

# BUSINESS, FINANCE, AND MARKETING



This Questar III New Visions program, located at Columbia-Greene Community College, focuses on preparing students for future careers in Business Management and Administration, Finance, and Marketing. This high school senior honors-level program seeks to introduce students to the content and skills needed in several in-demand business fields. Students will use critical thinking, oral and written communication, creativity, innovation, collaboration, problem-solving, cultural literacy, and interpersonal skills throughout the year. Students become engaged with business leaders through guest presentations and site visits, allowing more opportunities to explore emerging fields within the business world.

Students will finish the program with 18 college credits from C-GCC, who has transfer agreements with over 50 colleges and universities and has developed a degree program specifically designed to prepare students for transfer to a bachelor's degree program in Business Administration. Based on the New York State Department of Labor 2021 report, the fields of business and accounting have forecasted job growth of 13.8% between 2021 and 2031.

## POTENTIAL CAREER OPPORTUNITIES:

- Accounting
- Banking
- Business Administration
- Entrepreneurship
- Finance
- Marketing
- Sales

## CHARACTERISTICS FOR SUCCESS:

- Ability to work independently and collaboratively
- Maturity to thrive in both professional and collegiate settings
- Strong mathematics foundation
- Technological savviness
- Organization, patience, and an eye for detail

# New Visions

## MARKETING MANAGER

MEDIAN SALARY  
**\$141,490**

PROJECTED JOB GROWTH  
THROUGH 2032  
**6%**

## CERTIFIED PUBLIC ACCOUNTANT

MEDIAN SALARY  
**\$94,419**

PROJECTED JOB GROWTH  
THROUGH 2032  
**4%**

## FINANCIAL ANALYST

MEDIAN SALARY  
**\$96,220**

PROJECTED JOB GROWTH  
THROUGH 2032  
**8%**

QUESTAR III

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## STUDENTS WILL:

- Receive a comprehensive overview of the fields of business (including management, human resources, international Business, and entrepreneurship), Finance (including accounting, securities, and banking), and Marketing (including sales, advertising, and branding)
- Gain exposure to various career options available with Business both in the private and public sectors
- Learn from practitioners in the field through guest presentations and site visits
- Explore emerging fields and growth opportunities within the business world

## HIGH SCHOOL CREDIT:

- Accounting – ½ Credit
- Business Foundations – ½ Credit
- Economics – ½ Credit
- Honors English – 1 Credit
- Marketing – ½ Credit
- Participation in Government – ½ Credit

*Please Note: Additional high school credit in Physical Education (1/2 credit) may be available upon district request and approval*

## COLLEGE COURSES FROM C-GCC:

- AC 101: Financial Accounting – 3 Credits
- BU 103: Foundations of Business – 3 Credits
- BU 105: Business Communication – 3 Credits
- EN 101: English Composition – 3 Credits
- EC 101: Macroeconomics – 3 Credits
- MK101: Principles of Marketing – 3 Credits



[www.questar.org/cte](http://www.questar.org/cte)

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SCHOOL ATTORNEY – QUESTAR III BOCES | 10 Empire State Blvd., Castleton, NY 12033 | 518-477-8771

For further information on notice of non-discrimination, or to inquire regarding the application of regulations prohibiting discrimination, contact the U.S. Department of Education, Office for Civil Rights.

# New Visions



## CONTACT INFORMATION:

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