Summer 2024

WHAT'S NEW

StrongMind provides relevant, comprehensive, and high-quality Career and Technical Education courses to give students the opportunity to explore careers, gain skills in CTE fields, and earn certificates that will allow them to move forward in their career path.

TIMELINE OF DELIVERY AND COMMUNICATIONS

These newly designed courses will be customer-ready in Summer 2024. Your Customer Success Manager will coordinate delivery to your learning management system.

NEW COURSE INFORMATION

Business Innovation and Startups (1 of 1)	SCED ID: 12 099 G 0912 0101	Grades: 9 - 12	Availability: August 2024

Course Description: Business Innovation and Startups (1 of 1) is designed to introduce students to the entrepreneurial process, from ideation to execution, fostering a mindset geared towards innovation and business development. Students will delve into key concepts such as market research, business model creation, funding strategies, and the legal aspects of starting a business. This curriculum encourages critical thinking and problem-solving skills, enabling students to conceptualize, develop, and pitch their own startup ideas. The program aims to cultivate the next generation of entrepreneurs, equipped with the knowledge and skills to navigate the challenges of the startup ecosystem.

Materials Required: None

Improvements:	Related Course Information / Delivery Date:
• The course is designed to provide students with instruction, videos, projects, discussions, and graphics to help students master Business Innovation and Startups concepts including real-world applications. • This newly developed course in StrongMind's familiar format provides consistency of structure for students.	Not applicable

Course Scope and Sequence Business Innovation and Startups (1 of 1)

Unit 1: Into the Innovation Landscape
- Lesson 1: *Unveiling Innovation in Businesses*
- Lesson 2: *Spotting Trends in Businesses*
- Lesson 3: *Contrasting Sustaining and Disruptive Innovation*
- Lesson 4: *Understanding Design Thinking*
- Lesson 5: *Introducing the Innovation Ecosystem*

Unit 2: How Do You Build a Startup?
- Lesson 6: *Knowing the Components of a Pitch*
- Lesson 7: *Understanding the Lean Startup Methodology*
- Lesson 8: *Building a Minimum Viable Product*
- Lesson 9: *Introducing User Testing*
- Lesson 10: *Forming a Startup Team*

Unit 3: Funding Your Innovation
- Lesson 11: *Bootstrapping vs. Funding*
- Lesson 12: *Angel Investors and Venture Capital*
- Lesson 13: *The How-Tos of an Effective Business Pitch*
- Lesson 14: *Components of a Compelling Business Plan*
- Lesson 15: *Crowdfunding in Startups*

Unit 4: Knowing the Legal and Regulatory Frameworks
- Lesson 16: *Intellectual Property Rights*
- Lesson 17: *Business Structures and the Registration Process*
- Lesson 18: *Legal Compliance for Business Startups*
- Lesson 19: *Ethical Concerns in Business Innovation*
- Lesson 20: *Legal Frameworks for Emerging Technologies*

Unit 5: Welcome to the Future of Innovation
- Lesson 21: *Emerging Technologies and Their Impact*
- Lesson 22: *Sustainability and Innovation*
- Lesson 23: *The Sharing Economy and Platform Businesses*
- Lesson 24: *Design Thinking for Social Impact*
- Lesson 25: *The Future of Work and Innovation*

Unit 6: Success Stories and Inspirations
- Lesson 26: *Reaching a Global Audience*
- Lesson 27: *Preventing Innovation Failures*
- Lesson 28: *Scouting Global Innovation Hubs*
- Lesson 29: *Building a Culture of Innovation*
- Lesson 30: *Final Review & Final Exam*

Career Planning (1 of 1)	SCED ID: 22 151 G 0912 0101	Grades: 9 - 12	Availability: June 2024

Course Description: Career Planning (1 of 1) assists students in identifying their interests, strengths, and values, guiding them towards making informed decisions about their future careers and educational pathways. It provides the students with a fundamental understanding of various career fields they can explore. This curriculum covers essential topics such as self-assessment, labor market exploration, resume building, and interviewing skills. Students will also learn about networking, goal setting, and the importance of adaptability in the workforce. The course aims to empower students with the knowledge and tools necessary to navigate their individual career journeys confidently and effectively.

Materials Required: Students: printer and printer paper (for printables), printables, pen or pencil

Improvements:	Related Course Information / Delivery Date: Not applicable

- This newly developed course in StrongMind's familiar format provides consistency of structure for students.
- Engaging Media: Lessons include videos and graphics to boost engagement and comprehension.
- Career-Specific Content: Lessons feature both baccalaureate and non-baccalaureate career pathways, ensuring a broad understanding of various careers.
- In the Career Toolkit Project, Students begin to build their job search skills through the steps in the project:
  - Step 1: Matching Careers for You
  - Step 2: Writing Your Resume
  - Step 3: Answering Like a Pro
  - Step 4: Researching Internships
  - Step 5: Goal Setting for Success

Course Scope and Sequence Career Planning (1 of 1)

Unit 1: Exploring Careers
- Lesson 1: *Career Dreams*
- Lesson 2: *Career Self-Assessment*
- Lesson 3: *Education and Training*
- Lesson 4: *Traditional and Non-Traditional Jobs*
- Lesson 5: *Career Planning*

Unit 2: Careers in Human Services and Social Engagement
- Lesson 6: *Human Services*
- Lesson 7: *Law, Public Safety, Corrections & Security*
- Lesson 8: *Government & Public Administration*
- Lesson 9: *Education & Training*
- Lesson 10: *Hospitality & Tourism*

Unit 3: Careers in Business, Finance, and Innovation
- Lesson 11: *Business Management & Administration and Finance*
- Lesson 12: *Marketing, Sales & Service*
- Lesson 13: *Manufacturing*
- Lesson 14: *Architecture & Construction*
- Lesson 15: *Transportation, Distribution & Logistics*

Unit 4: Keeping a Job
- Lesson 16: *Communication and Collaboration*
- Lesson 17: *Creativity and Innovation*
- Lesson 18: *Time Management*
- Lesson 19: *Financial Management*
- Lesson 20: *Personal Wellbeing and Wellness*

Unit 5: Careers in STEM
- Lesson 21: *Science, Technology, Engineering & Mathematics*
- Lesson 22: *Agriculture, Food & Natural Resources*
- Lesson 23: *Health Science*
- Lesson 24: *Information Technology*
- Lesson 25: *Arts, A/V Technology & Communication*

Unit 6: Getting a Job
- Lesson 26: *Job Search Tools*
- Lesson 27: *Resumes and Portfolios*
- Lesson 28: *Job Interview Skills*
- Lesson 29: *Applying for Internships*
- Lesson 30: *Creating Career Goals*

Careers in Healthcare (1 of 1)	**SCED ID:** 14 001 G 0912 0101	**Grades:** 9 - 12	**Availability:** June 2024

Course Description: Careers in Healthcare (1 of 1) provides students with a comprehensive overview of the diverse and dynamic field of healthcare, highlighting the various career pathways available. Students will engage with topics such as patient care, medical ethics, healthcare administration, and public health, gaining insight into the skills and education required for different roles. The course will build an understanding of the challenges and rewards of working in health care and inspire students to pursue further education and careers in this critically important and evolving sector.

Materials Required: printables (see Course Syllabus for link), printer and printed paper (for printables)

Improvements:	Related Course Information / Delivery Date:
• This newly developed course in StrongMind's familiar format provides consistency of structure for students. • Lessons are structured to enhance readability, starting with engaging hooks and ending with comprehensive wrap-ups. • The curriculum includes both baccalaureate and non-baccalaureate career pathways, ensuring a broad understanding of healthcare careers. • The use of appealing graphics, culturally diverse images, and varied assessment types with multiple attempts and feedback for student practice and review.	Not Applicable

Course Scope and Sequence Careers in Healthcare (1 of 1)

Unit 1: Careers in Healthcare Courses
- Lesson 1: *Strengths and Skills*
- Lesson 2: *Academic and Technology*
- Lesson 3: *Safety, Responsibility, and Flexibility*
- Lesson 4: *Ethics, Legal Responsibilities, Leadership, and Teamwork*
- Lesson 5: *Communication, Problem Solving, and Critical Thinking*

Unit 2: Careers in Therapeutic Services
- Lesson 6: *Introduction to Therapeutic Services*
- Lesson 7: *Academic and Skills Requirements in Therapeutic Services*
- Lesson 8: *Registered Nurse and Physician/Medical Doctor*
- Lesson 9: *Dentist and Psychiatrist*

Unit 4: Careers in Health Informatics and Support Services
- Lesson 16: *Introduction to Health Informatics and Support Services*
- Lesson 17: *Academic and Skills Requirements in Health Informatics and Support Services*
- Lesson 18: *Health Information Coder and Environmental Health and Safety Technician*
- Lesson 19: *Medical Assistant and Biomedical/Clinical Technician*
- Lesson 20: *Challenges, Trends, and Pathways in Health Informatics and Support Services*

Unit 5: Careers in Biotechnology Research and Development
- Lesson 21: *Introduction to Biotechnology Research and Development Pathway*

- Lesson 10: *Challenges, Trends, and Pathways in Therapeutic Services*

Unit 3: Careers in Diagnostic Services
- Lesson 11: *Introduction to Diagnostic Services*
- Lesson 12: *Academic and Skills Requirements in Diagnostic Services*
- Lesson 13: *Medical Laboratory Technician and Phlebotomist*
- Lesson 14: *Diagnostic Medical Sonographer and Radiologic Technologist*
- Lesson 15: *Challenges, Trends, and Pathways in Diagnostic Services*

- Lesson 22: *Academic and Skills Requirements in Biotechnology Research and Development Pathway*
- Lesson 23: *Clinical Research Associate and Biotechnology Data Scientist*
- Lesson 24: *Regulatory Affair Specialist and Geneticist*
- Lesson 25: *Challenges, Trends, and Pathways in Biotechnology Research and Development*

Unit 6: Advancing Careers in Health Sciences
- Lesson 26: *Creating a Career Path in Healthcare*
- Lesson 27: *Internships and Hands-on Experience*
- Lesson 28: *Applying for a Job in Healthcare Services*
- Lesson 29: *Network in Healthcare Careers*
- Lesson 30: *Advancement in Healthcare Services*

History of Gaming and eSports (1 of 1)	SCED ID: 10 249 G 0912 0101	Grades: 9 - 12	Availability: September 2024

Course Description: History of Gaming and eSports (1 of 1) offers students an immersive journey through the evolution of video games and the rise of eSports, from their humble beginnings to their current status as a global phenomenon. This curriculum covers a range of topics including the technological advancements in gaming, cultural impacts, business models, and the development of competitive gaming scenes. Additionally, students will explore career opportunities within the gaming industry and the skills required to succeed. The course is designed to engage students with interactive learning experiences and critical thinking about the social, economic, and educational aspects of gaming and eSports.

Materials Required: None

Improvements:	Related Course Information / Delivery Date:
• This newly developed course in StrongMind's familiar format provides consistency of structure for students.	Not Applicable

Course Scope and Sequence History of Gaming and eSports (1 of 1)*

Unit 1: The Dawn of Video Gaming
- Lesson 1: *Introduction to Gaming: Past to Present*
- Lesson 2: *Early Arcade Games*
- Lesson 3: *Atari 2600*
- Lesson 4: *Nintendo Entertainment System (NES)*
- Lesson 5: *Game Boy*

Unit 4: Evolution of eSports
- Lesson 16: *From Arcades to International Competitions*
- Lesson 17: *StarCraft: eSports in South Korea*
- Lesson 18: *League of Legends: A Global Phenomenon*
- Lesson 19: *The International: Dota 2's Legacy*
- Lesson 20: *eSports Goes Mainstream*

Unit 2: Advancing Play: 16-bit Beginnings to Multiplayer Phenomena
- Lesson 6: *SEGA Genesis*
- Lesson 7: *Nintendo 64*
- Lesson 8: *PlayStation*
- Lesson 9: *PC Gaming*
- Lesson 10: *LAN Parties and MMOs*

Unit 3: Gaming Goes Mainstream
- Lesson 11: *Xbox and Online Gaming*
- Lesson 12: *PlayStation 2*
- Lesson 13: *Nintendo Wii*
- Lesson 14: *Gaming on Smartphones*
- Lesson 15: *Virtual Reality: A New Dimension*

Unit 5: Game Design Essentials: From Mechanics to Impact
- Lesson 21: *Principles of Great Game Design*
- Lesson 22: *Interface and Immersion*
- Lesson 23: *Sandbox Games*
- Lesson 24: *Games and Society*
- Lesson 25: *Ethics in Gaming*

Unit 6: Building a Future in Gaming and eSports
- Lesson 26: *Graphics Evolution: From Pixels to Realism*
- Lesson 27: *Online Multiplayer: Connecting the World*
- Lesson 28: *Streaming Culture: Twitch & YouTube*
- Lesson 29: *Emerging Technologies in Gaming*
- Lesson 30: *Final Review & Final Exam*

Social Media Marketing (1 of 1)	SCED ID: 12 169 G 0912 0101	Grades: 9 - 12	Availability: August 2024

Social Media Marketing (1 of 1) is designed to equip students with the skills necessary to navigate the dynamic world of digital marketing, focusing primarily on leveraging social media platforms. Throughout the course, learners will explore topics such as brand management, content creation, data analytics, and audience engagement strategies, enabling them to craft effective marketing campaigns. This curriculum aims to prepare students for future careers in marketing by providing knowledge of the tools and techniques used by industry professionals.

Students will be required to create and use accounts on Facebook, Twitter (X), and Instagram. This hands-on experience is essential for understanding digital marketing strategies and engaging in real-world marketing activities, analyzing data, and developing audience-focused content.

Materials Required: Social Media Account (Facebook, Instagram, X [Twitter])

Improvements:	Related Course Information / Delivery Date:
- Comprehensive Coverage of Social Media Platforms: The course provides in-depth knowledge about the primary uses, features, and differences of major social media platforms such as Facebook, X, Instagram, and Snapchat. It includes a breakdown of how each platform can be leveraged for marketing purposes, which is fundamental for understanding platform-specific strategies.	Not applicable

- Detailed Discussions on Ethical and Unethical Practices: A significant part of the course focuses on distinguishing between ethical and unethical practices in social media marketing. This is crucial for preparing students to navigate the complexities of digital marketing ethically and legally, ensuring they are aware of the implications of their marketing strategies.
- Data-Driven Insights: The course emphasizes the importance of data in social media marketing. Students are trained to collect, interpret, and apply data from various metrics like engagement rates, impressions, and conversions. This approach helps in optimizing marketing efforts and making evidence-based decisions.
- This newly developed course in StrongMind's familiar format provides consistency of structure for students.

Course Scope and Sequence Social Media Marketing (1 of 1)

Unit 1: Introduction to Social Media Marketing
- Lesson 1: *The Development of Social Media*
- Lesson 2: *Components of Social Media Marketing*
- Lesson 3: *Ethical and Responsible Social Media Marketing*
- Lesson 4: *Careers in Social Media Marketing*
- Lesson 5: *Get Started with Social Media Marketing*

Unit 2: The How-Tos of Building Customer Engagement
- Lesson 6: *Determining the Target Audience*
- Lesson 7: *Planning for Customer Engagement*
- Lesson 8: *Measuring Customer Engagement*
- Lesson 9: *Developing Social Media Strategies*
- Lesson 10: *Reaching Target Audience through Social Media*

Unit 3: How to Produce Engaging Content
- Lesson 11: *Elements of Content Creation*
- Lesson 12: *Components of Written Social Media Content*
- Lesson 13: *Visual Content in Social Media Marketing*
- Lesson 14: *Principles of User Experience Design*
- Lesson 15: *Search Engine Optimization for Digital Marketing*

Unit 4: Marketing Information Management
- Lesson 16: *Fundamentals of Market Research*
- Lesson 17: *Data Collection and Analysis*
- Lesson 18: *Consumer Behavior and Psychology*
- Lesson 19: *Competitor Analysis in Social Media Marketing*
- Lesson 20: *Marketing Strategy Development*

Unit 5: Social Media Analytics and Emerging Trends
- Lesson 21: *Understanding Social Media Analytics*
- Lesson 22: *Analyzing Social Media Engagement*
- Lesson 23: *Interpreting Social Media Trends*
- Lesson 24: *Implementing Social Media Analytics*
- Lesson 25: *Knowing Data Analytics in a Global Perspective*

Unit 6: Capstones and Careers in Social Media Marketing
- Lesson 26: *Capstone Project Planning*
- Lesson 27: *Project Implementation and Evaluation*
- Lesson 28: *Career Pathways in Social Media Marketing*
- Lesson 29: *Networking and Developing a Professional Brand*
- Lesson 30: *Final Review & Final*