

Textbook Adoption Fall 2021

Textbook Committee Recommendations

The South Carolina State Department of Education made the decision to begin the textbook adoption process for the career and technical education (CTE) courses listed below in September of the 2021-2022 school year.

High School

- Advertising
- Baking and Pastry
- Business Finance
- Culinary Management 1,2
- Digital Media Marketing
- Digital Publication Design
- Fashion, Fabric, and Design 1,2
- IT Fundamentals
- Media Technology 1,2,3,4
- Merchandising
- Networking
- Personal Finance
- Sports and Entertainment Management
- Virtual Enterprise 1,2,3,4

Middle School

- Introduction to Career Clusters
- Keyboarding

All of the textbooks adopted by the SC State Board of Education for the 2021-2022 school year were reviewed by HCS committees. The committees included representative parents, classroom teachers, ESOL teachers, principals, and district staff. School-level representatives were instructed to vote based on input from all appropriate teachers in their schools. In addition, based on a recommendation by the Curriculum and Instruction Committee, all members of the advisory boards (62 total) were invited to sign up to participate on a committee. Materials were set up on display at the district office for the parents who signed up to review.

High School

Advertising

This course is designed to introduce the concepts of advertising and planning strategies, communication skills, and career development. Advertising content includes media selection, design, and the preparation of ads for various media.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of teachers from one school, an administrator, a parent, and an ESOL representative. (The course is offered at Carolina Forest High School.)

Committee Recommendation: Advertising and Sales Promotion, Cengage Learning, Inc.

Baking and Pastry

Baking and Pastry for secondary students is a course that provides students an opportunity to develop foundational skills needed for a seamless transition to a postsecondary program, workforce, or military. Students will develop advanced skills in safety and sanitation in addition to management and professionalism. Specialized content includes units on formulas and techniques, basic baking principles, specialized dietary baking, breads, desserts and pastries, and advanced techniques for specialty cakes, confections, piping, plate presentation, and flavor pairing.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of a teacher from one school, an administrator, a parent, and an ESOL representative. (This course is offered at Academy for Technology & Academics.)

Committee Recommendation: **Professional Baking, John Wiley and Sons**

Business Finance

This course is designed to provide students with an understanding of how corporations, organizations, and businesses handle money. Concepts include the management of money, accounting methodologies, investing strategies, and effective financial management.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of a teacher from one school, an administrator, a parent, and an ESOL representative. (This course is offered at St. James High School.)

Committee Recommendation: **Business Finance, Cengage Learning**

Culinary Management 1 and 2

Culinary Management 1: This course emphasizes skills in the following areas: cuisines, culinary basics, culinary mathematics, dining room operations, food production techniques, food service management, menus nutrition, professionalism, recipes, safety and sanitation, and sustainability. Integration of the Family and Consumer Sciences co-curricular student organization, Family Careers, and Community Leaders of America (FCCLA) and SkillsUSA, greatly enhances the learning experience. Employment opportunities and qualifications are explored as well as industry certifications.

Culinary Management 2: This course applies and expands upon the skills learned in Culinary Arts 1. Students will gain valuable experiences in the following: cuisines, culinary basics, culinary mathematics, dining room operations, food production techniques, food service management, menus, nutrition, professionalism, recipes, safety and sanitation, and sustainability.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of a teacher from one school, an administrator, a parent, and an ESOL representative. (This course is offered at Academy for Technology & Academics.)

Committee Recommendation:

Culinary Management 1: Introduction to Culinary Arts, Savvas Learning

Culinary Management 2: The Culinary Professional, Goodheart-Willcox Company

Digital Media Marketing

This course examines all aspects of advertising and digital media marketing. Students will creatively plan, design, and develop an advertising campaign for a product or service using real-world applications and considerations. Students will integrate technology commonly used in the advertising industry.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of a teacher from three schools, an administrator, a parent, and an ESOL representative. (This course is offered at Aynor High School, Loris High School and North Myrtle Beach High School.)

Committee Recommendation: Digital Media: Concepts and Applications, Cengage Learning

Digital Publication Design

The Digital Publication Design course allows students to use their creativity to produce business and personal publications. Students create, format, illustrate, design, edit/revise, and print publications including newsletters, flyers, brochures, reports, advertising materials, catalogs, posters, and other publications. Students who excel have the opportunity to earn a nationally-recognized Adobe certification.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of teachers from three schools, an administrator, a parent, and an ESOL representative. (The course is offered at Academy for Technology & Academics, Conway High School, and Green Sea Floyds High School.)

Committee Recommendation: Digital Media: Concepts and Applications, Cengage Learning

Fashion, Fabric, and Design 1, 2

Fashion, Fabric, and Design: The course emphasizes critical thinking skills needed for making wise consumer choices and career decisions. Integration of the Family and Consumer Sciences (Pre-PAC) competencies and the student organization, (FCCLA), greatly enhances this curriculum.

Fashion, Fabric, and Design: This course is designed to develop advanced skills in the selection, purchase, design, care, and construction of textile products. Contextual learning experiences further develop critical thinking skills needed for success in the professional environment and merchandising.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of teachers from two schools, an administrator, a parent, and an ESOL representative. (The course is offered at Aynor High school and St. James High School.)

Committee Recommendation: Apparel: Design Textiles, and Construction, Goodheart-Willcox Learning Company

IT Fundamentals

The IT Fundamentals course is designed to prepare the student to take the CompTIA IT Fundamentals certification exam. Instruction includes IT literacy, environmental and safety concepts, operating systems, software, hardware, networking, alternative technologies, security, and computational thinking. Students utilize the skills and qualities of the S.C. Profile of the Graduate to analyze and solve problems within the IT industry.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of teachers from two schools, an administrator, a parent, and an ESOL representative. (The course is offered at Academy for the Arts, Science, and Technology and St. James High School.)

Committee Recommendation: Introduction to Computers and Informational Technology, Savvas Learning Company

Media Technology 1,2,3,4

In the Media Technology program, students will explore the general field of communications focused primarily on media production industries. Students will get hands-on experience in basic production techniques for audio, video, and film. They will work collaboratively while writing, producing, directing, and editing projects of increasing complexity, using industry-standard software and equipment. Students will also learn about related fields such as graphic design, broadcast journalism, animation, sound design and engineering, special effects, online media development, marketing, and corporate communications. Program completers will compile their works for inclusion in a portfolio, for use in this program of study, the workforce, or postsecondary education.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of teachers from one school, an administrator, a parent, and an ESOL representative. (The course is offered at the Academy for the Arts, Science, and Technology.)

Committee Recommendation: Television Production and Broadcast Journalism, The Goodheart-Willcox Company

Merchandising

This course prepares individuals to understand the process of merchandising as it relates to the resale of products and product lines for stores, chains, and other retail enterprises. Concepts included in the course are merchandising, branding, purchasing, buying, and display.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of teachers from one school, an administrator, a parent, and an ESOL representative. (The course is offered at North Myrtle Beach High School.)

Committee Recommendation: Retailing and E-tailing, The Goodheart-Willcox Company

Fundamentals of Networking, Advanced Networking

Students in the Networking program will perform networking tasks commonly performed by systems administrators, network administrators, network engineers and related careers. Students manage hardware and software network components including IP configuration, setting up wireless and wired networks, managing networks, basic network security, software updates, hardware upgrades and network protocols. Students will learn about configuring and maintaining networks in home and corporate environments. Upon completion of the two courses, students will be prepared to earn nationally-recognized industry certifications.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of teachers from one school, an administrator, a parent, and an ESOL representative. (The course is offered at Academy for the Arts, Science, and Technology.)

Committee Recommendation:

Fundamentals of Networking: Network and Guide to Networks, Cengage Learning, Inc.

Advanced Networking: Network and Guide to Networks, Cengage Learning, Inc.

Personal Finance

The Personal Finance course introduces students to the fundamentals of personal finance, which include budgeting, credit and lending processes, maintaining accounts, evaluating investments, managing

financial risk, computing taxes, and analyzing the basic elements of finance. Students will be exposed to the tools and knowledge to make sound financial decisions for life.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of teachers from four schools, an administrator, a parent, and an ESOL representative. (The course is offered at Academy for Technology & Academics, Carolina Forest High School, Myrtle Beach High School, and St. James High School.)

Committee Recommendation: Managing Your Personal Finances, Cengage Learning

Sports and Entertainment Management

Sports and Entertainment Management is the study of marketing from the decision-makers' view in the sports and entertainment industry. The Sports and Entertainment manager plans and controls various marketing aspects of a company or a team in terms of the marketing concept. This course continues the analysis of the marketing functions including product pricing, distribution, promotion, segmentation, and selling products. The addition of business and accounting fundamentals such as team management and leadership skills, strategic and operations management, human resources, and developing budgets, expands upon the managerial aspect. Finally, this course includes an in-depth analysis of the sports and entertainment industry to include managing amateur, adaptive, and recreational sports, college and professional sports, venue and event management. Upon completion of Marketing and Sports and Entertainment Management courses, students are concentrating on becoming effective marketing managers.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of a teacher from one school, an administrator, a parent, and an ESOL representative. (The course is offered at North Myrtle Beach High School.)

Committee Recommendation: Sports and Entertainment Marketing Updated, Cengage Learning

Virtual Enterprise 1,2,3,4

The Operations Management program of study allows students to experience all areas of management of a business within a simulated environment. Students assume positions in accounting, management, information technology, legal, human resources, marketing, insurance, and business finance. Working collaboratively, students run simulated businesses in their schools as well as engage in virtual trading with other virtual businesses. The program provides students with opportunities to participate in-school work experience that will develop college and career ready skills. Opportunities to participate in organized competitions on local, state, and national levels are integral to the course.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of a teacher from one school, an administrator, a parent, and an ESOL representative. (The course is offered at Loris High School.)

Committee Recommendation: Entrepreneurship: Owning Your Future, Savvas Learning Company

Middle School

Introduction to Career Clusters

Introduction to Career Clusters is designed to provide middle schools with a course in which students are introduced to career possibilities in the sixteen national career clusters adopted by the South Carolina

Department of Education. Students will have an opportunity to explore job tasks and career opportunities in each cluster while identifying pathways from high school to post-secondary education and the workplace. Students will learn skills needed for success in college and careers with relevance to academic standards. This course provides exposure to help each student gain an understanding of careers in order to assist in the development of an initial Individual Graduation Plan (IGP) in the 8th grade.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of teachers from two schools, an administrator, a parent, and an ESOL representative. (The course is offered at Myrtle Beach Middle School and Ocean Bay Middle School.)

Committee Recommendation: Investigating Your Career, Cengage Learning

Keyboarding

The Keyboarding course is designed for middle school students to master the skill of entering alphabetic, numeric, and symbolic information on a keyboard and a ten-key pad using the touch method of key stroking. Emphasis is placed on development of accuracy and speed, proper techniques, and correct finger positions. Students will further develop and enhance touch skills for entering information using a keyboard to compose and produce personal, educational, and professional documents. Digital literacy, composition, and language skills are embedded throughout the course.

This committee was led by the Coordinator for CTE Program Quality. The committee was composed of teachers from six schools, an administrator, a parent, and an ESOL representative. (The course is offered at Aynor Middle School, Forestbrook Middle School, Loris Middle School, Socastee Middle School, Ten Oaks Middle School, and Whittemore Park Middle School.)

Committee Recommendation: Paradigm Keyboarding and Applications 1: Using MS Word 2013, Sessions 1-60, Carnegie Learning
Paradigm Keyboarding and Applications 1: Using MS Word 2013, Sessions 61-120, Carnegie Learning