

**BUSINESS EDUCATION
AND
WORK BASED LEARNING**

BUSINESS DEPARTMENT

BUSINESS IN A GLOBAL ECONOMY

One-Half Credit

One-Half Year

The Business in a Global Economy course is an introduction to what a business is, how it operates in the U.S. and other countries and how to create a persuasive business plan. Students will identify forms of ownership and the elements used in finance, marketing, human resources, sales, and business presentations. The course is designed to help students become empowered leaders through collaborations and creativity in the classroom. Students will understand how the concept of innovation and developing an idea can translate into a successful business in an ever-changing world.

MODERN MARKETING

One-Half Credit

One-Half Year

Mastering modern marketing opens a path to success in today's technology-driven global economy. This course teaches students to develop business plans using the design thinking process while learning marketing strategies for creating impactful ad campaigns and promotional events. Students will collaborate on storyboarding and designing campaigns, applying industry standards and exploring the evolution of marketing channels. By the end of the course, they will showcase their business plans and campaigns, demonstrating both entrepreneurial and creative expertise.

SPORTS AND ENTERTAINMENT MARKETING

One-Half Credit

One-Half Year

Whether your passion is sports or movies, music, or television, this is the course for you. Basic marketing principles will be studied and applied to these rapidly growing dynamic industries. Computer and internet applications are an essential component of this course as students will engage in a variety of hands-on activities dealing with movies, concerts, television and promoting different sports teams. Guest speakers, field trips, and online activities will broaden classroom learning.

CAREER & COLLEGE PLANNING

One-Half Credit

One-Half Year

Students will do extensive college research and learn how to apply to potential colleges using online resources, especially College Board. In addition, college resumes, work resumes, cover letters and interview techniques used for college and job interviews are covered. Students will develop a personal portfolio, which provides a valuable reference for college and work. Students leave class with a complete digital portfolio. Guest speakers from local companies and colleges discuss their experiences and share job opportunities/internships. Students will be able to utilize computer applications and the internet on an advanced level.

COLLEGE PERSONAL FINANCE AND BUSINESS MATHEMATICS (FARMINGDALE STATE COLLEGE)

One-Half Credit

One- Half Year

Grades 10-12

This course is designed to help students understand the financial world they will encounter, as well as prepare students for a more complex college-level business and math curriculum. The curriculum includes topics such as: payroll, taxes, budgets, savings/checking accounts, credit cards, loans, vehicle/housing costs, etc. **This course is also available for college credit through Farmingdale State College. A fee of \$140.00 payable to Farmingdale State College is required for 3 college credits. Credits are transferable to most accredited colleges.**

COLLEGE ACCOUNTING (FARMINGDALE STATE COLLEGE)

One Credit

One Year

Accounting is the "language of business". Not only is it a usual course required in college, but it also aids in the use of money in everyday life. This course is designed for all students who plan to enter business careers in fields such as accounting, banking, sales and credit management and small business ownership. The purpose of the course is to give students training in the fundamental principles of accounting and to

broaden the students' general business background. The use of computers is an essential part of this course. **This course is also available for college credit through Farmingdale State College. A fee of \$150.00 payable to Farmingdale State College is required for 3 college credits. Credits are transferable to most accredited colleges.**

COLLEGE BUSINESS MANAGEMENT (FARMINGDALE STATE COLLEGE)

One Credit

One Year

Want to be a leader? This course covers the theory and practice of management and organizational dynamics with emphasis on meeting the challenges of a changing workplace environment. Topics include: the managerial functions of planning, organizing, staffing, leading and controlling and the study of personal and group behavior in organizations. Course themes are diversity in the workplace, globalization, ethics and social responsiveness, changing technology and effective management of these challenges. **This course is also available for college credit through Farmingdale State College. A fee of \$140.00 payable to Farmingdale State College is required for 3 college credits. Credits are transferable to most accredited colleges.**

VIRTUAL ENTERPRISE*

One Credit

One Year

With an emphasis on college and career readiness, V.E. is an in-school, live, global business simulation that offers students a competitive edge through project-based, collaborative learning and the development of skills in entrepreneurship, global business, problem solving, communication, personal finance, and technology. Drawing on the European tradition of apprenticeships, this multidimensional, experiential learning model, which is part of a global network of student-run businesses in over 40 countries, transforms high school students into independent-thinking business professionals and their classrooms into offices. In addition to giving students a head start on jobs and careers, V.E. reinforces students' academic skills and achievement, reignites their interest in education, and raises their desire to graduate and pursue lifelong learnings. Through developing and managing businesses, students not only stay in school, but gain expertise in problem-solving, decision-making, communication, collaboration, technology, and accessing, using and analyzing information – skills that are key to success in both college and careers.

***This course counts as Economics credit.**

ADVANCED PLACEMENT BUSINESS AND PERSONAL FINANCE

One Credit

One Year

AP Business with Personal Finance is a yearlong high school business and personal finance course that aligns closely with a college-level introduction to business course. Students explore the business disciplines of entrepreneurship, marketing, finance, accounting, and management through real-world business applications, case studies, and project-based learning. In addition, students learn and apply all the National Standards for Personal Financial Education created by the Council for Economic Education and the Jump\$tart Coalition for Personal Financial Literacy. AP Business with Personal Finance is part of the AP Career Kickstart™ group of courses, which are designed to accelerate high school students on their paths to in-demand careers.

SENIOR INTERNSHIP

One Credit

One Year

The Senior Internship Program will provide the opportunity for a limited number of students to pursue a one-credit independent, non-paid internship experience. This course will allow students to link their interests and preferences to career and research exploration. They will gain expert advice on the job search process and insight to the career field, while learning about a particular area of interest. The Senior Internship course will enable students to discover the right college major and learn how to make the most of a workplace experience. Students wishing to enroll in this class must fill out an application and interview with the internship coordinator. Students will learn research, resume writing, interview, and presentation skills. After all students are placed at the professional site, they will be required to attend a seminar class one day a week where they can discuss their internship and prepare for an end-of-the-year presentation.

NOTE: Depending on the student's interning choice, evening, weekend and/or vacation commitments may be required. Transportation to and from the workplace must be provided or arranged by the student.

SENIOR EXPERIENCE

Three Credits (English, Social Studies, and Elective)

One Year

Prerequisite: Completion of Senior Experience Application

The Senior Experience course will provide students with out-of-school opportunities to obtain hands-on experience in their field of interest, completing at least 80 hours of internship experience during the school year. Students will gain a unique, inside view of their career interest in combination with their Academic Academy program. This unique three credit course will satisfy the New York State Graduation Requirements for English and social studies, while providing students with real world career experiences through internship experiences in their field of interest. Students will alternate in-person instruction with an internship experience that will take place during the school day, periods 7-9. Students are responsible for keeping a journal of their experiences and a time log of the hours spent with their mentor. Additionally, internship students will participate in the LTI exhibition and complete a capstone project.

WORK BASED LEARNING

Up to Two Credits

Independent Study

Cooperative Work Based Learning matches you with on-the-job training. The purpose of the program is to allow you to practice, in the work world, the skills you have mastered in high school. The work experience will give you a much greater understanding of your talents and skills. Student employment is monitored and evaluated. Students must successfully complete their business, technology or family and consumer science course for credit. You must provide your own transportation to and from the job. You may take a full day of academic classes and then report to work after your class. A great amount of program flexibility allows you to participate in sports and club programs.