to a local-area network as well as the internet.

8230 JAVA Programming – 1 unit (BITE)

This course is designed to provide students with learning experiences to employ the concepts of object oriented programming to develop applications in the Java programming language. Concepts such as advanced program development tools, console/graphic user interfaces, and event/ exception handling are introduced.

8216 Layout Design Techniques – 1 unit (BITE)

Students will be immersed in the basic elements of design and composition including typography, color, and information design. Students also focus on enhancing their creativity by producing graphical assets that incorporate design principles.

8615 Marketing Economics – ½ unit (ME)

This is a course of study in the basic economic concepts and foundations with an emphasis on the application of technology to perform marketing duties and tasks, which includes the use of word processing, databases, spreadsheets, and graphics. Course content includes topics related to economics, finance, competition, pricing, distribution channels, and international trade. Students will develop leadership traits and identify their leadership potential through participation in DECA, the marketing student organization.

8602 Marketing Fundamentals – 1 unit (ME)

This is a course of study in the basic marketing concepts and foundations with an emphasis on the application of technology to perform marketing duties/tasks and software applications including the use of word processing, databases, spreadsheets, and graphics. Course content includes topics related to human relations, math, communication, economics, selling, promotion, risk management, distribution, and marketing trends. Students learn office and job safety, competencies required to secure and hold jobs. Students will develop leadership traits and identify their leadership potential through participation in DECA, the marketing student organization.

8622 Marketing Internship – 1 unit (ME)

This is a course provides students with the opportunity for a marketing internship that aligns with the program of study. Students must have two marketing units in order to be eligible for an internship (the second unit can be taken in conjunction with the internship course). Students will develop leadership traits and identify their leadership potential through participation in DECA, the marketing student organization.

8613 Marketing Research – 1 unit (BITE, ME)

This is a specialized technology course with instruction in the following key topics: marketing research defined, importance of marketing research, use of marketing research, characteristics of marketing research, users of marketing research, ways marketing research is performed and steps in marketing research. Advanced study

would include the design of a marketing research study, conduct market research, analyze the results of a research study, and prepare a promotion campaign based on research, presentation of the findings and the proposed promotion campaign. Students will develop leadership traits and identify their leadership potential through participation in DECA, the marketing student organization.

8180 Math of Finance – 1 unit

(BITE)

This course provides knowledge of skill in mechanical computations of mathematics that apply to many aspects of business. Principles of mathematics are applied to real business examples to build student understanding of how to determine strategies and procedures for solving business situations.

8241 Mobile Development Fundamentals – 1 unit

(BITE)

Candidates for this course are seeking to prove core mobile development skills. Candidates should have solid foundational knowledge of the topics outlined in this preparation guide, including Silverlight, HTML5, and other phone operating system tools. It is recommended that candidates be familiar with the concepts of and have hands-on experience with the technologies described here either by taking relevant training courses or by working with tutorials and samples available on MSDN and in Microsoft Visual Studio.

8143 Modeling Languages – 1 unit

(BITE)

The students will acquire fundamentals of a variety of Modeling Languages and apply them using graphic modeling software. This course is designed for IT professionals.

8150 Multimedia & Image Management Techniques (Oklahoma's Promise/OHLAP) – 1 unit

(BITE, ME)

Students will acquire fundamental skills in image creation and management procedures and techniques as they create, revise, optimize, and export graphics for video, print, and web publishing.

8223 Network Security Awareness – 1 unit

(BITE)

Students will demonstrate knowledge and competency in PC, Server, and Internet Security. Students will utilize these skills in preparation for positions related to the maintenance of computers and computer-related equipment through hands-on and project-based learning, textbook assignments, and Internet research. The focus of this course is in the hardware area. Can substitute CCNA Network Security course for this course.

8242 Networking Fundamentals – 1 unit

(BITE)

This course is designed to assess candidates' knowledge of fundamental networking concepts. MTA is a new certification under the Microsoft Certification Program that validates the foundational knowledge needed to begin building a career in Microsoft technologies. It can also serve as a stepping stone to the Microsoft Certified Technology Specialist exams. Successful candidates for this exam will earn an MTA certification as well as access to benefits of the Microsoft Certification Program. The primary target audience for the MTA certification is students attending high schools and two-year colleges.

8192 Non-Linear Digital Editing – 1 unit

(BITE)

Students will master real-time editing for professional digital video productions.

8189 Non-Linear Digital Production – 1 unit

(BITE)

Students will foster creativity and innovation while designing motion graphics and visual effects that deliver the desired results.

8105 Office Administration & Management (Oklahoma's Promise/OHLAP) – 1 unit

(BITE)

This course builds on the Fundamentals of Administrative Technologies. It focuses on higher-level content and strategies necessary to effectively engage students in technology and managerial skills needed for success in

competitive business careers. This course is designed to enhance administrative support and management skills needed in the workplace.

8110 Payroll Accounting – 1 unit (BITE)

This course will provide students with a strong foundation in payroll principles and techniques needed for success in careers in accounting or other business related fields.

8178 Personal Finance – ½ or 1 unit (BITE, ME)

This course is designed to provide the knowledge and skills necessary to make wise decisions for financial planning. Students will analyze choices and develop tools to assist them in wise money management. The standards set forth in the Passport to Financial Literacy Act of 2007 (70 O.S. 11-103.6h) will be taught in conjunction with the competencies listed. Personal Finance can be offered as a one- or two-semester course.

8220 Principles of Animation – 1 unit (BITE)

Students will utilize animation and storyboarding techniques to plan the production of an animation project. Students learn to design production steps from script and storyboard actions in the pre-production planning process. This course can be substituted for Advanced Design Techniques in the Graphic Design Specialist, Animator, 3D Animator, 3D Modeler, Motion Graphics Artist, Web Producer, and Webmaster Career Majors.

8624 Product and Service Sales – 1 unit (BITE, ME)

This course is designed to provide students with fundamental workplace knowledge and skills to succeed in any career. Students will develop the soft skills, personality traits, personal management, and basic technology skills desired by employers. Students will explore techniques to manage their personal life, financial life, and career preparation. Students will have the opportunity to develop leadership and teamwork skills through participation in the student organization, DECA (an association of marketing students).

8608 Professional Sales – 1 unit (BITE, ME)

This course focuses on the purpose of the promotional strategy of selling and its role in the marketing environment. Emphasis is placed on the purpose and steps of the sales process, and the importance of completing each step in the presentation. Technology will be used to create and deliver presentations, enhance problem-solving situations, and practice critical thinking and decision-making. Professional careers in sales will be explored. Students will develop leadership traits and identify their leadership potential through participation in DECA, the marketing student organization.

8222 Programming Fundamentals – 1 unit (BITE)

This course is designed to provide students with fundamental concepts and terminology of software application development and develop skills in designing and writing simple computer programs. This includes fundamental concepts of software programming, including the use of pseudo code, flowcharts, statement sequencing, conditional statements, loop structures, procedural versus object oriented programming structures and input/output.

8621 Public Relations Marketing – 1 unit (BITE, ME)

This course is designed to teach distinctive marketing management functions that help establish and maintain the lines of communications that promote concepts of marketing and business success. Students explore marketing tools used for relaying information to consumers, organizations, and the media. Students develop leadership traits and identify leadership potential through participation in DECA, the marketing student organization.

8196 Remote/Field Production (IT) – 1 unit (BITE)

This course introduces the students to all aspects of the remote or field production environment, pre-/live-/post-production, gaining hands-on experience in various remote or field production roles.

8125 Routing and Switching I – 1 unit**(BITE)**

Introduction to Networking -- introduces the architecture, structure, functions, components, and models of the Internet and computer networks. The principles of IP addressing and fundamentals of Ethernet concepts, media, and operations are introduced to provide a foundation for the curriculum. By the end of the course, students will be able to build simple LANs, perform basic configurations for routers and switches, introduces the architecture, structure, functions, components, and models of the Internet and computer networks. The principles of IP addressing and fundamentals of Ethernet concepts, media, and operations are introduced to provide a foundation for the curriculum. By the end of the course, students will be able to build simple LANs, perform basic configurations for routers and switches, and implement IP addressing schemes.

8607 Sales and Sales Promotion – ½ unit**(ME)**

This is a course of study designed to prepare students with the basic knowledge and skills necessary for a career in sales. Students will discover the role of sales and sales promotion in meeting the goals of an organization. Topics include; understanding personal traits, human relation skills, product knowledge, selling principles and techniques, promotion, advertising, and state and federal laws. Students will develop leadership traits and identify their leadership potential through participation in the DECA student organization.

8159 Scripting Language Fundamentals (Oklahoma's Promise/OHLAP) – 1 unit**(BITE)**

Students will develop an understanding of IT concepts and techniques, and develop an understanding of basic programming concepts as they related to software programming and writing simple computer programs. This course can be substituted for Advanced Programming.

8195 Studio Production (IT) – 1 unit**(BITE)**

This course introduces all aspects of the studio production environment, from content creation to distribution.

8167 Visual Basic .NET Programming (OKPromise/OHLAP) – 1 unit**(BITE)**

Students will create event-driven programs using Visual Basic and expand their knowledge in its use in business applications for a Windows environment and for the Web. Course can be substituted for Advanced Programming.

**Business and Information Technology
OCAS Subject Codes for FY2019 - COURSES**

8100 BUSINESS AND INFORMATION TECHNOLOGY

8101 Business and Computer Technology (OKPromise/OHLAP)
8102 Business Information Technology Internship
8103 Fundamentals of Administrative Technologies (OKPromise/OHLAP)
8104 Administrative Technologies II (OKPromise/OHLAP)
8105 Office Administration & Management (OKPromise/OHLAP)
8106 Career Major Capstone
8107 Accounting I
8108 Accounting II
8109 Computerized Accounting (OKPromise/OHLAP)
8110 Payroll Accounting
8111 Financial Accounting
8112 Entrepreneurship: Business Development
8113 Entrepreneurship: Business Management
8114 Human Resources Concepts
8115 Employee and Labor Relations
8118 Business & Personal Finance
8120 Banking & Financial Services
8121 Network/Client Operating Systems (OKPromise/OHLAP)
8122 Server Operating Systems (OKPromise /OHLAP)
8123 Network Management (OKPromise /OHLAP)
8124 Fundamentals of Linux/Unix (OKPromise /OHLAP)
8125 Routing and Switching I (OKPromise /OHLAP)
8126 Routing and Switching II (OKPromise /OHLAP)
8127 Telcom and Network Cabling
8128 Advanced Routing and Remote Access Networks
8129 Multilayer Switching and Internetwork Support
8130 Principals of Information Assurance (OKPromise/OHLAP)
8131 Network Security (OKPromise/OHLAP)
8132 Enterprise Security Management (OKPromise/OHLAP)
8133 Secure Electronic Commerce (OKPromise/OHLAP)
8134 Cyber Forensics (OKPromise/OHLAP)
8136 Computer Repair and Troubleshooting I (OKPromise/OHLAP)
8137 Computer Repair and Troubleshooting II (OKPromise/OHLAP)
8138 Computer Repair and Troubleshooting III (OKPromise/OHLAP)
8139 Fundamentals of Database Development (OKPromise/OHLAP)
8140 Database Design and Programming (OKPromise/OHLAP)
8141 SQL and PL/SQL Database Applications Development (OKPromise/OHLAP)
8142 Database Administration (OKPromise/OHLAP)
8143 Modeling Languages
8144 Forms Development (OKPromise/OHLAP)
8149 Desktop Publishing and Graphic Design (OKPromise/OHLAP)
8150 Multimedia & Image Management Techniques (OKPromise/OHLAP)
8151 Digital Editing and Production Photography
8153 Fundamentals of Web Design (OKPromise/OHLAP)

8154 Design Tools and Electronic Marketing Strategies (OKPromise/OHLAP)
8155 Advanced Design Techniques (OKPromise/OHLAP)
8156 Advanced Digital Animation (OKPromise/OHLAP)
8157 Web Scripting Foundations (OKPromise/OHLAP)
8158 E-Commerce Site Production
8159 Scripting Language Fundamentals (OKPromise/OHLAP)
8160 Advanced Programming (OKPromise/OHLAP)
8161 Systems Analysis, Design and Testing (OKPromise/OHLAP)
8162 Advanced Scripting Languages (OKPromise/OHLAP)
8163 Software Configuration Management (OKPromise/OHLAP)
8164 Business Communications & Project Management
8165 C++ Programming (OKPromise/OHLAP)
8166 C# Programming (OKPromise/OHLAP)
8167 Visual Basic .NET Programming (OKPromise/OHLAP)
8168 User Interface Design (OKPromise/OHLAP)
8169 Fundamentals of Technology (OKPromise/OHLAP)
8170 Bilingual Interpersonal Communications I
8177 Business Communications
8178 Personal Finance
8179 Intro to Entrepreneurship
8180 Math of Finance
8182 Operating Systems Command Line (OKPromise/OHLAP)
8183 Planning and Maintaining Server Network Infrastructure
8184 Active Directory Infrastructure (OKPromise/OHLAP)
8185 Server Infrastructure Design (OKPromise/OHLAP)
8186 Regulatory Compliance and Auditing (OKPromise/OHLAP)
8187 Installing and Maintaining Desktop Applications
8189 Non-Linear Digital Production
8190 Advanced Digital Video Tools and Techniques
8191 Digital Media Production
8192 Non-Linear Digital Editing
8193 Audio Production
8194 Broadcast Production
8195 Studio Production (IT)
8196 Remote/Field Production (IT)
8197 Advanced Effects for Motion Graphics
8203 Audio Tools and Techniques
8204 Intermediate Sound Production
8205 Advanced Animation Techniques
8206 2D Animation Techniques
8207 Fundamentals of 3D Motion Graphics
8208 3D Animation
8209 3D Modeling and Rigging Techniques
8210 Web Authoring Languages
8211 Web Authoring Tools
8212 Web Application Technologies
8213 Interactive Marketing Techniques
8214 Flash Application Development
8215 Advanced Flash Application Development
8216 Layout Design Techniques

8217 Server-Side Scripting
8218 Web Application Development
8219 Advanced Computer Applications for the Law Office (OKPromise/OHLAP)
8220 Principles of Animation
8221 Event and Project Planning Management
8222 Programming Fundamentals
8223 Network Security Awareness
8224 Cross Platform Game Programming
8225 Basic Programming
8226 Resort and Tourism Management
8227 Business Management for Travel and Tourism
8228 Fundamentals of Video Game Design
8229 Customer Assistance
8230 JAVA Programming
8231 Non-Linear Editing II
8232 Video Animation
8233 Database Administration II
8234 Awareness of GPS/GIS
8235 Essential Skills for ArcGIS
8236 Managing and Analyzing Data using ArcGIS
8237 Editing, Visualizing and Sharing Data in ArcGIS Software
8238 Beginning Android Development
8239 Intermediate Android Development
8240 Database Administration Fundamentals
8241 Mobile Development Fundamentals
8242 Networking Fundamentals
8243 Web Development Fundamentals
8244 Windows Server Administration Fundamentals
8245 Gaming Development Fundamentals
8246 Security Fundamentals (OKPromise/OHLAP)
8247 HTML5 Application Developer Fundamentals
8248 .NET Fundamentals
8249 Software Development Fundamentals
8250 Windows Operating System Fundamentals
8251 Foundations for the Legal Office
8252 IT Essentials (OKPromise/OHLAP)
8253 Windows Development Fundamentals
8254 Business Foundations
8255 IoT Fundamentals: Connecting Things (OKPromise/OHLAP)
8256 Cybersecurity Basics (OKPromise/OHLAP)

Marketing Education
OCAS Subject Codes for FY2019 - COURSES

8600 MARKETING EDUCATION

- 8602 Marketing Fundamentals
- 8605 Customer Service
- 8606 Business Management and Supervision
- 8607 Sales and Sales Promotion
- 8608 Professional Sales
- 8611 Business and Marketing Communications
- 8612 Advertising Strategies
- 8613 Marketing Research
- 8614 Intro to Business/Marketing
- 8615 Marketing Economics
- 8616 Entrepreneurship
- 8617 Advanced Entrepreneurship
- 8618 International Business and Marketing
- 8619 E-Commerce Marketing
- 8620 Entrepreneurship Awareness
- 8621 Public Relations Marketing
- 8622 Marketing Internship
- 8623 Employment Essentials
- 8624 Product & Service Sales
- 8625 Buying and Merchandising
- 8627 Global Markets and Trade
- 8628 Digital Marketing
- 8629 Ethical Leadership