

High School Program of Studies Course Proposal

BUSINESS BASICS (2.5 Credits): This course is designed to teach traditional business fundamentals and economics. Students will study existing business models, supply and demand dynamics, and how to apply them on a smaller scale. This course covers business ethics, management and human resource structures, supply chain logistics, marketing fundamentals and finances.

Prerequisite: Project-based learning

INTRO TO MARKETING (2.5 Credits): This course is designed to cover fundamentals and modern practices of the marketing industry. This course explores how marketing impacts consumer behavior, social trends, and global communication by combining the study of consumer psychology, brand building and data analytics.

This project-centric course will have students develop their own marketing campaigns for real and fictional brands.

Prerequisite: Project-based learning

ENTREPRENEURSHIP (How to Create Value) (5 Credits): This project-based course requires students to apply their business and marketing learnings to create their own businesses. Students will leverage local infrastructure and the internet to create value for others and, in return, for themselves. Students will participate in the internet economy as a creator instead of a consumer. This project-centric course allows students to develop and channel their unique talents and interests into creating unique marketable products, services, and content. Developing this aptitude formally can lead to passive income streams that supplement traditional career pursuits, as well as full-time business ventures.

Prerequisite: Personal Finance or Banking + Business Basics + Intro to Marketing

Assessment: Project-based learning

THE GREAT AMERICAN NOVEL (5 Credits): This course is designed for motivated juniors and seniors who enjoy reading and discussing books and want to explore the American literary canon. Texts will be selected from the earliest days of our republic to the present and will be discussed in their historical context. Authors will include Nathaniel Hawthorne, Mark Twain, Willa Cather, John Steinbeck, William Faulkner, Ernest Hemingway, Phillip Roth and Toni Morrison.