

COURSE TITLE: Principles of Business
COURSE LENGTH: One Semester
PREREQUISITE: None
GRADE LEVEL: 9 – 12

GENERAL DESCRIPTION: This course will introduce students to the world of business. Well over half of all careers are in the field of business and this course will give students the background needed to enroll in other business courses. The major units covered in the course include: careers in business, owning and operating a business, marketing, advertising, economics, banking services and credit, accounting, the role of the consumer in the marketplace, technology in the marketplace, and international business.

MODE OF PRESENTATION: Daily work including reading, lecture and notes, many projects, quizzes and tests

GRADING PROCEDURE: Tests, quizzes, daily work, and projects.

STUDENT SKILLS, KNOWLEDGE TO BE GAINED:

1. Develop an appreciation and understanding of the American enterprise system and how it compares with other countries.
2. Learn how business is organized and how it operates within our economic system.
3. Develop an understanding of using technology in making business decisions.
4. Successfully complete all phases of career planning: research a career, look at want ads, write a cover letter, resumes, fill out application forms, and conduct interviews.
5. Gain knowledge of consumer rights and responsibilities. Describe the effect the economy has on businesses on a national and global level.
6. Propose a new product or business idea for an entrepreneur.
7. Breakdown the different styles of management.
8. Determine the different types of risk involved in business.
9. Analyze the role of producers in the economy and the forms of production.

COURSE TITLE: Principles of Marketing
COURSE LENGTH: One Semester
PREREQUISITE: None
GRADE LEVEL: 9 – 12

GENERAL DESCRIPTION: Students will explore new and improved marketing trends for products and services. The student, as a consumer and potential marketing/sales manager, will be informed about the diversity of available products and the psychology involved in making them successful. Customer wants and needs, product development, advertising, and promotion will be covered. There will be a focus on a wide range of social and economic responsibilities that accompany the right to engage in marketing.

MODE OF PRESENTATION: Daily work including reading, lecture and notes, many projects, quizzes and tests

GRADING PROCEDURE: Tests, quizzes, daily work, and projects.

STUDENT SKILLS, KNOWLEDGE TO BE GAINED:

1. Learn the psychology behind marketing techniques.
2. Attain in-depth knowledge of the four P's of Marketing (Placement, Product, Promotion, and Price)
3. Learn about a wide range of advertising techniques.
4. Know how to analyze marketing techniques and make an ethical, practical, and financially consumer decision.
5. Learn how marketing can make or break a business.

COURSE TITLE: Accounting
COURSE LENGTH: One Semester
PREREQUISITE: None
GRADE LEVEL: 10 – 12

GENERAL DESCRIPTION: A complete course in the principles of accounting. Instruction includes information on keeping financial records and summarizing them for convenient interpretation. While stressing basic fundamentals and terminology of Accounting, instruction will provide initial understanding of the preparation of budgets and financial reports, operation of related business machines and equipment, and career opportunities in the accounting field. Practical accounting problems with business papers will emphasize actual business records management.

The course will be of value to any student. The student will gain a better understanding of how businesses operate. The course should prepare the student for an entry-level job in accounting. It will also prepare them to keep personal records. It is a basic course for college bound or business-school bound students who plan to major in business or accounting.

MODE OF PRESENTATION: Basic text Century 21 Accounting First Year Course, lecture, handouts, with practice sets and tests done on paper and the Aplia.com web site.

GRADING PROCEDURE: Objective tests, problem tests, projects and daily work.

STUDENT SKILLS, KNOWLEDGE TO BE GAINED:

1. Know the principles of accounting for a business.
2. Prepare you to keep your own personal records.
3. Prepare you for an entry-level job in accounting.

COURSE TITLE: Entrepreneurship
COURSE LENGTH: One Semester
PREREQUISITE: Intro to Business
GRADE LEVEL: 10 – 12

GENERAL DESCRIPTION: - Entrepreneurship will teach the skills and approaches to successfully evaluate and create new business opportunities. This course will provide students with the knowledge and skills necessary to start their own business.

Entrepreneurship integrates the functional areas of business—accounting, communication, finance, human relations, marketing, and management – and the legal and economic environments in which any new venture operates.

MODE OF PRESENTATION: Daily work including reading, lecture and notes, many projects, quizzes and tests

GRADING PROCEDURE: Tests, quizzes, daily work, and projects.

STUDENT SKILLS, KNOWLEDGE TO BE GAINED:

1. Learn how a business is organized and what it takes to get a business started.
2. Learn how different aspects of a business work together in order to be successful.
3. Know basic information about a wide array of business-related topics.
4. Create a business plan for a potential start-up business.