

BUSINESS & MARKETING EDUCATION

ELECTIVE COURSES	GRADES	PREREQUISITES
Finance		
Accounting I	9, 10, 11, 12	
Accounting II	9, 10, 11, 12	Accounting I
Personal Money Management	9, 10, 11, 12	
Honors Building Wealth	10, 11, 12	
Information Technology		
IT Explorations for Business & Marketing	9, 10, 11, 12	
Keyboarding	9, 10, 11, 12	
Computer Applications	9, 10, 11, 12	
Social Media Marketing and Web Design	9, 10, 11, 12	
Video Game Design and Marketing	9, 10, 11, 12	
Web Page Coding for Business	9, 10, 11, 12	
Computer Programming	9, 10, 11, 12	
AP Computer Science	9, 10, 11, 12	Computer Programming
PLTW Honors Computer Science Principles [AHS, BHS only]	10, 11, 12	
Marketing/Management		
Advertising and Sales	9, 10, 11, 12	
Business Management	9, 10, 11, 12	
Hospitality and Tourism	9, 10, 11, 12	
Marketing	9, 10, 11, 12	
Business and Consumer Law	10, 11, 12	
Entrepreneurship	10, 11, 12	
Honors International Business	10, 11, 12	
Honors Business Internship Program	12	Application and interview required.
Honors Marketing and Management Internship Program	12	Application and interview required.

For additional AHS options in Business and Marketing, see STEAM section.

For additional BHS options in Business and Marketing, see CEMS section.

For additional CPHS options in Business and Marketing, see International Baccalaureate section.

For additional CRHS options in Business and Marketing, see Biomedical Sciences and Engineering section.

FINANCE

Accounting I

[Students may earn Articulated College Credit]

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Maintaining accounting records for a service business
- Complete the steps in the accounting cycle to prepare financial statements

Projects, Activities, etc.: Complete the Accounting Cycle for records for a service business using spreadsheet and accounting software. Analyze financial statements to measure the financial health of a business.

Instructional Focus: Hands-on simulation using spreadsheet.

Co-curricular Connection: BPA, DECA

Accounting II

Prerequisite/Selection Process: Accounting I

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Maintaining accounting records for a retail business
- Preparing payroll records for business
- Working with specialized accounting journals

Projects, Activities, etc.: Create and maintain financial records for a retail business using spreadsheet.

Analyze financial statements to measure the financial health of a business through simulations.

Instructional Focus: Hands-on simulation using spreadsheet.

Co-curricular Connection: BPA, DECA

Personal Money Management

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Develop student's financial literacy skills through spending, savings, and investing
 - Create a budget and maintain a checking account
 - Understand taxes and how to file income tax
 - Understand the responsible use of credit
- Projects, Activities, etc.:* Simulate your future finances by researching your potential income, budget for your wants and needs, examine how credit affects your life, understand the costs of credit, maintain a checking account, create a stock portfolio, and file taxes.

Instructional Focus: Hands-on activities and budgeting and stock market simulation.

Co-curricular Connection: BPA, DECA

Honors Building Wealth

Intended Audience: Grades 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Learn the “ins” and “outs” of investing in stocks, bonds, and mutual funds
- Use current market data to choose the best stock and bond mutual funds

Projects, Activities, etc.: Learn how to make money! Use tax advantaged methods of investing, such as 401K plans and IRA's to help your money grow. Additional investment choices will be examined, such as real estate, options, and collectibles. You will have an understanding of Wall Street, the Dow Jones, and various financial markets. Create a stock portfolio and compete with classmates with return on investment.

Instructional Focus: Hands-on activities and speakers

Co-curricular Connection: BPA, DECA

INFORMATION TECHNOLOGY**IT Explorations for Business & Marketing**

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Uses of computers in workplace and daily life
- Basic software skills
- MS Office, Google Docs, Internet research

Projects, Activities, etc.: Computer based projects for workplace readiness

Instructional Focus: Hands-on computerized activities

Co-curricular Connection: BPA

Keyboarding

[Students may earn Articulated College Credit]

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Keying documents for college and career
- Skill development: speed, accuracy, and technique
- Introduction to business documents

Projects, Activities, etc.: Compose, create, and proofread documents such as letters, tables, reports, and flyers.

Instructional Focus: Hands-on computerized activities and keyboarding software

Co-curricular Connection: BPA, DECA

Computer Applications

[Students may earn Articulated College Credit]

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Create Word documents using: table of contents, lists, and tables
- Create Excel documents using: financial functions, data tables, integrated charts, working with multiple Excel worksheets and workbooks
- Create PowerPoint presentations using: themes, animation, and transitions

Projects, Activities, etc.: Use Microsoft Office basic and advanced features to obtain job readiness and college skills in word processing, spreadsheet, and presentations.

Instructional Focus: Hands-on computerized

activities. These skills are essential for success in college and in the career world.

Co-curricular Connection: BPA, DECA

Social Media Marketing and Web Design

[Students may earn Articulated College Credit]

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit, Art Credit

Major Outcomes:

- Investigate online marketing tools such as internet forums, message boards, blogs, social networking, and online graphic design programs
- Develop and use your web design and graphic design skills to create professional, up-to-date web sites that are pleasing to the eye and easy to use

Projects, Activities, etc.: It's all about Facebook, Instagram, Pinterest, Twitter, QR codes and apps. Learn how to use these digital and social media tools in the world of business.

Plan, design, and create multi-page websites.

Instructional Focus: Hands-on computerized activities

Co-curricular Connection: BPA, DECA

Video Game Design and Marketing

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Understand programming concepts to develop a video game
- Use Unity game engine and C# programming to develop 2D and 3D video games.
- Create an advertising and packaging presentation to market your video game

Projects, Activities, etc.: Use programming concepts to create mini games and final game projects. Develop a game theme and storyboard for game concept. Develop a marketing plan and presentation.

Instructional Focus: Hands-on computerized activities

Co-curricular Connection: BPA, DECA

Web Page Coding for Business

[Students may earn Articulated College Credit]

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Master a variety of web design concepts to create powerful websites
- Design websites that are practical to the business world
- Learn basic graphic design skills

Projects, Activities, etc.: Learn the secret techniques of web designers and the latest in web development. Design and create your own interactive site through HTML, CSS, and JavaScript coding. What you learn about the web design process will impress your future employer!

Instructional Focus: Hands-on computerized activities

Co-curricular Connection: BPA

Computer Programming

[Students may earn Articulated College Credit]

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Write simple to complex programs using Java
- Design and implement programming code
- Develop problem solving skills and logical thinking
- Explore computer science careers

Projects, Activities, etc.: Write programs for daily applications.

Instructional Focus: hands-on computerized activities and career exploration

Co-curricular Connection: BPA

AP Computer Science

[Students may earn Articulated College Credit]

Prerequisite/Selection Process: Computer Programming

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Advanced programming design
- Advanced problem solving
- Advanced programming methods

Projects, Activities, etc.: Design and implement a Java-based game or simulation

Instructional Focus: Computer usage and problem solving, preparation for AP Computer Science exam

Co-curricular Connection: BPA

PLTW Honors Computer Science Principles

[AHS, BHS only]

[Students may earn Articulated College Credit]

Intended Audience: Grades 10, 11, and 12

Credit: One trimesters /two periods = 1.0 credit, meets arts requirement [1.0 credit] PLTW college credit can be earned

Major Outcomes:

- Introduce computational tools that foster creativity
- Problem solving with structured activities and progress to open-ended projects and problems
- Develop computational thinking

Instructional Focus: Use programming to develop computational thinking, to generate excitement about the field of computing, and to introduce computational tools that foster creativity

MARKETING MANAGEMENT**Advertising and Sales**

[Students may earn Articulated College Credit]

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Launch an advertising campaign for an existing business
- Write television commercials, radio advertisements, create billboards, and promote mobile apps for an existing business
- Master the selling process to gain an entry-level sales position
- Understand consumer psychology through the selling process

Projects, Activities, etc.: You and your team have been approached by a real business that needs help. Develop a successful advertising campaign to attract new customers. Everyone sells! Learn

the eight steps of the sale and to earn a sales certificate, get college credit, and develop skills to get your first job.

Instructional Focus: Industry based examples, project-based learning, important job-based skills, and hands-on activities

Business Management

[Students may earn Articulated College Credit]

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Develop the skills to plan, lead, staff, organize and control a successful business
- Learn about successful business leaders
- Explore management fundamentals as well as business, marketing and financial practices and principles

Projects, Activities, etc.: Enhance your management skills using a computer simulation to manage a small retail store: purchasing, pricing, promotion, staffing, and market research are all part of your management activities.

Instructional Focus: Case studies, group projects, hands-on activities

Co-curricular Connection: BPA, DECA

Hospitality and Tourism

[Students may earn Articulated College Credit]

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Perform event planning in the Hospitality Sector
- Business to business selling
- Travel and Tourism Bureau rebranding
- Developing 21st century skills

Projects, Activities, etc.: Take on the role of a sales representative for a destination management company and develop events that will engage a large group arriving for a special event. You have been hired to rebrand a city's Travel and Tourism Department and creatively market the city as a tourist destination.

Instructional Focus: Industry based examples, project-based learning, important job-based skills, and hands-on activities, that stress creativity, innovation, communication, and collaboration.

Co-curricular Connection: DECA

Marketing

[Students may earn Articulated College Credit]

Intended Audience: Grades 9, 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Discover the exciting world of marketing
- Team-based real-world projects and activities
- Conduct school-based survey
- Develop an innovative marketing plan and new brand

Projects, Activities, etc.: Your team's task is to develop a new brand and develop a marketing plan that will make it competitive in the marketplace.

Another team project involves identifying an issue, delivering a survey and making recommendations

that have a meaningful impact within your school.

Instructional Focus: Realistic projects, Team-based learning, Collaborative assignments, hands-on activities that focus on innovative business skills, build problem solving and communication skills.

Co-curricular Connection: BPA, DECA

Business and Consumer Law

Intended Audience: Grades 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Consumer law related issues
- Contracts
- Negligence
- Negotiation
- Civil trials
- Product liability

Projects, Activities, etc.: Examine law through participation in a mock trial; including pre-trial discovery (fact finding, affidavits, depositions) and the actual trial (opening statements, direct and cross examination, closing arguments).

Instructional Focus: Case studies, role plays, speakers, group projects, mock trial

Co-curricular Connection: BPA, DECA

Entrepreneurship

[Students may earn Articulated College Credit]

Intended Audience: Grades 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Learn how to start your own business
- Explore business opportunities available to entrepreneurs
- Complete the steps necessary to develop a business plan

Projects, Activities, etc.: Create a business plan to start your own business.

Instructional Focus: Hands-on activities, guest speakers, case studies

Co-curricular Connection: BPA, DECA

Honors International Business

Intended Audience: Grades 10, 11, and 12

Credit: One trimester = 0.5 credit

Major Outcomes:

- Determine the causes of globalization
- Understand cultural differences and similarities around the world
- Explore business in a changing world
- Understand the role of importing, exporting, currency conversion and trade relations
- Explain how a countries economic system affects their economic decisions

Projects, Activities, etc.: Create a team presentation based on business customs and cultures of other countries; examine an international globalized company, their trade practices and the trade practices of their home country.

Instructional Focus: Hands on activities

Co-curricular Connection: BPA, DECA

Honors Business Internship Program

Prerequisite/Selection Process: Application and interview required

Intended Audience: Grade 12 college and

career-bound students pursuing business careers

Credit: Up to three credits available (0.5 credit per trimester for seminar, 0.5 credit per trimester for work); students enroll for up to three trimesters which is preferred by employers/internship sites

Major Outcomes:

- Paid business career experience
- Leadership development
- Development of business/computer skills
- Service/volunteerism
- Career development
- Communication skills
- Financial literacy

Projects, Activities, etc.: Develop a career portfolio, attend leadership conferences, participate in community and school service projects, and compete in business related competitions through BPA

Instructional Focus: On-the-job training, individualized career development and hands-on activities using Microsoft Office

Co-curricular Connection: BPA

Honors Marketing and Management Internship Program

Prerequisite/Selection Process: Marketing, Advertising and Sales, or Business Management recommended; application and interview required

Intended Audience: Grade 12 college and career-bound students pursuing marketing and management careers

Credit: Up to three honors credits available (0.5 credit per trimester for seminar, 0.5 credit per trimester for work); students enroll for up to three trimesters which is preferred by employers/internship sites

Major Outcomes:

- Initiative and self-direction
- Critical thinking and problem solving
- Communication and collaboration
- Financial literacy
- Leadership development
- Community service
- Creativity and innovation

Projects, Activities, etc.: Take on the role of designer, buyer, advertiser, and sales person as you try to create, order, market, and sell your product. Prepare yourself for a real job interview. Learn about how to manage your personal finances. Plan your future career and education.

Instructional Focus: Seminar class, on-the-job training and management of the school store

Co-curricular Connection: DECA