

# BUSINESS AND MARKETING EDUCATION

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| Class Name  | Keyboarding<br>Computer<br>Applications | Introduction<br>to Business | Personal<br>Money<br>Management | Accounting         | Advanced<br>Accounting | Marketing | Marketing 2 | Sports &<br>Entertainment<br>Marketing | Business<br>Management | IT Exploration |
|---|---|-----------------------------|---------------------------------|--------------------|------------------------|-----------|-------------|--|------------------------|----------------|
| Grade Level   | 9-12                                    | 9-12                        | 10-12                           | 10-12              | 11-12                  | 10-12     | 11-12       | 10-12                                  | 10-12                  | 10-12          |
| *Students successfully completing the identified courses may earn Advanced Standing Credit from a local post-secondary institution. | 3                                       |                             |                                 | 3                  |                        | 3         |             |  |                        |                |
| Meets Art Standard  |   |                             |                                 |                    |                        | X         |             |  |                        |                |
| Recommended for all AVHS students   | X                                       |                             | X                               |                    |                        |           |             |  |                        |                |
| Recommended for students planning to work full time after graduation  | X                                       | X                           | X                               |                    |                        |           |             |  |                        |                |
| Recommended for students planning to attend 4-yr college, non-business major  | X                                       |                             | X                               |                    |                        |           |             |  |                        |                |
| Recommended for students planning to attend 4-yr college, possible business major   | X                                       | X                           | X                               | Highly Recommended |                        | X         |             |  | X                      |                |

## BUSINESS SPECIFIC MAJORS

|                        |   |   |   |   |   |   |   |   |   |   |
|------------------------|---|---|---|---|---|---|---|---|---|---|
| Accounting             | X | X | X | X | X | X |   |   | X |   |
| Advertising            | X | X | X | X |   | X | X |   | X |   |
| Entrepreneurship       | X | X | X | X |   | X | X |   | X | X |
| Finance                | X | X | X | X | X |   |   |   | X |   |
| Human Resources        | X | X | X | X |   | X |   |   | X |   |
| Info Tech/Computer Sci |   |   |   |   |   |   |   |   |   | X |
| International Business | X | X | X | X |   | X |   |   | X |   |
| Management             | X | X | X | X | X | X | X |   | X |   |
| Marketing              | X | X | X | X |   | X | X | X | X |   |
| Sports Marketing       | X | X | X | X |   | X | X | X | X |   |

- We are in the business of preparing students for their future. All courses are beneficial to all students, college bound or not.
- Successful completion of Marketing A (Fall) satisfies the 1 credit "Art" requirement.
- Students have the opportunity to earn Articulated College Credit from a post-secondary institution by successfully completing the following full year AVHS Business Classes: Keyboarding Computer Applications, Accounting, and Marketing.

Courses that fulfill the STEM Business and Administration Path are found in the Business Department. These courses also provide the skills and curriculum needed for high school, post-secondary education, employment, and for personal use.

Business education provides ALL students with skills required to perform everyday tasks in today's world. Whether a student goes to college, technical school or gets a job after graduation, Business Education courses provide the skills for success. A student can earn articulated college credit by enrolling in Keyboard Computer Applications, Accounting, and Marketing. Business classes prepare all students for the future.

### **KEYBOARDING COMPUTER APPLICATIONS**

These are essential classes for all students. ENROLLING IN THREE TRIMESTERS OF KEYBOARDING COMPUTER APPLICATIONS PROVIDES STUDENTS WITH SUCCESSFUL, LIFELONG KEYBOARD SKILLS. Students will leave these classes with the ability to use all components of Microsoft Office, a key component for life usage and in every profession a student chooses.

***\*\*Students successfully completing all Keyboard Computer Applications courses may have the opportunity to earn Articulated College Credit from a post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating colleges and universities.***

#### **Keyboarding Computer Applications Microsoft Word Essentials 1501**

Grades: 9-10-11-12 (One trimester course)

Prerequisite: None

Keyboarding 1 – Microsoft Word Essentials is the first step in learning proper and successful keyboarding technique and computer skills. Students will begin to learn the Microsoft Office Suite beginning with Microsoft Word. Students will gain knowledge of how to utilize MS Word including formatting a research paper, developing resumes, creating business documents, and a building a variety of mail merge documents. The skills gained in this course will prepare students effectively and efficiently for college and basic career readiness.

#### **Keyboarding Computer Applications Microsoft Excel and PowerPoint Essentials 1505**

Grades: 9-10-11-12 (One trimester course)

Prerequisite: Keyboarding Computer Applications Microsoft Word Essentials

Keyboarding 2 – Microsoft Excel and PowerPoint Essentials students will continue the development of speed and accuracy through the use of Microsoft Excel and PowerPoint. In Microsoft Excel students will learn how to format a worksheet, utilize formulas, understand function names, amortization schedules, and a variety of charts. Knowledge of this powerful program is a must for math and science courses and is one of the most utilized tools in the business environment. In PowerPoint students will learn how to format slides in a presentation, incorporate pictures, and animation to enhance a presentation. The skills gained in this course will prepare students effectively and efficiently for college and career readiness.

#### **Keyboarding Computer Applications Microsoft Access/Outlook Essentials 1509**

Grades: 9-10-11-12 (One trimester course)

Prerequisite: Keyboarding Word, Microsoft Excel and PowerPoint Essentials

Students will utilize Keyboarding 3 – Microsoft Access/Outlook Essentials to explore the world of maintaining, querying and reporting data. A capstone project will allow students to integrate several software packages to create professional documents for their own business. Recommended for all students who wish to truly understand the power of the software packages utilized in today's technology oriented business world. Upon completion of Keyboarding 3 all students will have thorough knowledge of the Microsoft Office Suite. The ability to understand and create databases is in high demand in today's businesses world.

#### **IT Exploration 1513**

Grades: 10-11-12

Prerequisite: None

There are many careers/opportunities in the industry of Information Technology. System Administration is a career that requires the understanding of computer hardware and how computers work. It also requires an understanding of

how computers connect and communicate via networks. Software and Application Development is a career that involves the understanding of programming languages and coding. Information Security is a career that involves the process of protecting information and information systems from unauthorized use. A career in Business Analytics involves the processing and analysis of raw data into useful reports and information.

### **Introduction to Business 1527**

Grades: 9-10-11-12 (One trimester course)

Prerequisite: None

What is business? Why study business? This one trimester course introduces students to the world of business and marketing and prepares them for the economic roles of the consumer, worker, and citizen. This course also serves as a background for other business and marketing courses offered in high school and beyond. Areas to be researched are careers, ethics, sales and marketing, banking and finance, computers, and technology, management and communications (presentations).

### **Business Management 1 1535**

Grades: 10-11-12

Prerequisite: None

Students will gain an understanding of the characteristics and organization of business and entrepreneurship. Topics will include types of business, business organization, marketing, purchasing, and the global economy. Operating a business today in the global market place, whether the local gift shop or a widget factory, with different and changing economic structure and technology will be examined. Guest speakers from related fields will add to classroom curriculum and discussion.

### **Business Management 2 1536**

Grades: 10-11-12

Prerequisite: Business Management 1

This course will examine business management operations and management styles. Units will include finance, information systems, personnel management, human relations, decision-making, and business leadership. Students will solve case problems involving business situations working in management groups, and address issues in business today. Guest speakers will address related issues and add to curriculum materials.

### **Sports and Entertainment Marketing 1543**

Grades: 10-11-12

Prerequisite: None

Students will have a unique opportunity to learn the behind-the-scenes careers involved in Sports/Entertainment Marketing. The course will involve studying market research techniques, the promotional mix, advertising, sales promotion, personal selling, publicity, and new product development. Students will do hands-on marketing projects such as fantasy sports or development of a new franchise/business. Students will also have the opportunity to participate in DECA.

**Accounting** F-1521, W-1522, S-1523

Grades: 10-11-12 (Full year course)

Prerequisite: None

Begin your journey as one of the highest paid entry level positions out there in business today. Think about where you shop most often... Dick's Sporting Goods, Buckle, Chipotle – they all have a score card that tells you how they are doing. Do you know if your favorite store is actually successful or not? In this hands-on class you will discover which businesses will make it and which ones will not. If you ever wanted to pursue a career in advertising, sales, fashion, finance or sports marketing, you need to understand where the company's money is being spent as well as how much it really earns. No matter what other types of businesses rise and fall, there will always be a need for accountants and this class will only make you more marketable.

Today's accountant is a key member of the management team for all private, public, non-profit and governmental organizations. Accounting provides excellent career opportunities and a strong foundation for upward career mobility. If you want to rise through the ranks of the business world, a working knowledge of accounting is a requirement.

**Advanced Accounting** F-1524, W-1525, S-1526

Grades: 11-12 (Full year course)

Prerequisite: Accounting

This course will allow the advanced accounting students the opportunity to continue into partnerships, corporations, income taxes, payroll, inventory, managerial, and cost accounting. One component of the course will be participation in the Stock Market Game in which students learn how to monitor the stock market, make investments, and study how the stock market impacts national and world economics. The course will continue the basic principles of accounting which will prepare the student for an accounting course in college with increased utilization of the computer. The use of the computer plays an integral part of the course with "hands-on" applications of accounting problems. Areas covered in this course are general ledger, accounts receivable, accounts payable, business decision-making, and spreadsheet applications. There will be an emphasis on computer simulations to aid the learning process.

***\*\*Students successfully completing Accounting and Advanced Accounting may have the opportunity to earn Articulated College Credit from a post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating colleges and universities.***

**Personal Money Management – Careers** F-1532

Grades: 10-11-12

Prerequisite: None

This course is designed to prepare students for life outside of high school and increase awareness of the challenges associated with the working world. Topics covered include the assessment of aptitudes and interests, goal setting, career research, planning for a career, resumes, cover letters, interviews, thank-you letters, getting the job, keeping the job, employee rights and responsibilities, paychecks, and checkbooks.

**Personal Money Management – Investing** W-1533

Grades: 10-11-12

Prerequisite: None

This part of the course is designed to prepare students for life outside of high school and increase awareness of the challenges associated with managing personal finance. Topics covered include banking services, saving for the future, planning for retirement, investing, and the basics of the stock market.

### **Personal Money Management – Consumer Education S-1534**

Grades: 10-11-12

Prerequisite: None

This course is designed to prepare students for life outside of high school and increase awareness of the challenges associated with consumer decision making. Topics covered include mortgages, housing, buying a car, financing options, consumer protection, insurance, taxes, credit, and other topics associated with consumer decision making. Personal and Money Management is HIGHLY RECOMMENDED for all Apple Valley High School students in grades 10, 11 and 12.

**\*\*NOTE – Personal Money courses and the Marketing courses can be taken out of sequence. Students can select whichever courses are of interest to them.**

### **Marketing Education 1A - Advertising F-1552**

Grades: 10-11-12

Prerequisite: None

Have you ever caught yourself humming an annoying jingle for a company? Why do some companies insist on creating advertisements that you believe are so bad? Do you ever wonder why a company would spend upwards of \$3 million dollars for advertising space during the Super Bowl? Join us to discover how advertising works and how easy it is to create effective advertisements. Be a part of this fun, energetic, current events, based class and you will start to learn how to communicate effectively while having the right product at the right time, the right place, and the right price.

**This class meets the Arts Standard Requirement.**

### **Marketing Education 1B - Sales and Promotion W-1553**

Grades: 10-11-12

Prerequisite: None

Would you like to get what you want more often? Are you ready to earn more money and be more successful? Isn't it fun when you are able to convince others of your ideas? Could you see yourself getting a better job because you know how easy it is to sell? If you answered yes to any of these questions then this class is a must take for you. Preparation in basic selling is vital to anyone considering a career in business. Participate in informative activities that show you the steps of the sale as well as how to implement them in your everyday life. This course will provide computer-based learning applications for students while teaching important marketing and business concepts. Students will become business owners as they participate in a visual computer simulation in retailing.

### **Marketing Education 1C – Marketing Plans S-1554**

Grades: 10-11-12

Prerequisite: None

Students will learn first-hand about the knowledge and skills necessary to own and operate a business as they make decisions about pricing, promotion, location, merchandising, marketing research, and much more. Students will then be responsible for creating a marketing plan for their business. This course will provide computer-based learning applications as well for students while teaching important marketing and business concepts. Students will become business owners as they participate in a visual computer simulation in business management.

***\*\*Students successfully completing Marketing Education 1A-1C and Marketing Education 2A-2C may have the opportunity to earn Articulated College Credit from a post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating colleges and universities.***