

HERRICKS SCHOOL DISTRICT



2019 Curriculum Review



HERRICKS
BUSINESS DEPT

Designed by Gabriella Dos Santos

HERRICKS SCHOOL DISTRICT



Mission Statement



Herricks Public Schools
Education Today Knowledge Forever

The Herricks School District, a Community of Learners, through its educational programs, promotes intellectual curiosity and creative expression, values diversity, and measures success by one's personal development and contributions to society.

PORTRAIT OF A GRADUATE



Portrait of a Graduate
Supported by **BattelleforKids**



185 Student Responses

- Leadership
- Communication
- Critical Thinking
- Creativity/Innovation
- Entrepreneurship



<https://portraitofagraduate.org/>

64 Parent Responses

- Critical Thinking
- Leadership
- Entrepreneurship
- Communication
- Financial Literacy

BUSINESS DEPARTMENT



Vision Statement



The Herricks Business Department prepares creative, innovative, future entrepreneurs for a life of leadership, critical thinking, good citizenship with a strong foundation in information technology and financial literacy.



BUSINESS DEPARTMENT



Mission Statement



The Herricks Business Department works in partnership with students, faculty, and the community, to ensure each student acquires the 21st century skills and core knowledge necessary to advance into college and career pathways.



CTE PROGRAM

Career and Technical Education



- NYSED's Career and Technical Education is committed to providing high quality CTE opportunities for all students
- At Herricks, our comprehensive business program helps prepare students for a lifetime of success

CTE PROGRAM

Career and Technical Education

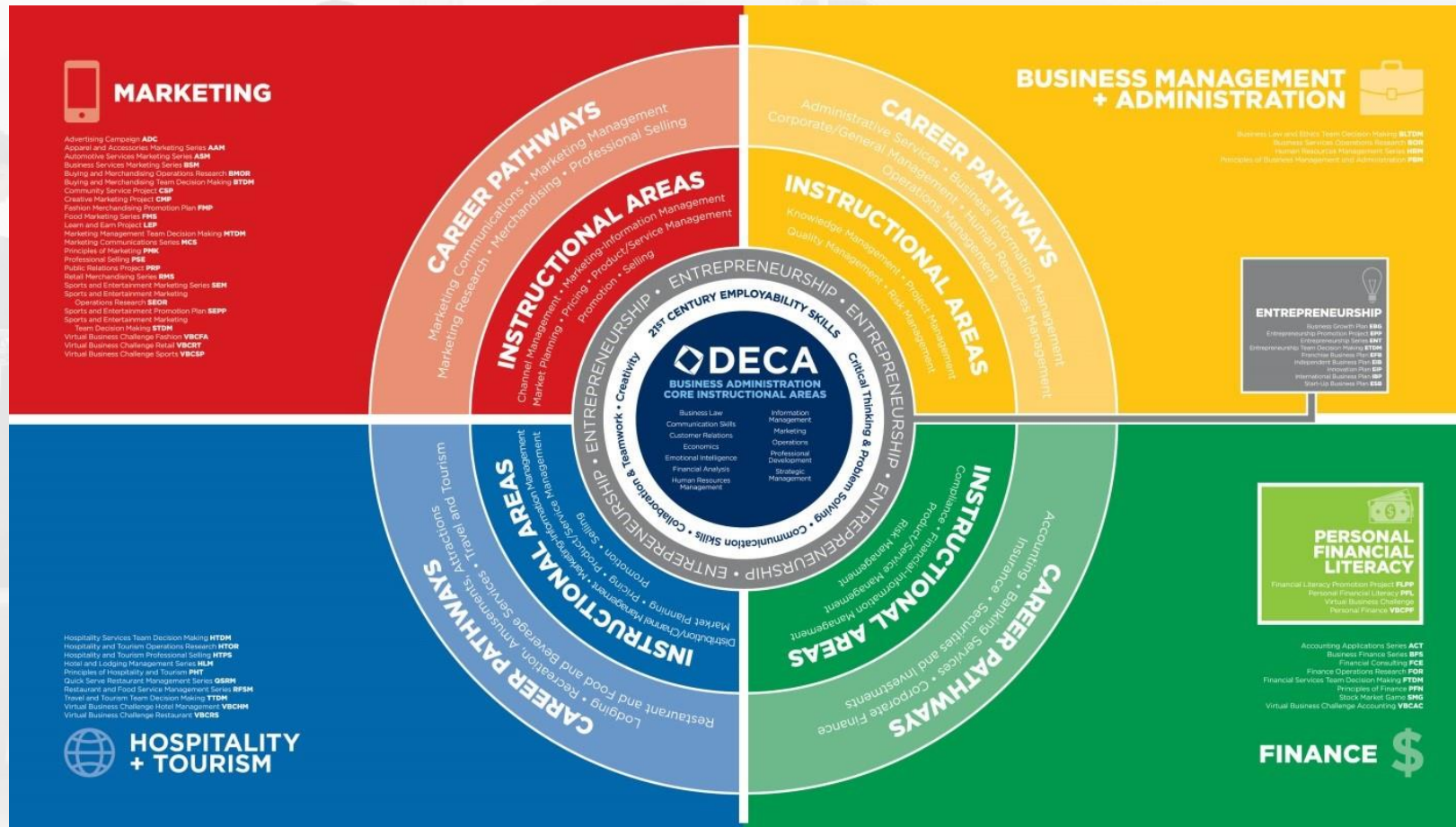


- CTE studies are organized in NY in the following content areas:
 - Agricultural
 - **Business & Marketing**
 - Family & Consumer Sciences
 - Health Occupations
 - Technology
 - Trade, Technical & Industrial

CTE PROGRAM



DECA Competitive Event Categories





MARKETING

Advertising Campaign **ADC**
Apparel and Accessories Marketing Series **AAM**
Automotive Services Marketing Series **ASM**
Business Services Marketing Series **BSM**
Buying and Merchandising Operations Research **BMOR**
Buying and Merchandising Team Decision Making **BTDM**
Community Service Project **CSP**
Creative Marketing Project **CMF**
Fashion Merchandising Promotion Plan **FMP**
Food Marketing Series **FMS**
Green and Earth Project **LEP**
Marketing Management Team Decision Making **MTDM**
Marketing Communications Series **MCS**
Principles of Marketing **PMK**
Professional Selling **PSE**
Public Relations Project **PRP**
Retail Merchandising Series **RMS**
Sports and Entertainment Marketing Series **SEM**
Sports and Entertainment Marketing
Operations Research **SEOR**
Sports and Entertainment Promotion Plan **SEPP**
Sports and Entertainment Marketing
Team Decision Making **STDM**
Virtual Business Challenge Retail **VBCCA**
Virtual Business Challenge Retail **VBCSR**
Virtual Business Challenge Sports **VBSCP**

Hospitality Services Team Decision Making **HTDM**
Hospitality and Tourism Operations Research **HTOR**
Hospitality and Tourism Professional Selling **HTPS**
Hotel and Lodging Management Series **HLM**
Principles of Hospitality and Tourism **PHT**
Quick Serve Restaurant Management Series **QSRM**
Restaurant and Food Service Management Series **RFSM**
Travel and Tourism Team Decision Making **TTDM**
Virtual Business Challenge Hotel Management **VBCHM**
Virtual Business Challenge Restaurant **VBCHR**



HOSPITALITY + TOURISM

**BUSINESS MANAGEMENT
+ ADMINISTRATION**

ENTREPRENEURSHIP

- Business Growth Plan **EB6**
- Entrepreneurship Promotion Project **EP1**
- Entrepreneurship Series **ENT**
- Entrepreneurship Team Decision Making **ETD4**
- Franchise Business Plan **CFE**
- Independent Business Plan **IBS**
- Innovation Plan **EIP**
- International Business Plan **IBP**
- Start-Up Business Plan **SBP**

PERSONAL FINANCIAL LITERACY

Financial Literacy Promotion Project **FLPP**
Personal Financial Literacy **PFL**
Virtual Business Challenge
Personal Finance **VBCF**

Accounting Applications Series **ACT**
Business Finance Series **BFS**
Financial Consulting **FCF**
Finance Operations Research **FOR**
Financial Services Team Decision Making **FTDM**
Principles of Finance **PFN**
Stock Market Game **SMG**
Virtual Business Challenge Accounting **VBCAC**

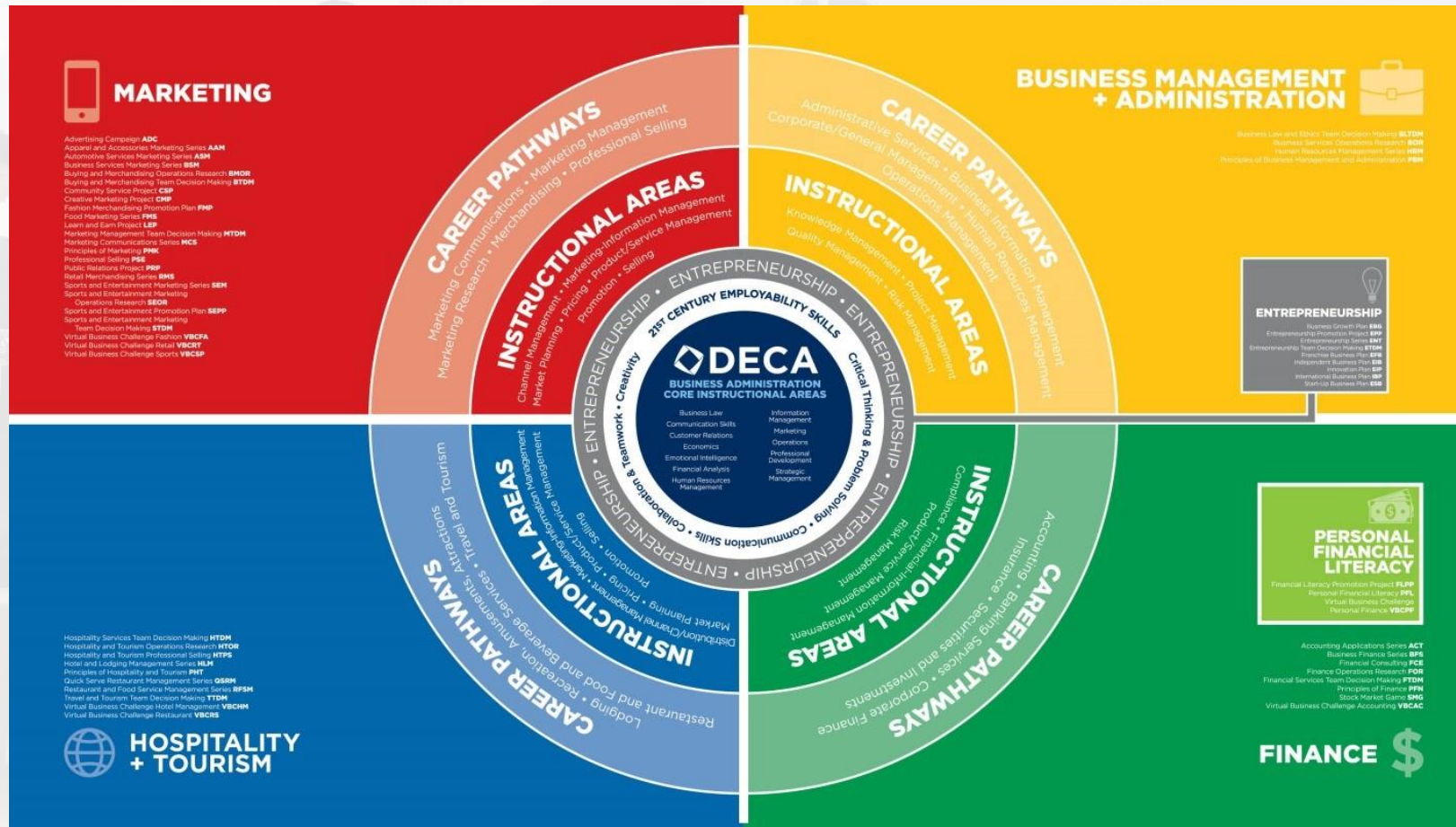
FINANCE



CTE PROGRAM



DECA Competitive Event Categories



HERRICKS DECA



New York State Career Conference



CURRICULUM REVIEW PRESENTATION

HERRICKS BUSINESS DEPARTMENT

HERRICKS DECA



New York State Career Conference



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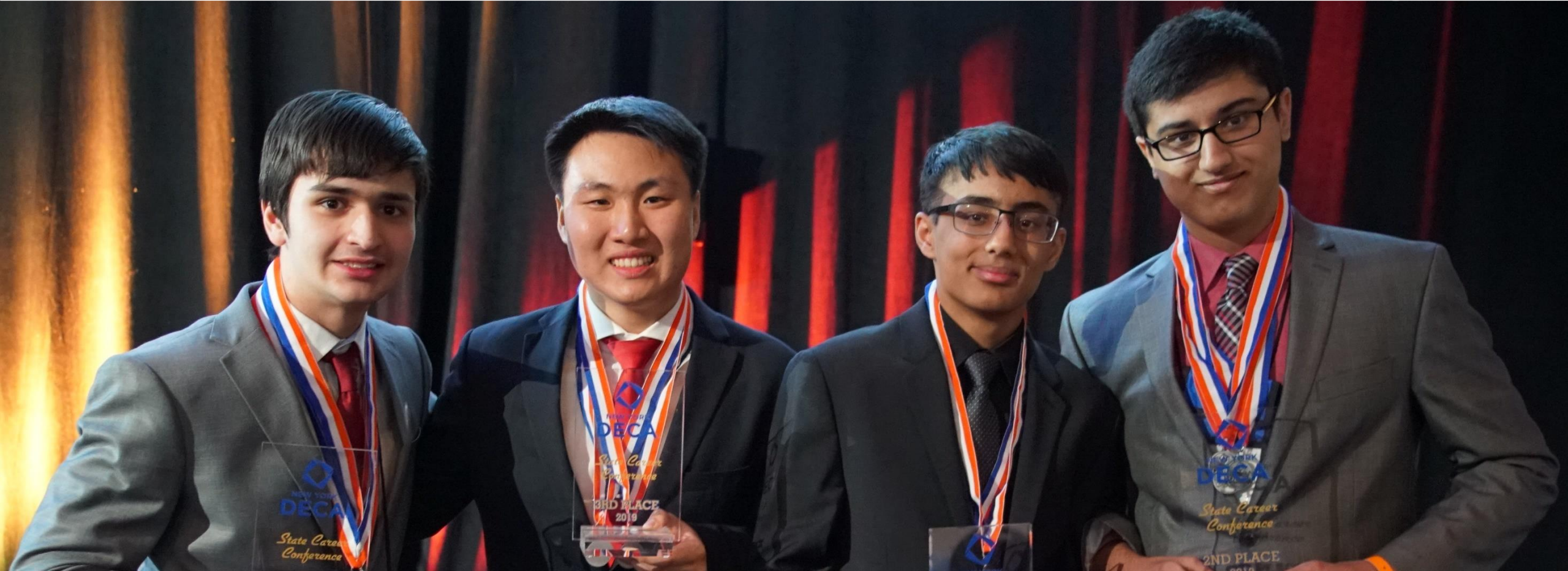


New York State Career Conference



HERRICKS DECA

New York State Career Conference



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New York State Career Conference



CURRICULUM REVIEW PRESENTATION

HERRICKS BUSINESS DEPARTMENT

HERRICKS DECA



2019 DECA Banquet



2019-2020 DECA Board

COURSE CATALOG

Herricks Business Department



- Career & Financial Management
- Keyboarding & Computer Applications
- Accounting I*
- Business Management*
- International Business
- Principles of Marketing*
- Business and Personal Law*
- Virtual Enterprise I*
- Virtual Enterprise II**
- Cooperative Work Experience

* Students are eligible to receive 3 college credits through Farmingdale State College

COURSE CATALOG



Accounting I (BUS 101: Accounting I)

- The Accounting Information System
- Introduction to Financial Statements
- Accounting for Service and Merchandising Operations
- Reporting and Analyzing Inventory
- Reporting and Analyzing Long-Lived Assets

Farmingdale
State College
State University of New York



College Credits

COURSE CATALOG



Business Management (BUS 111: Introduction to Business)

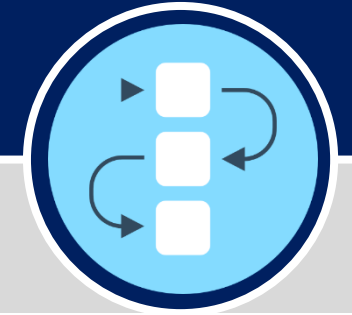
- Evolution of Management Thought
- Social and Ethical Responsibilities of Management
- Fundamentals of Organizing
- Human Resource Management and Staffing
- Strategies, Policies and Planning Premises

Farmingdale
State College
State University of New York

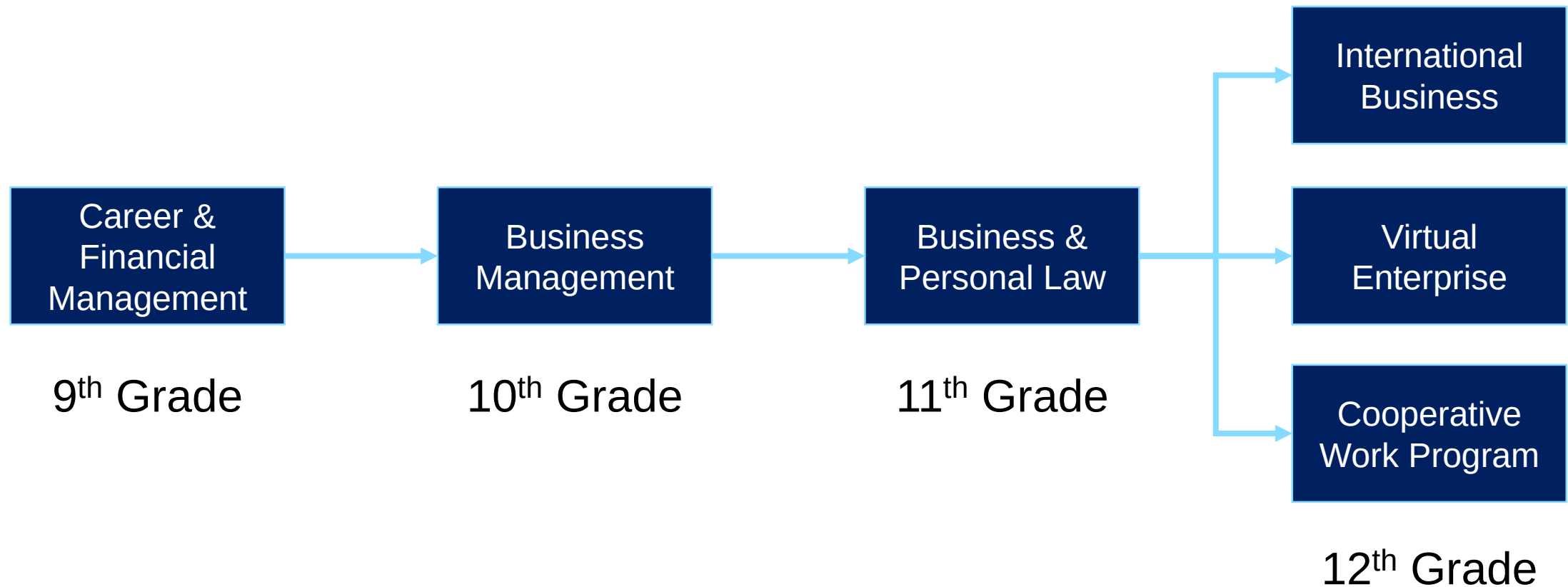


College Credits

CLASS FLOWCHARTS



Sample Class Progression



THE CO-OP WORK PROGRAM



Cooperative Education Program

- Program that balances classroom theory with practical, hands-on experience within the Herricks community
- Herricks has been a pioneer in cooperative education since 1997
- Over 30 businesses in multiple industries “cooperate” with Herricks

THE CO-OP WORK PROGRAM



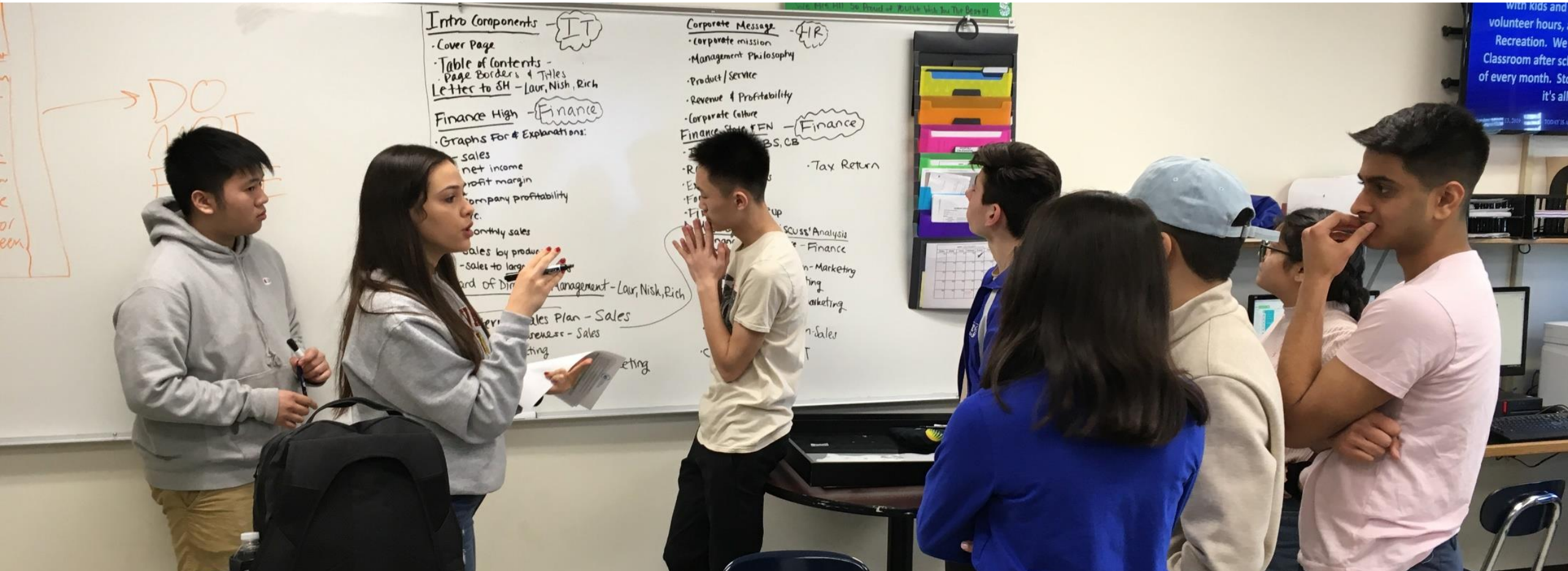
Co-Op Partnerships

- Ameriprise Financial Planning
- Cronin & Cronin Law Firm, PLLC
- Dr. Howard S. Golan, DDS
- Law Offices of Donald H. Hazelton
- Long Island Children's Museum
- Nassau County Legislature
- North Shore University Hospital
- Peak Performance Physical Therapy
- St. Francis Hospital
- WCWP Radio @ CW Post

VIRTUAL ENTERPRISE



2018-2019 School Year



VIRTUAL ENTERPRISE



Program Overview

- Students develop essential leadership, professional, functional, and core technology skills through hands-on, immersive, work-based learning experiences.
- Students work in departments to manage day-to-day functions, produce key deliverables, assess growth, make decisions, respond to challenges, and participate in a variety of business-related events and activities.

VIRTUAL ENTERPRISE



National Competitions



Quarterly Newsletters



Written Business Plan



Annual Report

VIRTUAL ENTERPRISE



National Competitions: Company Website

Hon. Men.

<https://infinitybarsny.wixsite.com/infinitybars>

<https://thepartyprojectny.wixsite.com/party>

Top 10%

You have a Party to plan!

YOUR PARTY, OUR PROJECT

The Party Project is your one stop shop for event planning. We are an app based service that helps customers alleviate stress when planning a party or special occasion.

[Plan Now!](#)

Check out our App

VIRTUAL ENTERPRISE



VEI Entrepreneurship & Leadership Conference



VIRTUAL ENTERPRISE

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VIRTUAL ENTERPRISE



Long Island Trade Fair & Oral Business Plan Competition



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Long Island Trade Fair & Oral Business Plan Competition



CURRICULUM REVIEW PRESENTATION

HERRICKS BUSINESS DEPARTMENT

VIRTUAL ENTERPRISE



Long Island Oral Business Plan Finals



VIRTUAL ENTERPRISE



Long Island Oral Business Plan Finals



CURRICULUM REVIEW PRESENTATION

HERRICKS BUSINESS DEPARTMENT

VIRTUAL ENTERPRISE



2019 Youth Business Summit and Trade Show



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HERRICKS BUSINESS DEPARTMENT

VIRTUAL ENTERPRISE



2019 Youth Business Summit and Trade Show



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VIRTUAL ENTERPRISE



2019 Youth Business Summit and Trade Show



CURRICULUM REVIEW PRESENTATION

HERRICKS BUSINESS DEPARTMENT

SWOT ANALYSIS

Strategic Planning



S

DECA Connection
University in the High School
Strong Alumni/Parent Network

W

Restricted Course Selection
Lack of AP Courses
Students' Limited Schedules

O

Interdepartmental Collaboration
Weighted Courses
Evolution of CTE Standards

T

Increase in Elective Courses
Co-Curricular Cost Increases

DEPARTMENTAL GOALS



Looking Forward

Short-Term Goals

- Establish Advisory Board
- Weight Select Classes
- Increase Collegial Connections

Long-Term Goals

- Expand Advisory Board
- Virtual Enterprise Office
- Explore Additional Courses

DEPARTMENTAL GOALS



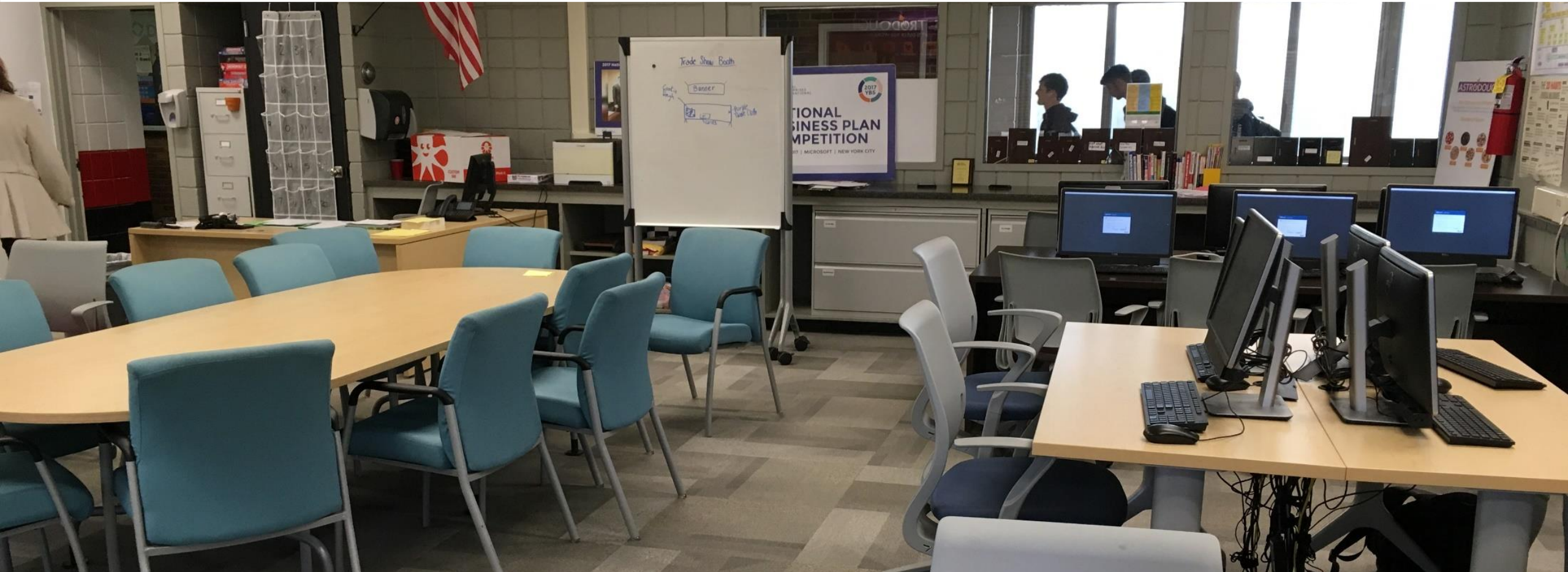
Short-Term Goals



DEPARTMENTAL GOALS



Long-Term Goals



BUSINESS DEPARTMENT



The End

Thank you!
Questions?

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