



Colorado BMEF CTE Course – Scope and Sequence

Course Name	WBL: Business, Marketing, Finance, Accounting, Digital Marketing, Entrepreneurship	Course Details Course = 0.50 Carnegie Unit Credit	Credits = .5 (Semester) or 1.0 (Yearlong) Level 4
Course Description	Students build on prior knowledge and skills in the program of study to further develop and apply employability and technical skills that prepare them for success in future career and postsecondary education.		
Note	This is a suggested scope and sequence for the course content. On site experience should be minimum of 30-60 hours to fulfill CTE requirement for Work Based Learning per semester.		
SCED Identification #		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.	
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills			
Student Learning Outcomes 1) Identify career goals and how the WBL experience supports these goals. 2) Develop a training plan that specifically outlines technical skills with their supervisor/employer. 3) Agree to a supervisor/employer and school approved safety agreement. 4) Document hours, responsibilities, and learning that occurs within the WBL experience. a. Achieve a minimum of 30 contact hours with industry 5) Receive formal, period evaluation from the supervisor/employer that is shared and stored at the school. 6) Reflect on and/or revise their career plan based on the WBL experience.			
Course Goals • Develop and demonstrate professional workplace behaviors and communication skills • Apply academic and technical knowledge in an authentic work environment • Explore career pathways and post-secondary options aligned to personal interests • Build a professional network and portfolio of work-based learning artifacts • Reflect on personal growth and develop a plan for future career steps			

Unit 1: Foundations of Professionalism

Topics/Activities	Assessments	Standards Alignment
- Course overview, syllabus, and grading expectations - Professionalism: dress code, punctuality, communication norms - Workplace safety, confidentiality, and FERPA/HIPAA basics as applicable - Resume, cover letter, and LinkedIn profile development - Mock interviews and interview skills practice - Setting SMART learning goals for the internship - Site placement logistics, paperwork, and liability forms	- Completed resume and cover letter - Mock interview performance and feedback form - Signed internship agreement and learning plan - Professionalism self-assessment quiz	- CTE Employability Standards 1.1–1.4 - Common Core Writing Standards (resume/cover letter)

Unit 2: Workplace Communication & Soft Skills

Topics/Activities	Assessments	Standards Alignment
- Verbal and written workplace communication (email etiquette, memos) - Active listening and receiving feedback - Teamwork, collaboration, and conflict resolution - Time management and organizational systems - Diversity, equity, and inclusion in the workplace - Introduction to internship journal/reflection routine	- Weekly reflection journal entries - Professional email writing assignment - Group case study presentation on workplace scenarios - Peer feedback exercise	- CTE Employability Standards 2.1–2.3 - Speaking & Listening Standards SL.9-12

Unit 3: On-the-Job Learning – Phase 1

Topics/Activities	Assessments	Standards Alignment
- Onboarding at placement site (shadowing, orientation) - Daily/weekly task logs and time sheets - Identifying transferable skills observed on the job - Industry-specific vocabulary and tools - Check-in conferences with internship coordinator - Mid-unit site supervisor evaluation	- Time sheets and task logs (weekly) - Skills inventory checklist - Site supervisor mid-point evaluation - Reflection: 'What I've learned so far'	CTE Workplace Readiness Standards 3.1–3.4

Unit 4: Career Exploration & Industry Research

Topics/Activities	Assessments	Standards Alignment
- Industry research project: trends, growth, and required credentials - Informational interview with a professional in the field - Exploring post-secondary pathways (college, certification, apprenticeship) - Financial literacy: salary expectations, budgeting basics - Building a professional network and using LinkedIn	- Industry research report or presentation - Informational interview write-up - Career pathway plan (one-page roadmap)	- CTE Career Awareness Standards 4.1–4.2 - Financial Literacy Standards

Unit 5: On-the-Job Learning – Phase 2

Topics/Activities	Assessments	Standards Alignment
- Increased task complexity and independence at placement - Designing a culminating capstone project (site-based or research-based) - Problem-solving and initiative in real workplace situations - Continued time sheets, logs, and coordinator check-ins - Drafting the capstone presentation	- Time sheets and task logs (weekly) - Capstone project proposal and progress checkpoints - Site supervisor progress evaluation	- CTE Workplace Readiness Standards 3.1–3.4 - Project-Based Learning Rubric

Unit 6: Capstone Presentation & Course Reflection

Topics/Activities	Assessments	Standards Alignment
- Capstone project completion and rehearsal - Final capstone presentations to panel (teachers, employers, peers, families) - Final site supervisor evaluation and exit interview	- Capstone presentation (rubric-scored) - Final site supervisor evaluation - Final reflective essay or portfolio	- CTE Employability Standards 1.1–4.2 (cumulative) - Presentation/Speaking Standards SL.9-12

- Course-wide reflection: growth, challenges, and next steps - Thank-you notes to site supervisors and mentors	Course evaluation survey	
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Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction. ***(Please Note: the academic standards listed below are based on work done using the suggested scope and sequence above. If individual programs change the details of the scope and sequence, standard alignment may also be affected.)***

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- Prepared Graduate 4:** Read a wide range of informational texts to build knowledge and to better understand the human experience.
- Prepared Graduate 5:** Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.

Standard 3: Writing and Composition

- Prepared Graduate 8:** Craft narratives using techniques specific to the genre.
- Prepared Graduate 9:** Demonstrate mastery of their own writing process with clear, coherent, and error-free polished products.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.