



Career & Technical Education



Business Operations

DESCRIPTION:

Use technology to communicate, learn, and create. Take your digital skills to the next level through an immersive small business simulation. Design and analyze social media content, branding, and financial budgeting. Digital Future students align strengths with fitting career pathways as the world of work is explored. My Digital Brand students enhance professional and technical skills by building business components necessary to open an online shop for a product or service. Content creation is geared toward the largest search engines: Google, YouTube and Amazon. Personal digital portfolio is created for work and school.

SITES:

Arcadia/ Chaparral/ Coronado/ Desert Mountain/ Saguaro

CAREER & TECHNICAL STUDENT ORGANIZATION (CTSO):

Future Business Leaders of America (FBLA): www.fbld-pbl.org/

Course Sequence	Pre-Requisite	Fee	Dual Credit
Digital Future 4612-4613 Grades 9-10	None	None	No
My Digital Brand XXXX-XXXX Grades 10-12	Digital Future	None	No

- Two-Year Program Completion
- Create Personal Digital Portfolio
- Technical Standards: www.azed.gov/cte/bosas/