

BMM/CIS CAREER FIELD ENROLLMENTS IN NEBRASKA PUBLIC AND NON-PUBLIC SCHOOLS 9-12

SCHOOL YEAR	Appendix D Course Code	08-09	09-10	% Diff.
Business, Marketing and Management (BMM) Career Field Courses				
Accounting	030300	4,380	4,690	7%
Advanced Accounting	030301	903	906	0%
College Principles of Accounting	030302	23	79	243%
Business Math	030500	526	501	-5%
Business Communications	030600	830	610	-27%
Applied Communications	030601	261	259	-1%
Securities and Investments	030802	3	116	3767%
Business Law	030900	2,030	2,099	3%
Business Economics	031800	1,265	995	-21%
Banking and Credit	030803		127	
E-Business	031805	83	202	143%
Introduction to Business, Marketing and Management	032300	2,924	2,822	-3%
College Introduction to Business	032400		146	
College Entrepreneurship	032600	345	269	-22%
Management and Leadership	032802	485	901	86%
Personal Finance	033000	6,058	7,216	19%
Business Finance	033001	135	232	72%
College Personal Financial Management	033002		39	
Keyboarding Applications (should be taught at middle level)	033501	8,090	7,033	-13%
International Business	034100	189	262	39%
Marketing	038100	2,840	3,348	18%
Advanced Marketing	038101	853	1,107	30%
Fashion Marketing	038200	275	348	27%
Hospitality and Tourism	038300	26	26	0%
Sports Marketing	038400	343	301	-12%
Business Other	039930 - 039934	2,485	2,719	9%
Total Enrollment for BMM Career Field Grades 9 - 12		35,352	37,353	6%
Communications and Information Systems (CIS) Career Field Courses				
Audio/Video Production	270200	201	310	54%
Digital Photography	270210	337	292	-13%
Publication Journalism	270220	43	189	340%
Broadcasting	270230	38	40	5%
Desktop Publishing	270240	604	759	26%
Printing Technology	270250	3	205	6733%
Programming I	0270401	1,106	987	-11%
Programming II	270402	379	518	37%
Programming III	270403	78	94	21%

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Computer Application (should be retitled as IT Apps I)	033422	7,239	5,969	-18%
Information Technology Applications I	270501	9,770	10,250	5%
Information Technology Applications II	270502	3,088	2,732	-12%
Information Technology Applications III	270503	348	533	53%
Information Technology Fundamentals	270504	209	223	7%
Network Systems	270601	315	298	-5%
Digital Media	270602	2,794	3,707	33%
Graphic Design	270603	580	234	-60%
Web Design and Development	270604	1,313	1,240	-6%
Database Design and Development	270605	28	2	-93%
Communications and Information Systems Other	279930-279934	2,143	2,222	4%
Total Enrollment for CIS Career Field Courses Grades 9 - 12		30,616	30,804	1%
Total Enrollment for 9-12 BMM and CIS Career Fields Courses		65,968	68,157	3%
Career Education Foundational and Specialty Courses				
Learning, Earning and Living Skills	320101	10,174	11,820	16%
C4C Curriculum for Careers	0320400	3,024	2,268	-25%
Exploration of Entrepreneurship	0320500	27	60	122%
Entrepreneurship	0320600	636	573	-10%
Cooperative Education/Diversified Occupations Work-based Learning	0320700	2,737	3,043	11%
Total Enrollment for 9-12 Career Education Foundational and Specialty Courses		16,598	17,764	7%
Middle School and Junior High BMM and CIS Courses				
Introduction to Business, Marketing and Management	032300	530	372	-30%
Personal Finance	033000	244	276	13%
Business Finance	033001	0	112	100%
Computer Applications	033422	9,173	9,050	-1%
Keyboarding Applications	033501	12,753	11,684	-8%
International Business	034100	55	55	0%
Other Business	039930-039934	1,840	1,767	-4%
Audio/Video	270200	86	38	-56%
Publication Journalism	270220	180	156	-13%
Programming I	270401	133	133	0%
Information Technology Apps I	270501	2,429	3,409	40%
Information Technology Apps II	270502	659	1,060	61%
Information Technology Fundamentals	270504	550	459	-17%
Digital Media	270602	699	996	42%
C4C Curriculum for Careers	320400	2,092	2,035	-3%
Exploration of Entrepreneurship	320500	210	259	23%

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Learning, Earning and Living Skills	320100	8,268	13,083	58%
Graphic Design	370603	20	13	-35%
Other Computer	279930-279934	3,741	4,158	11%
Total BMM and CIS Middle Level Course Enrollments		43,662	49,115	12%
BMM and CIS Course Enrollments for Middle Level and Secondary				
Middle School and Jr. High		43,662	49,115	12%
High School		65,968	68,157	3%
Total BMM and CIS Middle Level Course Enrollments		109,630	117,272	7%