State-Approved (Chapter 74)
Program Overview

Business Technology

Careers in business can involve many different areas of expertise—including finance, investing, marketing, sales, human resources, customer service, operations and entrepreneurship.

What Students Learn & Do

Business Technology programs are designed to help students understand the wide range of careers in the field of business while training students in software, technologies, and strategies used in an office environment. Business Technology programs place a heavy emphasis on career exploration, and students are encouraged to pursue the further qualifications required for a professional career in business.

Areas of study include principles of business, marketing, economics, financial and consumer literacy, sales, entrepreneurship, investing, event planning, website design, and workplace health and safety. Courses may also provide an overview of the qualifications and career paths for working in exciting fields such as sports, fashion, and entertainment.

Business Technology students are required to meet the same high academic standards as their peers in other high school programs. These standards are set by the State of Massachusetts. In addition, English language arts and mathematics skills are reinforced through aspects of the Business curriculum.

Licenses & Certifications

Programs will prepare students to earn industry-recognized credentials, and typically students will be able to complete one or more before they graduate from high school. Examples:

- Microsoft (Word, Excel, PowerPoint, Access, Outlook, Office 365) Specialist, Expert, or Master
- Intuit QuickBooks Certified User
- Adobe Certified Associate
- National Professional Certification in Customer Service

Options After High School

State-Approved (Chapter 74) programs provide precise training needed for entry-level employment in this in-demand career field. Here are some examples of possible Business career opportunities.

High School Diploma

- Receptionist
- Book-keeping Accounting and Audit Clerk
- Executive Assistant

Trade School or Associate Degree

- Medical Secretary
- Legal Secretary

Bachelor's Degree (4 Years of College)

- Accountant
- Financial Analyst
- Market Research Analyst
- Manager: Finance, Human Resources, Marketing

Advanced Degree (MBA)

- Chief Executive Officer
- Vice President: Finance, Marketing, Human Resources

Questions to Ask a Program You Are Considering

1. **What workplace experiences do you offer to students - at school, or with an employer?**
2. **What are some common next steps for graduates of this program and how do you support them to get there?**

Learn about the differences between State-Approved (Chapter 74) and Local programs:
http://www.doe.mass.edu/ccte/cvte/cte-families/state-vs-local.html

MASSACHUSETTS DEPARTMENT OF ELEMENTARY AND SECONDARY EDUCATION

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