

# Career & Technical Course Offerings through the College Express Program

## Business Administrative Technology

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The Business Administrative Technology course is offered during the afternoon College Express. Students enrolled in Business Administrative Technology will earn college credit during high school and will take the following classes if they complete both years of the program:

***BOFF 253 Social Media for Business*** (Fall 19) 3 Hours

This course exposes students to multimedia communications focusing on various social media channels and their application in current media and business. The course examines the current habits of social media, trends, and evolution in social communication to provide a better understanding of the relationship between the different social channels and how they can be used to serve brands and promote business growth. To better understand these concepts, students will develop, maintain, and evaluate a personal brand blog throughout the course, as well as develop a mini social campaign.

***BOFF 265 Virtual Technology for Business*** (Spring 20) 3 Hours

This course will provide hands-on understanding of how to manage time more effectively, define tasks more accurately, and process incoming information for efficiently using wireless connectivity, PDA's, handheld computers, cell phones, and Microsoft Office.

***BOFF 121 Fundamentals of Business Documents*** (Fall 20) 3 Hours

Keyboarding mastery, techniques, speed and accuracy development, introduction of letters, tables, reports and memos. Upon completion of the course a minimum speed of 30 words per minute with a 6 errors or less on a 3-minute timing is required. Class is taught on micro-computers.

***BOFF 125 Business Communication Strategies*** (Spring 21) 3 Hours

Theory and practical application of business letter and memo writing including inquiries, acknowledgements, orders, adjustment, and requests. E-mail, reports, and meeting correspondence included. Dictating techniques included. Work on the computer required.

