



# Institute of Business and Technology at Brandon High School



This application is also available electronically at: <https://forms.office.com/r/ha8qpggvaS>

Parent/Guardian and student MUST sign the application at the bottom.

## Student Information

Student's Last Name, First Name:	School Grade Next Year (circle one) 9   10   11   12
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Student Email Address:

Date of Birth:	Student Number:	Home Phone:
		Cell Phone:

Current Address:

City:	State:	ZIP:
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## Parent / Guardian Information

Parent's Name:

Parent Email Address:

Home Phone:	Cell Phone:	Work Phone:
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Current Address (if different from student):

City:	State:	ZIP:
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## Extra-Curricular Activities

Clubs/Organizations that you are involved with:

Community Service:

Signature of Student:	Date:
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Signature of Parent/Guardian:	Date:
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**Choose your program on the back**





# Institute of Business and Technology



## Academy and Track Descriptions



### Academy of Finance & Entrepreneurship (AOFE)

The academy gives high school students an opportunity to learn about and prepare for college and/or careers in business, entrepreneurship, and the financial services industry. Emphasis is placed upon a college preparatory curriculum that is directly linked to the financial world. Brandon's Academy of Finance was awarded NAF's highest honor in 2021, 2022, and 2023 as a "Distinguished" Academy. Program courses include: Business Communications Technology, Accounting Applications (H), Summer Internship, Personal Financial Planning (H), and Business Ownership (VEI). AOF students that complete the Finance Track are eligible to apply for the \$20,000 William A. Gregory Foundation Scholarship. FBLA is the co-curricular student organization for students in AOFE. Students have the opportunity to attain industry certification in Entrepreneurship & Small Business, CIW Social Media Strategist, Intuit Project Management Ready, Certified Bookkeeping Professional, and Intuit Quickbooks.



### Academy of Information Technology (AOIT)

Students choose one of three tracks: IT, 3D Animation, or TV Production. The AOIT partners with industry leaders to provide state-of-the-art equipment and instruction leading to a high-tech career and/or college. In 2020, the academy was awarded the status of "Model" Academy. Students can graduate with industry certification in Adobe, CompTIA IT, Microsoft Azure, Storyboard Pro, Intuit Project Management Ready, Entrepreneurship and Small Business and CIW Social Media, and have job experience in their chosen field. Students are able to meet Florida industry leaders through job shadow field trips. Program courses include: Digital Information Technology, AP Computer Science, Summer Internship, Cloud Virtualization, Web Development, Cybersecurity, Web Design, Python Programming, Social Media, and TV Production. FBLA (Future Business Leaders of America) is the co-curricular student organization for IT students.

### AOFE Entrepreneurship Track

This AOFE track offers a sequence of courses that is guided by a task-based curriculum rather than a textbook. Through the Network For Teaching Entrepreneurship (NFTE) and Virtual Enterprises International (VEI) programs, academy students operate and produce materials that are required in a real business. The purpose of this program is to introduce students to the concept of entrepreneurship, present entrepreneurship as a viable career option, provide students with the skills needed to realistically evaluate their potential as business owners, and to develop the fundamental knowledge and skills necessary to start and operate a business. Students have the opportunity to attain an industry certification in Entrepreneurship & Small Business, CIW Social Media Strategist, Intuit Quickbooks and participate in regional, national, and international business plan competitions and trade shows.

### AOIT Academy of Social Media Marketing Track

This AOIT track is to introduce students to the practice and theory of communications marketing. In the first course, Media Production, students learn the basics of media production using the media tools of photography, film, video, audio production, and interactive media. Students apply these fundamentals by participating in hands-on group projects. Next, course two is Foundations of Journalism through Social Media. In year three, students have the choice of either taking Photojournalism OR AICE Digital Media & Design. In year four, students will take Business Ownership and participate in running a virtual company by handling the marketing and social media aspects of the business. There will also be opportunities to participate in internships through different media channels.

### Customer Service Representative Academy

This program provides instruction in the basic principles of customer service: the identification and classification of customer service, technology literacy related to customer service, the human relations, leadership, organization, and communication skills necessary for success in the customer service industry, and the terminology applicable to customer service. Students have the opportunity to attain industry certification in Intuit Project Management Ready and CIW Social Media Strategist and will gain work experience by assisting staff and faculty. Program courses include Digital Information Technology, Customer Service I, II, and III.

### AOIT Television Production Technology Track

The TV Production program provides opportunities for students to develop skills in basic camera operation; post-production skills in graphics, audio, and editing; scriptwriting and storyboarding; skills in direction; and production of video projects. T.V. Meets the Performing Arts requirement. Courses include TV Production I, II, III & IV. Upper level classes are responsible for creating weekly school videos. Students have the opportunity to attain industry certifications in Adobe After Effects, Adobe Premier Pro and Storyboard Pro (Toon Boom).

Rank your top three choices of the following Career and Technical Programs in the order of your interest (ie – 1 being most interested and 3 being the least interested). For more academy information go here:

<https://www.hillsboroughschools.org/domain/2467>

Academy of Finance & Entrepreneurship (NAF)

\_\_\_\_\_ Finance Track

\_\_\_\_\_ Entrepreneurship Track

\_\_\_\_\_ Customer Service

Academy of Information Technology (NAF)

\_\_\_\_\_ Information Technology Track

\_\_\_\_\_ Television Production Technology Track

\_\_\_\_\_ Social Media Marketing Track

**Return completed form to: Brandon High School Attn: Dawnelle Stafford, Business Technology**

**Mail:** Brandon High School, 1101 Victoria Street, Brandon, FL 33510

**Fax:** (813) 744-8129

**Email:** [dawnelle.stafford@hcps.net](mailto:dawnelle.stafford@hcps.net)

If applying through HCPS Choice, you MUST also complete the online district application at:

<https://community.sdhc.k12.fl.us/wps/portal/community/sdhc.home/choice/application/apply>