



CIBACCS

Center for International Business and Communications Studies

Seizing the Future...Today
CTE Marketing and Entrepreneurial
Pathways

Our Product: The CIBACS Graduate



- Workers with high tech skills and good attitudes are in demand from today's businesses.
- While all high schools produce many students ready for university, few graduates are ready for both the university and the business world.
- CIBACS steps into this void by supplying graduates who are both prepared for the university and equipped with the communication, technology, thinking, and social skills required in the workplace.
- Over the course of 4 years students can earn two nationally recognized CTE (Career and Technical Education) Certificates in Marketing and Entrepreneurship.
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Freshman GATEWAY Project



- CIBACS freshmen participate in realistic multicultural projects with local Business Partners
 - This includes site visitations, development of **international marketing plans** and group competitions
- International business communications skills are practiced regularly in both English and World Geography classes
- Students learn how to gather information, quickly organize their findings and present oral and written briefings, while learning about **global markets and cultures**
- **Students create an e-Portfolio that will be updated for each grade-level project**
- **Introduces the first step in the CTE Marketing Pathway**

Sophomore OnRamp Project

Capstone for Marketing Pathway



- Requires student **Research, Development and Marketing teams** to **develop a new product** for their business partner
 - Includes several phases: research, planning, product design, written proposal and product pitch, impact analysis and Marketing via social media advertising (the newest trend)
- Students learn the art of persuasive appeals (Ethos, Logos, Pathos): how to spot them and how to use them effectively
- The **Product Pitch** is a **Persuasive Presentation** where student teams pitch their product ideas to their business partner
 - Business partners will evaluate the need for any adjustments to product idea, or have students go back to the drawing board. They will give their consent to continue by signing a student-written product proposal.
- The product and plan are presented to the business partners and a panel of judges in a competition to **“win the contract.”**
- **All project ideas and business writing will be included on each student’s ePortfolio**

Junior FasTrak Project



- This year, students conduct a **job shadow** for a career of their choice. They must secure a mentor and interview for the position
- This year the **e-portfolio** includes a cover letter, resume, college research paper, internship journal, work samples, and product
- The final presentation is conducted in front of a panel of judges.
 - **Students are evaluated on their learning stretch**
- Second round of presentations include a **group interview** where one student will “**be hired for the job.**”
- **Introduces the CTE Entrepreneurial Pathway**

The Senior Project

The final Capstone for Entrepreneurship



- All CIBACS seniors complete the Senior Project, which builds upon the foundation laid by the previous years.
- The Senior Project is **individually designed to reflect the senior's unique abilities and talents.**
- Students write a **business plan** geared toward their project
- The project must involve business, career, or community service as its central feature, and must challenge the senior to achieve new heights of accomplishments.

CIBACS Students



idea → plan → action

- Have actual on-site, hands-on experience in the workplace through job-shadowing, and mentorships
- Are prepared to progress to advanced applications of technology
 - Routinely use business applications software such as Microsoft Office Suite, Google docs and website building programs such as Wix and Google Sites
- Access, interpret, and employ verbal, written, visual, nonverbal, and electronic sources of information
- Prepare e-portfolios highlighting skills and achievements in each grade level
- Speak, write, and listen effectively, and deliver persuasive presentations
- Present to a panel of judges a Senior Project with Business Plan exhibiting the culmination of four years of learning
- Work effectively in a team and are sensitive to the needs, problems, aspirations and customs of other cultures
- **Have completed two CTE Pathways over the course of 4 years**

The Process

- 8th grade students who are interested in CIBACS sign up for an interview with the guidance counselors as they are registering for classes.
 - Link to an online application and video introduction can be found at CIBACS.org under Freshman Enrollment
 - The CIBACS team looks for the following:
 - Level of interest
 - Motivation for joining
 - Skills they have or are looking to improve
- 3 sections are designated for the freshman and sophomore levels
 - Evaluations are conducted for each grading period in freshman and sophomore years, and the program moves from group projects to an individual project in the junior year
- 2 sections are designated for the junior level
 - Students are evaluated over the previous three years, and we then offer one section for the senior year
- 1 section for the senior level

What is Career and Technical Education (CTE)

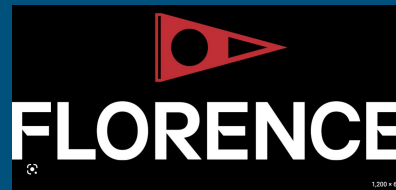
- A program of study that involves a multiyear sequence of courses that integrates core academic knowledge with technical and occupational knowledge to provide students with a pathway to postsecondary education and careers.



CIBACS Business Partners through the years



- Simple Green
- Lamppost Pizza
- Pedego
- Element
- Primal Elements
- Hurley International
- Jersey Mike's
- Chronic Tacos
- Mama's on 39
- RVCA
- Florence Marine X
- Fox Racing
- Igloo
- Ola Mexican Kitchen
- Simmzy's
- Las Barcas
- Cal-E Bikes



Contact Information

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