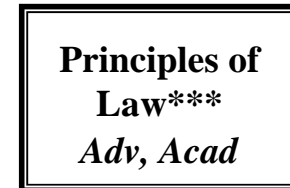
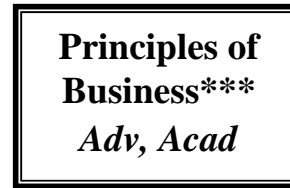
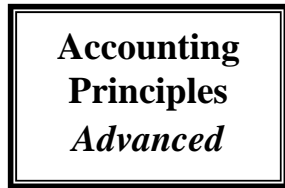


Business

Suggested Course Sequence

Semester Courses



BUSINESS

Courses in business education provide students with the opportunity to develop skills that are helpful in their daily lives and business careers. These courses are designed to prepare students to successfully compete in the global marketplace. Finally, these courses provide a foundation for further study in the field of business in college

The following Cross-Content Workplace Standards are addressed in the Business curriculum:

1	All students will develop career planning and workplace readiness skills
2	All students will use technology, information and other tools
3	All students will use critical thinking, decision-making, and problem-solving skills
4	All students will demonstrate self-management skills

Computer Applications* (Advanced, Academic)**

2.5 credits 1 semester course
Prerequisite: None
Available to grades 9-12

This course satisfies the graduation requirement related to career education and consumer, family, and life skills.

This course is the necessary foundation for bringing your computer skills up to the high school level. Computer Applications will give students experience in the varied components of Microsoft Office. Software applications will include: Advanced Work, Excel, PowerPoint, and Access. Upon completion of this course, skills learned will assist students in effectively and efficiently enhancing documents, spreadsheets, and presentations. These skills are critical in today's information oriented society.

The course may be taken as Advanced or Academic at the option of the student.. Those students taking the course at the Advanced level will complete a final project and will also be required to maintain a portfolio.

World-Wide Web Workshop (Academic)

2.5 credits 1 semester course
Prerequisite: None
Available to grades 9-12

This course satisfies the graduation requirement related to career education and consumer, family, and life skills

Are you interested in going beyond Google? Do you have a quest for knowledge? We live in a fast-paced world. The Internet allows us to grasp information at the click of a mouse. Would you like to learn to use the World-Wide Web more efficiently? Weed through the mush to attain accurate and scholarly information? Be proficient in your searches? Word-Wide Web Workshop is an Internet based class which will expand on what students currently know about the World-Wide Web and introduces extensive benefits of navigating through the Internet.

The focus of this course is life-skills for students who will learn how to utilize the Internet using a variety of search engines, reference website research, differentiate between scholarly vs. non-scholarly websites, identify security measures to protect themselves from identity theft online, utilize the computer database through our Library/Media Center, plan trips online, purchase cars online, research how to buy/sell items over the Internet (ex. ebay), and much, much more.

This course is an excellent foundation for students entering high school with the desire to learn to research quickly and accurately. It is an opportunity for students to learn to use the Word-Wide Web as an abundant resource.

Publishing and Web Applications* (Advanced, Academic)**

2.5 credits 1 semester course
Prerequisite: None
Available to grades 9-12

This course satisfies the graduation requirement related to career education and consumer, family, and life skills.

Students will be introduced to a variety of web-related skills, including: information design, graphics, scanning, digital camera, photo-imaging, HTML and the fundamentals of website design. Students will integrate the various software packages studied and perform advanced Word Processing and Desktop Publishing functions; freelancing for the school. The primary software programs are Ms Publisher, Adobe

Dreamweaver, Adobe PhotoShop Elements, and Windows XP Moviemaker.

The course may be taken as Advanced or Academic at the option of the student. Those students taking the course at the Advanced level will be required to complete a semester project and portfolio.

Personal Finance* (Advanced, Academic)**

2.5 credits 1 semester course

Prerequisite: None

Available to grades 10-12

This course satisfies the graduation requirement related to career education and consumer, family, and life skills.

Personal Finance provides an essential foundation in everyday financial living skills. Students will be able to apply problem-solving techniques and decision-making processes to make sound economic choices. They will acquire and use skills for budget preparation, saving & investing, insurance protection, income tax preparation, wise use of credit, transportation choices, and housing options. Consumer protection laws and fraud protection will be investigated. Technology will be used extensively to research on the Internet, access financial simulations, complete interactive activities, and use computer applications to complete assignments and projects (Word, Excel, PowerPoint).

Marketing & Advertising* (Advanced, Academic)**

2.5 credits 1 semester course

Prerequisite: None

Available to Grades 10-12

This course satisfies the graduation requirement related to career education and consumer, family, and life skills.

Today we live in a consumer society. In an average day we see hundreds, if not thousands of advertising messages. Whether they're on TV, the radio, a billboard, or even the back of a bus ticket, products and services are being sold to us more than ever before. Marketing efforts shape the way we live our lives from the time we are small children. Marketers must understand behavior in order to be effective in those efforts.

This course will examine the process by which consumer goods and services are brought to the market. Students will analyze existing markets to identify problems and opportunities, develop and modify products, establish and manage distribution,

set prices, study buyer behavior, and undertake promotional efforts, especially advertising.

The advertising focus of this course is designed for all students interested in learning what has been the process to develop these advertising messages. Students will learn to attract attention to their product or service by being able to identify and apply a variety of advertising techniques and strategies.

This course will also give students an opportunity to gain insight into Sports Marketing and International Marketing.

Accounting Principles (Advanced)

5.0 credits

Prerequisite: None

Available to grades 10-12

This course satisfies the graduation requirement related to career education and consumer, family, and life skills

This course is designed to provide both the college-bound and business student with a text and computer-based study of accounting concepts. All students planning to major in business, finance, accounting, or management in college are strongly recommended to take Accounting Principles as preparation for accounting courses which will be required at the college level. Accounting is the "language of business" and is essential for anyone working in the business world today. Careers in accounting and related fields are included. They will be exposed to basic financial accounting procedures, the business cycle, and fundamental managerial accounting concepts. Realistic accounting business simulations will be used as well as current technology using Peachtree Accounting Software and Excel spreadsheet applications.

Principles of Business* (Advanced, Academic)**

5.0 credits

Prerequisite: None

Available to grades 10-12

This course satisfies the graduation requirement related to career education and consumer, family, and life skills.

This course is designed for the student who plans to major in business, handle personal finances, or pursue a business career and will introduce students to the principles and problems of establishing and managing a small business. In the course, students will be exposed to the many facets of business management, marketing, and finance. Highlights include participation in the *Stock Market Game* and a trip to Wall Street. Principles of Business is especially helpful for the student who wants to get ahead in the business world by participating in the

spirit and dynamics of the American free enterprise system.

The course may be taken as Advanced or Academic at the option of the student. Those students taking the course at the Advanced level will take the final examination and will also be required to complete an additional project.

Principles of Law* (Advanced, Academic)**

5.0 credits

Prerequisite: None

Available to grades 10-12

This course satisfies the graduation requirement related to career education and consumer, family, and life skills.

The goal of this course is to familiarize students with the applications and workings of business and personal law.

This will guide students into proper legal decisions in their own life, as well as acquainting them with real-world legal experiences. Additionally, legal issues will be illuminated through the study of current cases and the examining of actual copies of legal documents. Legal professionals share their career experiences through classroom presentations. Students will attend field trips exposing them to the various layers of the court system.

Past trips have included: county courthouse, court TV tapings. A wide array of simulations will familiarize students with the law.

The course may be taken as Advanced or Academic at the option of the student. Those students taking the course at the Advanced level will take the final examination and will also be required to complete an additional project.

Business & Organization 1 (Advanced)

5.0 credits

Prerequisite: None

Available to grades 11-12

This course satisfies the graduation requirement related to career education and consumer, family and life skills.

To compete in this global, information-based economy, students must be able to identify and solve real problems, use appropriate tools, reason effectively, and apply critical thinking skills. This course will prepare the student for a post-secondary business major or to enter the work force with basic business competencies including: entrepreneurship, forms of business ownership, risk management, human resources management, international business, outsourcing, importing/exporting, e-commerce, marketing & advertising, business communications and career development in business and financial career clusters. There is extensive student use of technology through business computer simulations, Word, Excel, Access,

PowerPoint, Publisher and the Internet. The final project consists of the development of a small business through the use of an in-depth business plan.

Business & Organization 2 (Advanced)

5.0 credits

Prerequisite: Business and Organization I

Available to grade 12

This course satisfies the graduation requirement related to career education and consumer, family, and life skills.

To compete in this global, information-based economy, students must be able to identify and solve real problems, use appropriate tools, reason effectively, and apply critical thinking skills. This course will prepare the student for a post-secondary business major or to enter the work force with advanced business competencies building upon the basics covered in Business & Organization I. In addition, students will complete an in-depth career exploration project exploring one of the business career clusters. Students will mentor Business & Organization I students during the preparation of the business plan. An independent study project will be selected by each student and approved and closely monitored by the teacher. Each student will be encouraged to participate in the FBLA regional competition in an area of his/her choice.

Business and Management (IB – Standard Level)

5.0 credits

Prerequisite: None

Available to grades 11-12

This course satisfies the graduation requirement related to career education and consumer, family and life skills.

Business and management is a rigorous and dynamic course that examines business decision-making processes and how these decisions impact on and are affected by internal and external environments. Students will develop an understanding of business theory, as well as an ability to apply business principles, practices and skills using actual case studies. The topics covered include: business organization & environment, human resources, accounts & finance, marketing, and operations management. No prior knowledge of business and management is required; however, a familiarity with business concepts would be advantageous. This course will provide students with a basis for further study at the college/university level.