

Business Education

6121: Entrepreneurship

This course is designed to provide students interested in a business venture the opportunity with class instruction of how to establish a business. Once this business is established groups of students will be charged with the responsibility of designing and producing a marketable product. They will utilize the school community to promote sales and show a profit for their local group product. Tax ramifications of local, state and federal governments will also be highlighted. This group project may utilize talents of members of other departments of the school community to enhance their marketable product.

Prerequisite(s): None

Grade(s): 9, 10, 11, 12

Credit: 0.5

Meets: 5 periods weekly

6136: Marketing/Advertising (C)

Marketing presents an overview of global marketing strategy starting with target market identification and ending with consumption. Using a variety of classroom activities, students participate in step-by-step methods of creating a marketing mix, pricing, designing appropriate advertising, creating new products and services. Case study analysis, computer programs, and videos enhance the content of this valuable course. A must for prospective college business majors.

Prerequisite(s): None

Grade(s): 9, 10, 11, 12

Credit: 0.5

Meets: 5 periods weekly

6141: Personal Finance & Wealth Management

Real world topics covered will include income, money management, spending and credit, as well as saving and investing. Students will design personal and household budgets utilizing checking and saving accounts, gain knowledge in finance, debt and credit management, and evaluate and understand insurance and taxes. This course gives students an overview of how to manage their individual financial circumstances. Topics covered will include basic financial recordkeeping, personal, auto, mortgage and home equity loans, investing fundamentals, property and casualty insurance, life insurance, health insurance, and tax planning. Students learn core skills in creating budgets, developing long-term financial plans to meet their goals, and making responsible choices about income and expenses. They gain a deeper understanding of capitalism and other systems so they can better understand their role in the economy of society. Students are inspired by the experiences of finance professionals and stories of everyday people and the choices they make to manage their money.

Prerequisite(s): None

Grade(s): 9, 10, 11, 12

Credit: 0.5

Meets: 5 periods weekly

6151: Personal Law I

Students develop an understanding of the law as it relates to day-to-day activities. They explore criminal law, juvenile law, individual rights law, forensic science. Students apply their learning through an introduction to mock trials.

Prerequisite(s): None

Grade(s): 10, 11, 12

Credit: 0.5

Meets: 5 periods weekly, one semester

6161: Personal Law II

Students examine and analyze criminal law and civil law, expanding their understanding of mock trial procedures utilized in courtroom simulations.

Prerequisite(s): None

Grade(s): 10, 11, 12

Credit: 0.5

Meets: 5 periods weekly, one semester

6171: Retail and Fashion Merchandising

Students will develop an understanding of the retail and fashion industries as a major segment of the global economy, including the history and growth of the industry. Students are introduced to core marketing activities including market segmentation, market research, consumer behavior, product strategy, pricing, promotion and distribution. Students will be able to analyze fashion trends and directions of apparel and be familiar with current designers and manufacturers. Students will study fashion classification, garment detail and construction, sources of fashion information and the modern history of fashion. This course introduces the various principles and methods of advertising and promotion used by producers, manufacturers, designers and retailers in the fashion industry. Students will analyze how marketing objectives and strategies influence advertising and other forms of promotion. Guest speakers and field trips will enhance the learning process.

Prerequisite(s): None

Grade(s): 10, 11, 12

Credit: 0.5

Meets: 5 periods weekly, one semester

6181: Sports Management

The American market place can be an economic jungle. You need to know the rules to survive and become successful. Sports, Entertainment, and Business Management is designed to help you develop the skills and the confidence to manage a business successfully. The everyday operations of athletic teams and stadium management, player contracts, agent representation, and athletic events require management skills. The production of movies, plays, and commercials involves strategies designed for each media. Making financial decisions and managing risks involve knowing how to use insurance, financial institutions, and the stock market to keep a business competitive. These management skills will enable your business to thrive even in the jungle!

Prerequisite (s): None

Grade(s): 9, 10, 11, 12

Credit: 0.5

Meets: 5 periods weekly, one semester

6191: International Business

The course will provide students with an understanding of how and why businesses choose to expand their operations into other countries. This course exposes students to the unique challenges facing firms doing business internationally and to the potential opportunities and markets that are lost to firms that choose not to do business in the global marketplace. Emphasis is on the effect of sociocultural, demographic, economic, technological, and political-legal factors in the foreign trade environment.

Building on concepts introduced in earlier Business Education coursework, International Business will broaden student understanding of how businesses operate and how they grow and thrive in our dynamic world economy.

Information technology will be a learning tool that students will need to use. Students will develop transferable skills through their experience with word processing, journals, flow charts, and telecommunication tools, as would be expected in an accounting environment. Information and communication technologies will be integrated into the curriculum in a way that mirrors the dynamic environment in which international business is conducted today, creating an authentic and relevant learning environment. Guest speakers and field trips will enhance the learning process.

Prerequisite(s): Successfully completed at least one other Business course.

Grade(s): 10, 11, 12

Credit: 0.5

Meets: 5 periods weekly, one semester

6216: College Real Estate (C) **NEW COURSE**

The first step in becoming a licensed real estate salesperson in NYS is to pass a 75-hour NYS approved real estate salesperson course. The *College Real Estate* course would meet this requirement for students interested in pursuing this credential. Students participating in this course would have to earn a 70 or higher in order to meet the requirement set by the state. Once they have passed this course and turned 18, they would be eligible to sit for the NYS Real Estate Salesperson licensing examination.

The LIU HSS Program offers students the opportunity to earn three college credits for this class as it aligns with their *Introduction to Real Estate* course.

The benefits of this course are completing the first step in becoming a licensed real estate salesperson in NYS, gaining three college credits through the Long Island University High School Scholars (LIU HSS) Program, and fulfilling the mission of CTE. Teacher, Michael Goldin is a licensed real estate salesperson and certified instructor.

Prerequisite(s): None

Grade(s): 11, 12

Credit: 1

Meets: 5 periods weekly

6316: Accounting (C)

College Accounting is a first-year college accounting course. Topics covered include sole proprietorships, partnerships, corporations, financial statements (balance sheets, income statements, cash flow statements) analysis, interpretation, and current value accounting. This course may be taken for college credit through C.W. Post University.

Prerequisite(s): None

Grade(s): 11, 12

Credit: 1

Meets: 5 periods weekly

6326: Business Law (C)

Business Law emphasizes text and case study of laws applicable to business, including the organization of courts and court procedures, the law of contracts, sales, agency, negotiable instruments, partnerships, and personal and real property. Students also gain experience in rendering decisions in cases. Students apply their learning through mock trials. This course may be taken for college credit through C.W. Post University.

Prerequisite(s): None

Grade(s): 11, 12

Credit: 1

Meets: 5 periods weekly

6411: Virtual Enterprise

This course is designed around a virtual business environment, allowing students to experience all facets of employment in an actual business setting while remaining in the classroom. Students enrolled in this course will work collaboratively to develop an original business concept and become immersed in every aspect of business management, including human resources, accounting, product development, production, distribution, marketing and sales. During the daily classroom simulation, students will engage in trade with other virtual firms around the world, enabling them to understand how employees, workgroup teams, and departments interact and work together toward the achievement of established company goals. Students will be exposed to a rigorous curriculum, richly enhanced by hands-on applications, and covering a wide range of academic skills. The skills and experiences gleaned from this course may better prepare students for advancement to a post-secondary institution and a career in business. Students will also create and run a trade show booth at the Virtual Enterprise International Trade Show in New York City. To learn more about the program, visit www.veinternational.org

Prerequisite(s): Successfully completed at least one other Business course.

Grade(s): 11, 12

Credit: 1

Meets: 5 periods weekly