This Career Pathway Plan of Study (based on the Insurance Services Pathway of the Finance Career Cluster) can serve as a guide, along with other career planning materials, as learners continue on a career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner’s educational and career goals. *This Plan of Study, used for learners at an educational institution, should be customized with course titles and appropriate high school graduation requirements as well as college entrance requirements.

<table>
<thead>
<tr>
<th>EDUCATION LEVELS</th>
<th>GRADE</th>
<th>English/Language Arts</th>
<th>Math</th>
<th>Science</th>
<th>Social Studies/Sciences</th>
<th>Other Required Courses and/or Degree Major Courses for Insurance Services Pathway</th>
<th>SAMPLE Occupations Relating to This Pathway</th>
</tr>
</thead>
</table>
| SECONDARY        | 9     | English/Language Arts I | Algebra I or Geometry | Earth or Life or Physical Science or Biology | State History Geography | All plans of study should meet local and state high school graduation requirements and college entrance requirements. Certain local student organization activities are also important including public speaking, record keeping and work-based experiences. | - Business Essentials  
- Business Technology Applications  
- Business Finance  
- Accounting  
- Principles of Marketing  
- Fundamentals of Insurance Services  
- Insurance Underwriting Operations  
- Risk Management  
- Regulatory Compliance in Insurance Services  
- Services Marketing  
- Continue Courses in the Area of Specialization  
- Complete Insurance Services Major (4-year degree program) |
|                  | 10    | English/Language Arts II | Geometry or Algebra II | Biology or Chemistry | U.S. History | | |
|                  | 11    | English/Language Arts III | Pre-Calculus or Algebra II | Chemistry or Physics | World History Psychology | | |
|                  | 12    | English/Language Arts IV | Pre-Calculus or Calculus or Trigonometry or Statistics | Physics or other science course | Government Economics | | |
| POSTSECONDARY    | Year 13 | English Composition  
English Literature | Algebra or Calculus | Lab Science | Economics Psychology | All plans of study need to meet learners’ career goals with regard to required degrees, licenses, certifications or journey worker status. Certain local student organization activities may also be important to include. | |
|                  | Year 14 | Speech/Oral Communication  
Technical Writing | Sociology  
Public Policy | | | | |
|                  | Year 15 | | | | | Continue courses in the area of specialization. |
|                  | Year 16 | | | | | |
Creating Your Institution’s Own Instructional Plan of Study

With a team of partners (secondary/postsecondary teachers and faculty, counselors, business/industry representatives, instructional leaders, and administrators), use the following steps to develop your own scope and sequence of career and technical courses as well as degree major courses for your institution’s plan of study.

1. Crosswalk the Cluster Foundation Knowledge and Skills (available at http://www.careerclusters.org/goto.cfm?id=87) to the content of your existing secondary and postsecondary programs/courses.

2. Crosswalk the Pathway Knowledge and Skills (available at http://www.careerclusters.org/goto.cfm?id=29) to the content of your existing secondary/postsecondary programs and courses.

3. Based on the crosswalks in steps 1 and 2, determine which existing programs/courses would adequately align to (cover) the knowledge and skills. These programs/courses would be revised to tighten up any alignment weaknesses and would become a part of a sequence of courses to address this pathway.

4. Based on the crosswalks in steps 1 and 2, determine what new courses need to be added to address any alignment weaknesses.

5. Sequence the content and learner outcomes of the existing programs/courses identified in step 3 and new courses identified in step 4 into a course sequence leading to preparation for all occupations within this pathway. (See list of occupations on page 1 of this document.)

6. The goal of this process would be a series of courses and their descriptions. The names of these courses would be inserted into the Career and Technical Courses column on the Plan of Study on page 1 of this document.

7. Below is a sample result of steps 1-6, and these course titles are inserted into the Plan of Study on page 1 of this document.

8. Crosswalk your state academic standards and applicable national standards (e.g., for mathematics, science, history, language arts, etc.) to the sequence of courses formulated in step 6.
Below are suggested courses that could result from steps 1-6 above. However, as an educational institution, course titles, descriptions and the sequence will be your own. This is a good model of courses for you to use as an example and to help you jump-start your process.

Course content may be taught as concepts within other courses, or as modules or units of instruction.

The following courses are based on the Cluster Foundation Knowledge and Skills found at http://www.careerclusters.org/goto.cfm?id=87. These skills are reinforced through participation in student organization activities.

#1: Business Essentials: This is a core course designed to give students an overview of the Business, Marketing and Finance Career Cluster occupations. Students will develop an understanding of how academic skills in mathematics, economics, and written and oral communications are integral components of success in these occupations. Students will examine current events to determine their impact on business and industry and legal and ethical behavior, acquire knowledge of safe and secure environmental controls to enhance productivity, determine how resources should be managed to achieve company goals, and identify employability and personal skills needed to obtain a career and be successful in the workplace. As students learn about different types of business ownership, they will interpret industry laws and regulations to ensure compliance, identify principles of business management, and analyze business practices to determine ethics and social responsibilities. This may be taught as a career exploration course in conjunction with other foundation Career Cluster courses.

#2: Business Technology Applications: This course is designed for those students who have not mastered knowledge and skills related to business technology applications prior to entry into high school. This course is designed to assist students in developing technological proficiencies demanded by business. The course should utilize various forms of input technologies to cover units of instruction that may include word processing applications, spreadsheet development, database management, presentations, electronic communication, Internet services, graphics, desktop publishing, basic Web design, interactive media, ethical issues and careers in business using technology applications. Students may be given opportunities for completing industry certification requirements.

The following courses are based on the Cluster Foundation Knowledge and Skills as well as the Pathway Knowledge and Skills found at http://www.careerclusters.org/goto.cfm?id=29. These skills are reinforced through participation in student organization activities.

#3: Business Finance: This course introduces principles of business and management. Topics include basic business principles, personal finance, management, systems thinking, quality management and the current environment for business in a multinational marketplace.

#4: Accounting: This course provides a comprehensive introduction to basic financial accounting including recording, summarizing and reporting, principles of income measurement and asset valuation, accounting systems and controls.

The following courses expose students to Pathway Knowledge and Skills found at http://www.careerclusters.org/goto.cfm?id=29 and should include appropriate student organization activities. A work-based component may be included in each of the following courses.

#5: Principles of Marketing: This course introduces the general principles and practices underlying the processes of marketing. Specific content includes the role of marketing in society, working with customers, product management, channels of distribution, pricing concepts, promotional activity, research and planning within an economic and business environment.

#6: Fundamentals of Insurance Services: Students will develop skills related to insurance services including life, health and property insurance as they gain product knowledge of the industry. Students will examine the characteristics of insurance policies and learn insurance terminology used to explain insurance risks and benefits. Students will examine characteristics to distinguish between policy types and coverage, and create and/or complete insurance-related documents to process information. This course presents effective techniques used to gather client information. Students will utilize available techniques to serve customers including providing timely, accurate information to meet customer needs and utilize a process to resolve customer complaints or answer their questions effectively.

#7: Insurance Underwriting Operations: Students will examine characteristics to explain underwriting functions. Students will research insurance risks to determine how to meet/exceed company objectives, process information to develop quotes for clients, identify the process to issue a policy and add endorsements, follow the process to renew policies and use company procedures to adjust claims.

#8: Risk Management: This course provides a broad introduction to the subject of risk management. It explores both the positive and negative aspects of risk and strategies to improve knowledge and practical skills in the identification, assessment and control of business risk.

#9: Regulatory Compliance in Insurance Services: This course requires students to research regulatory insurance requirements to assure compliance in insurance services. Students will examine state publications to identify regulation requirements, identify and participate in industry-sponsored training to advance in an insurance career, and plan appropriate education activities to obtain a state insurance license.

#10: Services Marketing: This course includes exploration and study of the nature of service organizations and the principles which guide the marketing of their products. Emphasis will be placed upon a marketing mix that is fundamentally different than that found in traditional goods marketing.