

## ADMINISTRATIVE MEMORANDUM

**Date:** September 7, 2011  
**To:** Administrators  
**From:** Sharon Hoge, Ph.D., Assistant Commissioner  
**Subject:** CCR-11-014 - Changes in Approved Courses for Business and Marketing

The advisory committee for Business, Marketing and Information Technology has made several recommendations regarding approved courses for Career Education. Three courses have been added to the approved course list for 2011-2012: Introduction to Business, Legal Administrative Assistant, and Medical Administrative Assistant. The approved course lists have been updated for all schools with an approved program (see <https://k12apps.dese.mo.gov/webapps/reportmenu/DataCollection/CareerEdApprovedCourses.aspx>).

In 2012-2013 some courses that are currently approved Career Education courses will be removed from the list. The committee made this recommendation for one or more of these reasons:

1. Only a small number of districts offer the course
2. The competencies of the course are covered in other courses
3. The content is too narrow (specific) for the secondary level

Advanced notification of these changes is being given so that districts will have time to plan. Of course, districts may still offer these courses, but they will no longer be eligible for funding. Also, they will not count toward the three courses in a sequence that lead toward a student being a concentrator/completer.

Courses that will no longer be approved Career Education courses starting in 2012-2013 are:

### **Business**

034037 E-Business  
034391 International Business  
034392 Digital Communications

### **Marketing**

040007 Salesmanship  
040008 Business Administration  
040010 Business Ownership & Management  
040012 Free Enterprise/Economics  
040015 Internet Marketing  
040016 International Marketing

For questions, please contact Leslie Kerns, 573-751-3484, [leslie.kerns@dese.mo.gov](mailto:leslie.kerns@dese.mo.gov).