

Business and Marketing Courses

Course Title	9th Grade	10th Grade	11th Grade	12th Grade
Business Management I	•	•	•	•
Business Law		•	•	•
Microsoft Office Applications	•	•	•	•
Multimedia I - Survey	•	•	•	•
Business Communications	•	•	•	•
Business Finance		•	•	•
BUS 115 - Introduction to Business		•	•	•
CIS 118 - Introduction to PC Applications		•	•	•
ACC 121 - Accounting Principles I		•	•	•
Marketing I - YR	•	•	•	•
MAR 216 - Marketing II - YR		•	•	•
Entrepreneurship			•	•
School Store Manager			•	•
Sports Marketing			•	•
MAR 160 - Customer Service			•	•
Project Management			•	•

Some people dream of success, while other people get up every morning and make it happen.

- Wayne Huizenga

BUSINESS, MARKETING, COMPUTER SCIENCE & ENGINEERING FLOWCHART 20-21

FBLA—Future Business Leaders of America is a national organization for students in the technology/computer and business/marketing/computer science & engineering fields

Business

9th grade
Business Management I
Microsoft Office Applications
Multimedia I – Survey
Business Communications

10th grade
Business Management I
Business Law
Microsoft Office Applications
Multimedia I -- Survey
BUS 115 -- Introduction to Business
CIS 118 -- Introduction to PC Applications
ACC 121 – Accounting Principles I
Business Finance
Business Communications

11th grade
Business Management I
Business Law
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BUS 115 -- Introduction to Business
CIS 118 -- Introduction to PC Applications
ACC 121 – Accounting Principles I
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12th grade
Business Management I
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ACC 121 – Accounting Principles I
Business Finance
Business Communications

Marketing

DECA—is a Marketing national organization for Marketing students. This is co-curricular with the Marketing classes

9th grade
Marketing I – YR

10th grade
Marketing I – YR
MAR 216 Marketing II – YR

11th grade
Marketing I -- YR
Entrepreneurship
School Store Manager
Sports Marketing
MAR 216 -- Marketing II -- YR
MAR 160 -- Customer Service
Project Management

12th grade
Marketing I -- YR
Entrepreneurship
School Store Manager
Sports Marketing
MAR 216 -- Marketing II -- YR
MAR 160 -- Customer Service
Project Management

Business Management I
25705

Credit:
0.5

Grade:
9-12

Prerequisites: None
Graduation Req: Practical Arts

This is a project-oriented class designed with an overview of world business concepts including: global economics, entrepreneurship, marketing, global awareness and social/ethical responsibilities in the world of business. Students research career opportunities and complete a career portfolio. This course establishes a foundation for further study of business as upperclassmen.

Business Law
25475

Credit:
0.5

Grade:
10-12

Prerequisites: None
Graduation Req: Practical Arts

This semester elective is designed to introduce the students to Business Law in their everyday lives. Emphasis is placed on the study of legal rights and obligations that individuals will encounter in everyday business transactions and in their personal life. Consideration is given to problems and situations that require analysis of rights and responsibilities in legal agreements and relationships. A survey of the court system is presented. The study of criminal law, tort law, and contract law will be emphasized. The course ends with a student-driven Mock Trial. This course qualifies students to participate in FBLA.

Microsoft Office
Applications
25425

Credit: **\$30/Semester**
0.5

Grade:
9-12

Prerequisites: None
Graduation Req: Practical Arts

This course includes MS Word (word processing), MS Excel (spreadsheets), MS PowerPoint (presentation software) and MS Access (database). Students create business documents such as: resumes, memos, payroll spreadsheets, charts/graphs, filter, sorts, and integrated features. This class is essential for personal, college and career use. In addition, students prepare for the MOS (Microsoft Office Specialists certifications in Word, Excel, PowerPoint, and Access). Microsoft Office Specialist certification, the premier Microsoft desktop productivity certification, is a globally recognized standard that validates computer desktop skills. The Microsoft Office Specialist program is meeting the demand for "job-ready" people in the global workplace.

Multimedia I – Survey
30575

Credit: **\$30/Semester**
0.5

Grade:
9-12

Prerequisites: None
Graduation Req: Practical Arts

Students will survey six media areas to compare, analyze, and combine various multimedia software to determine their relationship.

Business Communications **Credit:** **Grade:**
25600 **0.5** **9-12**

Prerequisites: Business Management
Graduation Req: Practical Arts

Business Communications courses help students to develop an understanding and appreciation for effective communication in business situations and environments. Emphasis is placed on all phases of communication: speaking, listening, thinking, responding, reading, writing, communicating nonverbally, and utilizing technology for communication. Business communication functions, processes, and applications in the context of business may be practiced through problem-based projects and real world application.

Business Finance **Credit:** **\$30/Semester** **Grade:**
25800 **0.5** **10-12**

Prerequisites: None
Graduation Req: Practical Arts

Finance courses are similar to Banking and Finance courses, but they focus specifically on finance, addressing how businesses raise, distribute, and use financial resources while managing risk. Course content typically involves modeling financial decisions (such as borrowing, selling equity or stock, lending or investing) typically undertaken by businesses.

ACC-BUS 115 – Introduction **Credit:** **Cost of Book** **Grade:**
to Business (CE) **0.5** **10-12**
69015

Prerequisites: None
Graduation Req: Practical Arts

Focuses on the operation of the American business system. Covers fundamentals of the economy, careers and opportunities, marketing, management, production, governmental regulations, tools of business, and social responsibilities. Credits: 3 ACC; towards AA in Business, Business/Accounting/CIS Certifications. Students enrolled in this course must be concurrently enrolled in ACC.

ACC-CIS 118 – Introduction **Credit:** **Cost of Book** **Grade:**
to PC Applications (CE) **0.5** **10-12**
69020

Prerequisites: None
Graduation Req: Practical Arts

Introduces computer concepts and components, as well as application-suite software and the Internet. Includes descriptions of and hands-on experiences with work processing, spreadsheets, databases, operating environments and other common PC application packages. Pathway: Business, Public Administration, Accounting, Finance, Information Technology, Architecture. Credits: 3 ACC; towards AGS, AA, AS, AAS in Computer Information Systems, Convergent Technology, Broadband Technology, Architectural Technology, CAD, and Certifications in Telecommunications, Engineering, Business, Accounting, CIS. Students enrolled in this course must be concurrently enrolled in ACC.

ACC 121 – Accounting Principles I – (CE) 69005	Credit: 1	\$30	Grade: 10-12
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Prerequisites: None
Graduation Req: Practical Arts

Business/Accounting/ Computer Information Systems 4 ACC; towards certificates or Degree in AAS CTE credential in Accounting and Bachelor’s Degree in Accounting. Introduces the study of accounting principles for understanding of the theory and logic that underlie procedures and practices. Major topics include the accounting cycle for service and merchandising companies, special journals and subsidiary ledgers, internal control principles and practices, notes and interest, inventory systems and costing, plant assets and intangible asset accounting and depreciation methods and practices. Students enrolled in this course must be concurrently enrolled in ACC.

Marketing I 25570S1 & 25570S2	Credit: 1	\$30 + \$30 dues	Grade: 9-12
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Prerequisites: None
Graduation Req: Practical Arts

Marketing I is an introductory course for students interested in marketing and business. The course explores the fundamentals of marketing including economics, sales, product/service planning, and promotion/advertising, marketing research, communications, legal and ethical issues, and marketing career development. A hands on, project oriented approach is used to make the class interesting and fun. Active participation in DECA is an integral component of the curriculum. Membership in DECA is mandatory for all Marketing I students.

MAR 216 – Marketing II 25572S1 & 25572S2	Credit: 1	\$30 + \$30 dues	Grade: 10-12
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Prerequisites: Marketing I
Graduation Req: Practical Arts

This course is designed for students interested in exploring advanced topics in marketing. Topics covered include physical distribution, purchasing, stock handling and inventory control, price planning and pricing strategies, marketing research, product planning, branding, packaging, and labeling, extended product features, entrepreneurial concepts, interpersonal management skills. An integral component of the Marketing II course involves the application of the concepts in the management and operation of the school store. Students will also develop employability and career development strategies. Active participation in DECA is an integral component of the curriculum. Membership in DECA is mandatory for all Marketing II students.

Entrepreneurship 25525	Credit: 0.5	\$30 + \$30 dues	Grade: 11-12
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Prerequisites: Business Management, Business Finance, and/or Marketing
Graduation Req: Practical Arts

Entrepreneurship is a course designed for seniors who are interested in exploring advanced topics in marketing and business ownership. This is a course that will require you to demonstrate your ability to work independently, identify and utilize available resources, and write and present an extensive formal business plan for a proposed business of your choice. Active participation in DECA is an integral component of the curriculum and is strongly encouraged. Membership in DECA is mandatory for all Entrepreneurship students.

School Store Manager
40715

Credit:
0.5

Grade:
11-12

Prerequisites: Teacher Approval
Graduation Req: Electives

Students will function as store managers for the school store. You will be responsible for all operations of the store, including product development, promotion and distribution of goods, pricing and inventory control functions. Students will properly supervise, keep merchandise on hand, and adhere to store operating procedures. Students will become members of on hand, and adhere to store operating procedures.

Sports Marketing
25573

Credit:
0.5

\$30 dues

Grade:
11-12

Prerequisites: Marketing I
Graduation Req: Practical Arts

Sports Marketing provides students with in-depth exposure to the world of sports and athletes by examining the marketing as affected by athletes, fans, corporations and the general population's interest in professional and amateur competition. Students will explore the wide range of marketing topics related to the sports industry including: sponsorships, apparel, advertising, brand loyalty, and target marketing. Students will engage in classroom experiences including researching career pathways and degrees, usage of technology in sports marketing, analysis of current sports related marketing trends, creation of promotional portfolios and interaction with sports marketing experts.

ACC-MAR 160 – Customer Service (CE)
69003

Credit:
0.5

\$30 dues
Cost of book

Grade:
11-12

Prerequisites: Marketing I
Graduation Req: Practical Arts

Enables students to learn the relationship of self to customers, problem solve and understand the importance of communicating with customers. Specific emphasis is given to managing customer expectations by building customer rapport and creating positive outcomes. Students enrolled in this course must be concurrently enrolled in ACC.

Project Management
30456

Credit:
0.5

\$30 dues

Grade:
11-12

Prerequisites: 2 years of Business or Marketing, teacher approval only
Graduation Req: Practical Arts

This honors level interdisciplinary capstone course in practical arts introduces students to the planning, implementation, and control activities of project management. This course is designed to enable individuals to initiate, plan, execute and control project events using the application of knowledge, skills, tools techniques and practices to meet project requirements. The course requires students to work cross-functionally and in ad hoc project teams. In addition, this course provides an in depth exploration of project management techniques that use software to automate the project management processes. The course emphasizes project management strategies, goal setting and communication with team members, management and vendors. Critical thinking, discussion, and real world projects will be used to explore throughout the course. Project is defined as a temporary endeavor undertaken to create a unique product service or result.