

## Business Department

**Introduction:** The Business Department believes all students should have an understanding of the business world that shapes and impacts many facets of our society and our lives. Course offerings are designed to allow students to explore a wide range of business-related topics. The Business Department also offers advanced courses designed to prepare students who wish to major in business in college as well as courses aimed at preparing students wishing to enter the business world following high school graduation. All Business Department curricula is aligned to the New Jersey Student Learning Standards.

Course Recommendation Process:

Teacher recommendation, classroom performance, and diagnostic assessments are the primary criteria for determining participation in honors level courses.

### Business Department

Course Title (Code)	Grade Level	Length
Marketing I (BUS120)	10,11,12	Full Year
Marketing II Honors (BUS130)	11,12	Full Year
Accounting I (BUS100)	9,10,11,12	Full Year
Accounting II Honors (BUS110)	10,11,12	Full Year
Business Principles Honors (BUS140)	11,12	Full Year
Starting a Business Entrepreneurship (BUS845)	11,12	Semester
Introduction to Business (BUS835)	9,10,11,12	Semester
Personal Finance (BUS865)	9,10,11,12	Semester
Sports & Entertainment Management (BUS875)	9,10,11,12	Semester
Digital Marketing (BUS885)	10,11,12	Semester

+ indicates required course

<b>Course Title:</b> Marketing I (BUS120)	
<b>Level/Grade:</b> 10,11,12	<b>Length:</b> Full Year
	<b>Pre-requisites:</b> None
<b>Course Description:</b>	
<p>If you have ever seen a TV commercial, magazine or Internet advertisement, or selected an article of merchandise to purchase, you have taken part in the marketing cycle. This class will allow students to examine marketing and the entire process that a product goes through before it reaches the consumer. Students will learn about the inception of new product ideas, research and development, promotion of the new product and selling the product to consumers. Students will be introduced to perspectives on all aspects of marketing including advertising, sales, promotion, direct and database marketing, business-to-business marketing, marketing research and customer relationships to product producers.</p>	

<b>Course Title:</b> Marketing II Honors (BUS130)	
<b>Level/Grade:</b> 11,12	<b>Length:</b> Full Year
	<b>Pre-requisites:</b> Minimum grade average of B in Marketing I.
<b>Course Description:</b>	
<p>This course will promote student learning of advanced concepts and processes in marketing that build on the learning from the Marketing I course. Students will be given the opportunity to deepen their marketing experience by understanding the role of effective market research. They will also investigate how new companies create market opportunities. The role of the Internet and other technologies that have revolutionized the marketing industry will be explored. Students will complete their own marketing project which includes a marketing plan/analysis.</p>	

<b>Course Title:</b> Accounting I (BUS100)	
<b>Level/Grade:</b> 9,10,11,12	<b>Length:</b> Full Year
	<b>Pre-requisites:</b> None
<b>Course Description:</b>	
<p>This course is designed to help the student understand the basic accounting principles and procedures used in keeping financial records for businesses that operate in the private enterprise economy of the United States. Students will learn about investment products, credit, and various types of Insurance beneficial to their future. Students will also learn the “language of business” and be introduced to the elements of the accounting cycle, the “value” of money, prepare financial reports, reconcile bank statements, research and complete case studies, and learn how to run their own businesses. Additionally, students will learn how to compute personal and corporate income taxes. This course meets the Financial Literacy requirement.</p>	

<b>Course Title:</b> Accounting II Honors (BUS110)	
<b>Level/Grade:</b> 10,11,12	<b>Length:</b> Full Year
	<b>Pre-requisites:</b> Minimum grade average of B in Accounting I
<p><b>Course Description:</b></p> <p>Students will learn advanced concepts and procedures in accounting using a college level textbook. Students will analyze financial statements, compete in the New Jersey Stock Market Game and the H&amp;R Block Budget Challenge where they will prepare a personal budget. Students will learn about corporate ethics and investigate the effects of alleged corporate greed on our society. Students will be given the opportunity to enroll in the Fairleigh Dickinson Middle College program where they may earn three college credit hours from Fairleigh Dickinson University. These credits can be transferred to many accredited colleges throughout the U.S. Tuition fees apply for the Fairleigh Dickinson Middle College Program.</p>	

<b>Course Title:</b> Business Principles Honors (BUS140)	
<b>Level/Grade:</b> 11,12	<b>Length:</b> Full Year
	<b>Pre-requisites:</b> Minimum grade average of B in Marketing I, Accounting I, or AP Economics
<p><b>Course Description:</b></p> <p>This course is designed to assist students in understanding business principles so that they can use those principles throughout their lives. Students learn about ethics, management, economics, marketing, production, entrepreneurship, leadership, and more. Students will explore the free market society along with the integration of global issues. At the end of this course students can use their management skills and general business knowledge wherever they go and in whatever career they pursue – including government agencies, charities and social causes. Students may earn 3 college credits through Fairleigh Dickinson’s Middle College Program by successfully completing this course with a C or better. Tuition fees apply for the Fairleigh Dickinson Middle College Program.</p>	

<b>Course Title:</b> Starting a Business Entrepreneurship (BUS845)	
<b>Level/Grade:</b> 11,12	<b>Length:</b> Semester
	<b>Pre-requisites:</b> None
<p><b>Course Description:</b></p> <p>This course is designed to explore what students must know about themselves and business to be successful small business owners (entrepreneurs). Students will investigate a range of concepts including understanding the important personal qualities necessary to be successful business owners, choosing a business, organizing their business, understanding their markets and competitors, marketing their products and services, and planning their financial needs.</p>	

<b>Course Title:</b> Introduction to Business (BUS835)	
<b>Level/Grade:</b> 9,10,11,12	<b>Length:</b> Semester
	<b>Pre-requisites:</b> None
<b>Course Description:</b>	
<p>This course is designed to promote student investigation of basic business principles that can be used in future coursework and in life. Topics will include entrepreneurship, marketing, business finance, and consumerism. Basic accounting, checking, savings, budgets, insurance, small business ownership and management will also be included. This course will provide a solid foundation for students who wish to pursue other business courses (accounting, marketing, etc.).</p>	

<b>Course Title:</b> Personal Finance (BUS865)	
<b>Level/Grade:</b> 9,10,11,12	<b>Length:</b> Semester
	<b>Pre-requisites:</b> None
<b>Course Description:</b>	
<p>This course satisfies the graduation requirements related to economics and financial literacy. 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 and investing, insurance protection, income tax preparation, wise use of credit, transportation choices, and housing options. Consumer protection laws and fraud protection are investigated. Technology will be used to perform internet research, access financial simulations, complete interactive activities, and computer applications to complete assignments and projects.</p>	

<b>Course Title:</b> Sports and Entertainment Management (BUS875)	
<b>Level/Grade:</b> 9,10,11,12	<b>Length:</b> Semester
	<b>Pre-requisites:</b> Introduction to Business or Marketing I
<b>Course Description:</b>	
<p>This course is designed to develop a thorough understanding of the marketing concepts and practices that apply to sports promotion, sponsorship, product licensing, and entertainment event management and marketing. This course is based on a sports stadium management simulation that includes hiring a football team, setting ticket prices, negotiating corporate sponsorships, hiring event staff, and booking entertainment concerts.</p>	

<b>Course Title:</b> Digital Marketing (BUS885)	
<b>Level/Grade:</b> 10,11,12	<b>Length:</b> Semester
	<b>Pre-requisites:</b> Introduction to Business or Marketing I
<b>Course Description:</b>  This course is designed to explore channels of non-traditional advertising (beyond television, print, and radio sources). It is the promotion of products or brands via one or more forms of electronic media tools such as social media, online listening and monitoring, web analytics, search engine optimization, and email marketing. Students will learn the fundamentals of marketing concepts with a focus on the methods and challenges in the digital marketing arena.	