

Every Counselor Should Know About Business Education



What Business Courses Do For Students . . .

Business Education prepares students to succeed! In today's rapidly growing and changing economy, students will have the skills to cope not only with the complexities of academics but the practical necessities of saving and investing, handling consumer and credit issues, and operating a business.

1. Provide Opportunities to Apply Academic Content

In addition to providing a strong academic foundation for every student, business courses also provide hands-on learning experiences.

Partnerships with local businesses are part of the modern business education curriculum. These experiences make academic subjects more relevant and show how reading, English, and math can be applied in real world situations—applications that will be used for a lifetime.

2. Provide Information Technology Skills

Technology is the preeminent force altering the workplace environment, changing not only the way work is accomplished, but also its very nature.

The ability to use current technologies to access and create information is essential in today's business world. Business courses that teach word processing, spreadsheet applications, database management, Web page design, and digital skills can be applied in any job and can help students get a higher-level position with a better salary.

3. Teach Respect for Lifelong Learning

Perhaps the most vital skill for today's workplace is one that allows workers to adapt and change in their working environment. Business courses

instill a healthy respect for lifelong learning, whether it's learning a new technology skill or a new method of management.

4. Develop "Life Skills" Necessary for Economic Success

Business courses provide students with knowledge about personal finance, time management, organizational skills, and

goal setting. Students can use this information to make important decisions related to buying a house or car, choosing the appropriate insurance, filing tax returns, budgeting, investing, and managing their personal and professional agendas.

5. Offer Students a Path to Success

Nationwide, 50 percent of all students who begin four-year college programs never complete them, with 25 percent leaving during their first year.

Business courses are insurance for productivity. They include the academic subjects needed to meet the entrance requirements of four-year colleges and universities, as well as the occupational skills needed to meet the entry-level job requirements of employers.



6. Pretest Career Interests Before Going to College

Business courses allow you to explore career interests through these courses:

- Accounting
- Business management
- Communication
- Economics
- Entrepreneurship
- Information technology
- International business
- Marketing
- Personal finance

7. Instill a Positive Attitude

Students who take business courses enter the workplace with winning attitudes, willingness to adapt to change, eagerness to analyze and solve business dilemmas, and ability to interact effectively with a diverse customer base and corporate personnel.

8. Acquire International Business Knowledge

In today's global economy, a familiarity with other countries and cultures and their impact on American business is essential. Business courses

provide students with knowledge of the international marketplace and economic systems, which can be a stepping stone to a career in international business.

9. Encourage Creativity and Entrepreneurial Thinking

An explosion of job growth has occurred in small businesses. Business courses prepare students to work in a small business and/or start their own

businesses. Students learn to meet new challenges with a creativity that results in fresh ideas and will develop an entrepreneurial attitude that can contribute to their success in any career.

10. Develop a Solid Foundation of Practical Virtues Necessary for Getting Along With Others

Business courses can help students recognize and deal with questions of right and wrong, as well as issues of honesty and respect for others. Learning how to make

effective decisions, to empathize, and to carefully weigh the consequences of one's actions are essential to the success of every individual.