

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

SCHOOL YEAR	Appendix D Course Code	09-10	10-11	% Diff.
Business, Marketing and Management (BMM) Career Field Courses				
Accounting	030300	4,690	3,512	-25%
Advanced Accounting	030301	906	583	-36%
College Principles of Accounting	030302	79	169	114%
Business Math	030500	501	359	-28%
Business Communications	030600	610	531	-13%
Applied Communications	030601	259	177	-32%
Securities and Investments	030802	116	87	-25%
Business Law	030900	2,099	1,938	-8%
Business Economics	031800	995	845	-15%
Banking and Credit	030803	127	58	-54%
E-Business	031805	202	171	-15%
Introduction to Business, Marketing and Management	032300	2,822	2,908	3%
College Introduction to Business	032400	146	109	-25%
College Entrepreneurship	032600	269	367	36%
Management and Leadership	032802	901	546	-39%
Personal Finance	033000	7,216	7,686	7%
Business Finance	033001	232	259	12%
College Personal Financial Management	033002	39	22	-44%
Keyboarding Applications (should be taught at middle level)	033501	7,033	6,591	-6%
Computer Applications	033422	5,969	5,713	-4%
International Business	034100	262	179	-32%
Marketing	038100	3,348	2,424	-28%
Advanced Marketing	038101	1,107	779	-30%
Fashion Marketing	038200	348	176	-49%
Hospitality and Tourism	038300	26	18	-31%
Sports Marketing	038400	301	313	4%
Business Other	039930 - 039934	2,719	3,781	39%
Total Enrollment for BMM Career Field Grades 9 - 12		43,322	40,301	-7%
Communications and Information Systems (CIS) Career Field Courses				
Audio/Video Production	270200	310	336	8%
Digital Photography	270210	292	377	29%
Publication Journalism	270220	189	155	-18%
Broadcasting	270230	40	73	83%
Desktop Publishing	270240	759	704	-7%
Printing Technology	270250	205	336	64%
Programming I	0270401	987	810	-18%
Programming II	270402	518	326	-37%
Programming III	270403	94	107	14%
Information Technology Applications I	270501	10,250	11,897	16%
Information Technology Applications II	270502	2,732	3,152	15%
Information Technology Applications III	270503	533	491	-8%
Information Technology Fundamentals	270504	223	344	54%
Network Systems	270601	298	187	-37%
Digital Media	270602	3,707	2,763	-25%
Graphic Design	270603	234	308	32%
Web Design and Development	270604	1,240	1,560	26%
Database Design and Development	270605	2	8	300%
Communications and Information Systems Other	279930-279934	2,222	1,925	-13%

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Total Enrollment for CIS Career Field Courses Grades 9 - 12		24,835	25,859	4%
Total Enrollment for 9-12 BMM+CIS Career Fields Courses		68,157	66,160	-3%
Career Education Foundational and Specialty Courses				
Learning, Earning and Living Skills	320101	11,820	7,074	-40%
C4C Curriculum for Careers	0320400	2,268	2,668	18%
Exploration of Entrepreneurship	0320500	60	106	77%
Entrepreneurship	0320600	573	563	-2%
Cooperative Education/Diversified Occupations Work-based Learning	0320700	3,043	1,986	-35%
Total Enrollment for 9-12 Career Education Foundational and Speciality Courses Grades 9 - 12		17,764	12,397	-30%
Middle School and Junior High BMM and CIS Courses				
Introduction to Business, Marketing and Management	032300	372	229	-38%
Personal Finance	033000	276	242	-12%
Computer Applications	033422	9,050	8,698	-4%
Keyboarding Applications	033501	11,684	12,234	5%
Other Business	039930-039934	1,767	1,311	-26%
Audio/Video	270200	38	176	363%
Publication Journalism	270220	156	94	-40%
Programming I	270401	133	113	-15%
Information Technology Apps I	270501	3,409	5,581	64%
Information Technology Apps II	270502	1,060	1,020	-4%
Information Technology Fundamentals	270504	459	453	-1%
Digital Media	270602	996	1,000	0%
C4C Curriculum for Careers	320400	2,035	2,751	35%
Exploration of Entrepreneurship	320500	259	344	33%
Learning, Earning and Living Skills	320100	13,083	7,632	-42%
Graphic Design	370603	13	251	1831%
Other Computer	279930-279934	4,158	4,398	6%
Total BMM and CIS Middle Level Course Enrollments		48,948	46,527	-5%
BMM and CIS Course Enrollments for Middle Level and Secondary				
Middle School and Jr. High		48,948	46,527	-5%
High School		68,157	66,160	-2.93%
Total BMM and CIS Middle Level Course Enrollments		117,105	112,687	-4%