

Minnesota Center for Advanced Professional Studies (MNCAPS) Business Pathway

The Minnesota Center for Advanced Professional Studies (MNCAPS) Business pathway allows students to engage in a real-world experience in high-demand corporate environments. The MNCAPS Business Pathway will utilize project-based learning and case study methods to introduce general business and marketing concepts with an entrepreneurial focus. Students will learn how to research an industry, observe market trends and develop their own domestic business plan with the intention to take it global. In addition, they will learn skills in project management and strategy by working with outside clients on real world projects in a variety of business processes. Students will spend three periods (half a day), both semesters at the MNCAPS location, working on partner-driven projects, solving business problems and experiencing the challenges of project-based work. This pathway requires students to apply these concepts to designing, implementing and reporting on a business research project and will be evaluated by both the teachers and the clients for whom they conduct the project.

HIGH SCHOOL & POTENTIAL COLLEGE CREDIT

Students will earn High School Credit for each of the courses taken at MNCAPS. A student earning a passing grade of 70% or better in a MNCAPS course may earn college credit(s) through College Now Concurrent Enrollment Program. If the MNCAPS course contains Minnesota Transfer Curriculum (MnTC) it may transfer to one of the Minnesota State College & Universities (MnSCU).

GUEST INSTRUCTORS

Guest instructors provide their expertise on topics aligned to the MNCAPS curriculum. Teachers use an approach to learning that enables students to master academic core content first and then see how this learning is implemented by business partners to provide solutions to real-world challenges.

MENTORSHIP AND NETWORKING

All MNCAPS students have a 1:1 mentor. Mentors often open doors and guest instructors freely share their contact information, some provide employment opportunities and others provide extended site visits.

Minnesota Center for Advanced Professional Studies (MNCAPS) Business Pathway

Minnesota Center for Advanced Professional Studies (MNCAPS) Business Pathway Courses Year One

COURSE CREDIT

First Semester (3 Hours) Business Pathway Year One

Course Name	High School Credit	Potential College Credit	MnTC Goals
MNCAPS Introduction to Business	.5 Elective	3	
MNCAPS Principles of Microeconomics	.5 Economics	3	5-History & Social & Behavioral Studies 9-Ethical & Civil Responsibilities
MNCAPS College Freshmen Composition	.5 English 11	3	1-Communications 2- Critical Thinking

Second Semester (3 Hours) Business Pathway Year One

Course Name	High School Credit	Potential College Credit	MnTC Goals
MNCAPS Marketing Concepts & Strategies	.5 Elective	4	
MNCAPS Graphic Design	.5 Arts	3	
MNCAPS Public Speaking	.5 Speech	3	1-Communications

First Semester (3 Hours) Business Pathway Year One

MNCAPS Introduction to Business

Grades: 11-12

Instructional Delivery: Face-to-face

Prerequisite: None

Location: Off Campus

Semester-long course

This course fulfills the elective requirement for graduation.

Course Description:

Minnesota Center for Advanced Professional Studies (MNCAPS) Business Pathway

This course is the study of the role of business in the American economy and the international community. Students will look at issues of business and society as well as legal, regulatory, and political responsibilities on the part of American business. An introduction and overview of marketing will also be covered throughout the semester.

The primary units of study include how business evolves, Free Market economy, ethical and social responsibility, international business, e-business, small business, entrepreneurship, franchises, monetary and banking systems, finance, investments, accounting, and the marketing mix.

The students will demonstrate learning through assignments, projects, presentations, and participation.

Course Recommendation: This course is recommended for students who are interested in careers in global business.

Board Approved Primary Resources: TBD

Additional Registration Information: When taken at MNCAPS, a student earning a passing grade in the course may earn college credit(s) through College Now Concurrent Enrollment Program. This course does not meet the requirements for NCAA approved core courses. See your dean for more information. MNCAPS students provide their own transportation

MNCAPS Principles of Microeconomics

Grades: 11-12

Instructional Delivery: Face-to-face

Prerequisite: None

Location: Off Campus

Semester-long course

This course fulfills the Economics requirement for graduation.

Course Description:

This course is the study of economics that apply to the functions of individual decision makers, both consumers and producers, within the economic system.

The primary units of study include basic economics, benefits of trade, consumer choice, elasticity, market failure, production function, market structures, government tax, supply and demand.

The students will demonstrate learning through assignments, projects, presentations, and participation.

Minnesota Center for Advanced Professional Studies (MNCAPS) Business Pathway

Course Recommendation: This course is recommended for students who are interested in careers in global business.

Board Approved Primary Resources: TBD

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MNCAPS College Freshman Composition

Grades: 11-12

Instructional Delivery: Face-to-face

Prerequisite: None

Location: Off Campus

Semester-long course

This course fulfills the English 11 requirement for graduation.

Course Description:

This course is the study of critical thinking and writing skills necessary in college and professional writing, focusing on the field of medicine and healthcare.

The primary units of study include the writing process to compose academic essays, conventions of academic writing, analysis of audiences, academic research, evaluation of sources for accuracy, appropriateness, and relevance, and synthesis of information from various sources using original ideas in the field of study.

The students will demonstrate learning through assignments, writing, and projects.

Course Recommendation: This course is recommended for students who are interested in careers in medicine and healthcare.

Board Approved Primary Resources: TBD

Additional Registration Information: When taken at MNCAPS, a student earning a passing grade in the course may earn college credit(s) through College Now Concurrent Enrollment Program. This course does not meet the requirements for NCAA approved core courses. See your dean for more information. MNCAPS students provide their own transportation

Minnesota Center for Advanced Professional Studies (MNCAPS) Business Pathway

Second Semester (3 Hours) Business Pathway Year One

MNCAPS Marketing Concepts and Strategies

Grades: 11-12

Instructional Delivery: Face-to-face

Prerequisite: None

Location: Off Campus

Semester-long course

This course fulfills the elective requirement for graduation.

Course Description:

This course is the study of marketing principles and practices, including discussion of the marketing mix, the four 'p's' of marketing, buyer behavior, target markets, and electronic marketing concepts.

The primary units of study include strategic marketing, marketing plans, consumer buying behavior, role of product in marketing, advertising and publicity, product pricing, and marketing sales in the field of study.

The students will demonstrate learning through assignments, projects, presentations, and participation.

Course Recommendation: This course is recommended for students who are interested in careers in global business.

Board Approved Primary Resources: TBD

Additional Registration Information: When taken at MNCAPS, a student earning a passing grade in the course may earn college credit(s) through College Now Concurrent Enrollment Program. This course does not meet the requirements for NCAA approved core courses. See your dean for more information.

MNCAPS students provide their own transportation

MNCAPS Graphic Design

Grades: 11-12

Instructional Delivery: Face-to-face

Prerequisite: None

Location: Off Campus

Semester-long course

This course fulfills the Arts requirement for graduation.

Course Description:

Minnesota Center for Advanced Professional Studies (MNCAPS) Business Pathway

This course is the study of various design concepts that allow a thought, idea or message to be effectively communicated in print, web, or multimedia.

The primary units of study include a historical overview, technological advances, common applications, basic design principles, layout and advertising concepts, typographical creativity, common tools and measuring systems of graphic design.

The students will demonstrate learning through assignments, projects, presentations, and participation.

Course Recommendation: This course is recommended for students who are interested in careers in global business.

Board Approved Primary Resources: TBD

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MNCAPS Public Speaking

Grades: 11-12

Instructional Delivery: Face-to-face

Prerequisite: None

Location: Off Campus

Semester-long course

This course fulfills the Speech requirement for graduation.

Course Description:

This course is the study of speech and communication skills, emphasizing formal public speaking. Students will analyze aspects of an audience to develop and apply persuasive strategies for an effective speech delivery.

The primary units of study include analyzing the components of speeches, speech topics, audiences, supporting materials, persuasive strategies and effective delivery methods in the field of study.

The students will demonstrate learning through assignments, presentations, and participation.

Course Recommendation: This course is recommended for students who are interested in careers in global business.

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