

BUSINESS, MARKETING, AND COMPUTER SCIENCE

The Business, Marketing, and Computer Science Department offers a wide range of classes to meet the needs of all students whether they are college-bound or planning to enter the workforce upon graduation. The courses are focused on relevant concepts and provide students with a seamless transition to higher education business programs and provide measurable job skills imperative in the world of work.

Business Graduation Requirement

Students will be able to choose from the following menu of Business, Marketing and Information Technology courses to fulfill their business graduation requirement.

Courses	Grade	Length	Dual Credit	Pathway
Principles of Business Mgmt.	9, 10, 11, 12	Year		All pathways
Accounting Fundamentals	10, 11, 12	Year		Business Track
Fundamentals of Marketing	10, 11, 12	Year	Ivy Tech	General Interest; Business Track
Sports & Entertainment Marketing	11, 12	Semester		Special Interest
Entrepreneurship	10, 11, 12	Year	Ivy Tech	General Interest; Business Track
Personal Financial Responsibility	10, 11, 12	Semester		All pathways
ACP Business Administration	11, 12	Semester	IU	General Interest; Business Track
Preparing College/Careers	11, 12	Year	Ivy Tech	Non-Business Track
Merchandising	11, 12	Year		Business Track
Digital Applications & Resp.	9, 10, 11, 12	Semester	Ivy Tech	Non-Business; General Interest
Career Internship	12	Semester		All pathways
Computer Science				
Intro to Computer Science	9, 10	Semester		All pathways
AP Computer Science Principles	9, 10, 11, 12	Year		All pathways
Website & Database Development	9, 10, 11, 12	Year		Comp. Science Track
AP Computer Science A	11, 12	Year		Comp. Science Track
Comp. Science III: Software Dev.	11, 12	Year		Comp. Science Track
Comp. Science III: Cybersecurity	11, 12	Year		Comp. Science Track

What Class Should I Take in Business?

NON-BUSINESS TRACK: For students not necessarily interested in business. Instead, this is for students wanting to earn the credit necessary for satisfying graduation requirements.

Grade	Course Title	College Credit?	Requirements
9, 10, 11, 12	Principles of Business Management	No	No experience needed
10, 11, 12	Personal Financial Responsibility	No	No experience needed
9, 10, 11, 12	Digital Applications and Responsibility	Ivy Tech	No experience needed
10, 11, 12	Entrepreneurship	Ivy Tech	No experience needed

GENERAL INTEREST IN BUSINESS: For students who want to explore the field of business a bit; for students trying to decide if business is something they might be interested in down the road.

Grade	Course Title	College Credit?	Requirements
9, 10, 11, 12	Principles of Business Management	No	No experience needed
10, 11, 12	Entrepreneurship	Ivy Tech	No experience needed
10, 11, 12	Fundamentals of Marketing	Ivy Tech	No experience needed
11, 12	ACP Business Administration	IU	Required 2.7 GPA
11, 12	AP Microeconomics / AP Macroeconomics	<i>AP exam**</i>	Recommended 3.4 GPA

BUSINESS TRACK: For students who wish to pursue a business major or minor in college.

Grade	Course Title	College Credit?	Requirements
9, 10, 11, 12	Principles of Business Management	No	No experience needed
10, 11, 12	Entrepreneurship	Ivy Tech	No experience needed
10, 11, 12	Fundamentals of Marketing	Ivy Tech	No experience needed
10, 11, 12	Accounting Fundamentals	No	No experience needed
11, 12	ACP Business Administration	IU	Required 2.7 GPA
11, 12	AP Microeconomics / AP Macroeconomics	<i>AP exam**</i>	Recommended 3.4 GPA
11, 12	Sports & Entertainment Marketing	No	No experience needed

What Class Should I Take in Computer Science?

NON-COMPUTER SCIENCE TRACK: For students either looking to satisfy their business graduation requirement or for students wanting to just explore the world of computer science.

Grade	Course Title	College Credit?	Requirements
9, 10	Intro to Computer Science	No	No experience needed
9, 10, 11, 12	AP Computer Science Principles	<i>AP exam**</i>	No experience; comfort w/ Algebra

COMPUTER SCIENCE TRACK (w/out previous programming experience): For students who are interested in computer science but don't have any programming experience

Grade	Course Title	Requirements
9th	AP Computer Science Principles	No experience needed
10th	Website & Database Development	Must have taken Geometry and a previous CS course.
11th	AP Computer Science A (Java)	Good grades in Website/Database Dev. & Algebra 2
12th	CS III: Software Development	Good grade in AP Computer Science A

COMPUTER SCIENCE TRACK (with programming experience): This track is designed for students who are already knowledgeable in programming and would not be challenged in an introductory CS course.

Grade	Course Title	Requirements
9th	Website & Database Development	May be enrolled w/ teacher approval
10th	AP Computer Science A (Java)	Good grades in Website/Database Dev. & Algebra 2
11th	CS III: Software Development	Good grade in AP Computer Science A
12th	CS III: Cybersecurity	Good grade in AP Computer Science A

Business and Marketing Courses

4562 PRINCIPLES OF BUSINESS MANAGEMENT (9, 10, 11, 12) Principles of Business introduces students to the world of business, including the concepts, functions, and skills required for meeting the challenges of operating a business in the twenty-first century on a local, national, and international scale. The course covers business management, entrepreneurship, marketing fundamentals, and business ethics and law. The course develops business vocabulary and provides an overview of business and the role that business plays in economic, social, and political environments. The application & importance of etiquette will be introduced. **Participation in DECA (an association of marketing students) is strongly recommended.** This course meets the Business graduation requirement.

4524 ACCOUNTING FUNDAMENTALS (10, 11, 12) The course introduces the language of business using Generally Accepted Accounting Principles (GAAP) and procedures for proprietorships and partnerships using double-entry accounting. Emphasis is placed on accounting principles as they relate to manual financial systems. This course involves understanding, analyzing, and recording business transactions and preparing, analyzing, and interpreting financial reports as a basis for decision-making. You should like Math & working w/ numbers. **This course meets the Business graduation requirement.**

5914 FUNDAMENTALS OF MARKETING (10, 11, 12) This two-semester course provides a basic introduction to the scope and importance of marketing in the global economy. Emphasis is placed on oral and written communications, math applications, problem-solving, and critical thinking skills as they relate to advertising/promotion/selling, distribution, financing, marketing-information management, pricing, and product/service management. **This course is dual-credit through Ivy Tech. Participation in DECA (an association of marketing students) is strongly recommended.** This course meets the Business graduation requirement.

5984 * SPORTS AND ENTERTAINMENT MARKETING (11, 12) - This one-semester course gives students a chance to apply the principles learned in Fundamentals of Marketing to the specific industries of sports and entertainment. The sports and entertainment marketing industry is growing exponentially and is becoming increasingly popular as a postsecondary major. Students will experience projects that involve sports teams, athletes, branding, sponsorships, endorsements, and event planning. The layout of the class is similar to Fundamentals of Marketing, in terms of projects, problem-solving, and presentation skills. **Participation in DECA (an association of marketing students) is strongly recommended.** Requirements: Fundamentals of Marketing.

5966 PRINCIPLES OF ENTREPRENEURSHIP (Ivy Tech) (10, 11, 12) - This two-semester course enables students to apply the entrepreneurial process to their own business ideas. Students will identify and evaluate ideas while learning the steps and competencies required to launch a successful new venture. Students are challenged to consider the appropriateness of an entrepreneurial career for themselves by conducting a personal inventory. This course also focuses on building an entrepreneurial mindset and approach to navigating life and building a startup. Entrepreneurship is an iterative, challenging process that requires individuals to dig in like never before. This course will give students the tools that will be a foundation for building a strong and healthy business. Strong individuals and teams create strong companies. **Participation in DECA is not required but strongly recommended.** This course is dual-credit through Ivy Tech and the cost of the course is \$0 for students.

4540 * PERSONAL FINANCIAL RESPONSIBILITY (10, 11, 12) This one semester course addresses the management of individual financial decisions and activities in preparation for the realities of life experience. Designed to develop skills, strategies and awareness in such matters, this course explores topics such as credit, debt, insurance, saving, investing, and budgeting. **This course meets the Business graduation requirement.**

* 1-semester course

** can be taken 1 or 2 semesters

single-weighted course

double-weighted course

1566 * ## AP/IB MICROECONOMICS (11, 12) This one semester, college level class will focus on the study of microeconomics. Students will gain a thorough understanding of the principles of economics that apply to the functions of individual decision makers, both as consumers and producers within the larger economic system. The role of government will be studied as to how it tries to promote efficiency and equity in the economy. Market structures and their influence on the economy will be studied. On the average, students could expect to spend five hours during a calendar week studying outside of class. This course satisfies the Indiana Economics requirement and is the first semester of the IB Economics course sequence. **Recommendation for AP or non-ACP credit: 3.4 GPA and strong grades in Social Studies classes. AP Exam registration will take place in September & October. Standard AP fees apply. ***IB Credit, either for an individual certificate or as part of the full Diploma, requires both semesters of AP/IB Economics.*** Due to the integrated nature of IB curriculum and objectives. Any associated fees will be shared by instructors in advance.**

1564 * ## AP/IB MACROECONOMICS (11, 12) This one semester, college level elective course will give students a thorough understanding of the principles of economics that apply to an economic system as a whole. This course places particular emphasis on the study of national income and price determination, and also develops students' familiarity with economic performance measures, economic growth, and international economics. Learning methods will include lecture, reading, class discussions, simulations, and group projects. Students may earn college credit by scoring sufficiently high on the AP examination administered through the College Board in the spring. This course satisfies the Indiana Economics requirement and is the second semester of the IB Economics course sequence. **Recommendation for AP or non-ACP credit: 3.4 GPA and strong grades in Social Studies classes. Standard AP fees apply. ***IB Credit, either for an individual certificate or as part of the full Diploma, requires both semesters of AP/IB Economics.*** Due to the integrated nature of IB curriculum and objectives. Any associated fees will be shared by instructors in advance.**

1514 * ECONOMICS (11, 12) This required course is designed to give each student an understanding of basic economic concepts and principles and their relationship to the free enterprise system. This includes a study of the production, distribution, and consumption of goods and services. Students will explore supply and demand, business organization, money and banking, trade and transportation, and the distribution of wealth and income. Macroeconomic and microeconomic concepts are explored along with the vocabulary of economics.

6142 * ## ADVANCED BUSINESS COLLEGE CREDIT / ACP BUSINESS ADMINISTRATION (11, 12) This course gives students the opportunity to earn 3 hours of IU college credit in X100 that are transferable to most other universities. This course introduces students to a wide range of management issues. If students are considering majoring in Business in college, this course is a fantastic choice to assist them in that decision. Students will learn about the ins-and-outs of business, ownership, management, marketing and many other important aspects of business administration. **IU requirements for admission to this course: GPA 2.7 or higher on a 4.0 scale within a college preparatory curriculum. This course will require the purchase of a college-level textbook. Additionally, if students choose to take the course for IU credit, the tuition cost will be \$25/credit hour, for a total of \$75. Participation in DECA (an association of marketing) is strongly recommended.**

4528 * DIGITAL APPLICATIONS AND RESPONSIBILITY (9, 10, 11, 12) The student will be introduced to the physical components and operation of computers. Technology is used to build students' decision-making and problem-solving skills focusing on Word Processing/MS Word, spreadsheets/MS Excel, databases/MS Access and presentation software/MS PowerPoint. **This is a dual credit course through Ivy Tech. Students must meet all Ivy Tech prerequisites to qualify for Ivy Tech dual credit. This course meets Business graduation requirements.**

4512 BUSINESS MATH (11, 12) Business Math is a business course designed to equip students with life application mathematics by developing and practicing essential skills. We will emphasize a solid understanding of core math operations (addition, subtraction, multiplication, division, and basic fractions) and how they apply in real-world situations. We will also focus on personal banking and financial budgeting (checkbooks, household budgets), math for public settings (i.e. percentages, estimation, rounding used in restaurants, grocery stores, personal purchases), and applying general math principals using realistic tools to provide the necessary foundation for students as they enter adulthood and prepare for employment. **Requirement: Successful completion of Algebra.**

5394 PREPARING FOR COLLEGE AND CAREERS/COLLEGE READINESS CENTER: (11, 12) The focus throughout the course is on critical thinking. This includes how to take in, question, and use information to solve problems, make good decisions, and plan and set goals, both in the long term and short term. These problem-solving skills are applied to practicing general study techniques such as active listening, note taking, test taking, memory techniques, and reading. The course will also review the 16 national career clusters. Students will gain an awareness of the type of occupational preparation or training needed for various occupations and careers. Throughout this course students will prepare for and take the Accuplacer assessment to measure college/career readiness. The goal for students is to be college ready without having to take remediation course work at the college level. **In the second semester, students can earn dual credit, free of charge, for IVYT 120 through Ivy Tech. This course meets the Business graduation requirement.**

5232 INTERACTIVE MEDIA (10, 11, 12) This course prepares students for careers in business and industry working with interactive media products and services; which includes the entertainment industries. This course emphasizes the development of digitally generated or computer-enhanced products using multimedia technologies. Some of the projects students will work on include video/audio production, digital imaging, animation (Text, 2D and 3D characters), and website design, development, and management. **Requirement: Digital Applications and Responsibility (DAR)**

5962 MERCHANDISING (11, 12) Merchandising is a specialized two-semester marketing course providing instruction of marketing practices that support the sale of products to retail consumers. The merchandising course will also function as a school-based enterprise. Students will work collaboratively to organize and maintain all aspects of the business. Students will be responsible for effective team communication, using problem solving skills and critical thinking skills as they relate to product design for all apparel and merchandise, marketing and promotion, tracking of inventory and purchases, keeping record of accurate financial statements, as well as managing product distribution. Project-based learning will be a core competency of the Merchandising course, as students will engage in real-world application of the business principles they have learned in their prerequisite courses.

To be considered as a candidate for FHS Merchandising, interested students must fulfill the following requirements:

- Required Prerequisites. Must have taken TWO of the following courses:
 - Accounting, Digital Applications, Entrepreneurship, Principles of Marketing I, Intro to Business, Marketing II, Sports and Entertainment Marketing, Personal Financial Responsibility, ACP Business Administration, Web Design I, AP Computer Science "A", Computer Science I: Programming, Cybersecurity.
- Interested students must interview w/ the instructor the semester prior to the start date of Merchandising course.
- Participation in DECA (an association of marketing students) is strongly recommended.

* 1-semester course

** can be taken 1 or 2 semesters

single-weighted course

double-weighted course

Computer Science Courses

4803 * INTRODUCTION TO COMPUTER SCIENCE (9, 10) A one-semester course designed to give a first experience with several computer science topics. Students work together on activities to develop problem-solving skills and learn how a computer “thinks” using algorithms. Students create content for web pages using basic html and add design to their web pages using style sheets. Students learn basic concepts of computer programming to code visual scenes that include animation and user interaction leading to a final project where students program their own game. **No programming or computer science experience is needed. This course meets the Business graduation requirement.**

4568 ## AP COMPUTER SCIENCE PRINCIPLES (9 with recommendation, 10, 11 ,12) This is a full year course designed to introduce students to a broad range of computer science topics. Students explore the impact of computer science on society by studying the internet, image encoding, compression, JavaScript programming, data analytics, Big Data and cybersecurity. Students have a chance to express their creativity while demonstrating their understanding of computer science concepts. Students who have a computer science background should take this course if they want to broaden their CS experience. Students who do not have a computer science background should take this course to get an understanding of CS topics that can be helpful in many careers such as business, engineering, science and the arts. Students will submit one project to College Board and prepare to take the “AP Computer Science Principles” test in May. **No computer science experience is needed. Students must have strong Algebra skills and strong written communication skills. This course meets the Business graduation requirement and counts as a science elective.** AP Exam registration will take place in September & October. Standard AP fees apply.

7185 WEBSITE & DATABASE DEVELOPMENT (9 with recommendation, 10, 11 ,12) A full-year course in computer programming and related computer science topics. Students will learn and practice fundamental programming concepts including variables, looping, control structures, data structures, and functions. In the first semester, students will begin JavaScript & web design, utilizing HTML and CSS to build programming skills and apply them in a web environment. In the second semester, students will learn Python and programming concepts that are applicable to any programming language. Students will also be introduced to the basic concepts of databases including types of databases, database design, tables, queries, reports, and applications. Students will also be introduced to BIG Data and data mining. Students will also develop business application using database software such as Microsoft Access. **Requirement: AP Computer Science Principles (or teacher recommendation). This course meets the Business graduation requirement.**

4570 ## AP COMPUTER SCIENCE A – ADVANCED COMPUTER SCIENCE USING JAVA (10, 11, 12) AP Computer Science A is a full year course on the development of computer programs to solve problems. This leads to other computer science topics including development and analysis of algorithms, development and use of data structures, and the study of standard algorithms and typical applications. In addition, an understanding of the basic hardware and software components of computer systems and the responsible use of these systems are integral parts of the course. Students will prepare to take the “AP Computer Science A” test in May. This course consists of extensive coding experience. **Requirement: completion of Algebra II. Strongly encouraged to have completed either AP CSP or Website Development. Recommendation: strong grade (“B” or better).** AP Exam registration will take place in September & October. Standard AP fees apply.

* 1-semester course

** can be taken 1 or 2 semesters

single-weighted course

double-weighted course

5253 COMPUTER SCIENCE III: CYBERSECURITY (11, 12) Protecting digital information is an important requirement for individuals, corporations and governments to function safely and effectively in a digital society. The Cybersecurity course will give students the knowledge and skills needed to understand the complex technical and societal issues involved with information security. Students will explore and discuss current and historical cybersecurity events to understand why they happened and how they could have been prevented. Topics covered will include Ethics/Digital Citizenship, Cryptography, Software Security, Physical Security, Web Security, Networking Fundamentals and Basic Systems Administration. **Requirement: Successful completion of Website Development AP CS Principles (B or better recommended).** *This class will be offered at HSE; students can also take a Cybersecurity course through the Pursuit Institute.*

5249 COMPUTER SCIENCE III: SOFTWARE DEVELOPMENT CAPSTONE (11, 12) This course focuses on gaining knowledge and acquiring competencies in the processes, techniques, and tools to develop production quality software. The course framework aligns with professional standards and situates software development within the context of a software project, providing focus on requirements development and management, project scheduling, project success metrics, code design, development and review principles, testing procedures, release and revision processes, and project archival. An additional topic provides exposure to career opportunities within the software development field. The final product of this capstone experience is a working software product that adheres to industry standards. **Requirement: Successful completion of AP CS Principles or another programming class (B or better recommended).**