Business Education - Winnetka Campus Offerings

ACCOUNTING

- ✓ Year-long course
- ✓ Elective credit (2/2)
- ✓ Skills-based
- ✓ Individual/group work

Topics Include:

- o Language of business through finances
- o Preparing financial records
- o Current events, company analysis

BUSINESS LAW

- ✓ Semester-long course
- ✓ Elective credit (1/2)
- ✓ Project-based
- ✓ Group work

Topics Include:

- o Contracts
- o Intellectual property
- o Class action lawsuits

BUSINESS LEADERSHIP

- ✓ Year-long course
- ✓ Elective credit (2/2) or Consumer credit
- ✓ Discussion-based
- ✓ Open to grades 11-12

Topics Include:

- o Communication
- o Leadership and decision-making
- o Influence and negotiation

ENTREPRENEURSHIP: STARTUP U

- ✓ Year-long course
- ✓ Elective credit (2/2)
- ✓ Project-based
- ✓ Group work

Topics Include:

- o Work in a team to develop a business idea
- o Test idea through MVP (minimum viable product)
- o Learn from and work with business professionals in the community
- o Culminates with "Shark Tank"-like pitch

INTRODUCTION TO BUSINESS

- ✓ Year-long course
- ✓ Elective credit (2/2) or Consumer Credit
- ✓ Activity/project-based
- ✓ Individual/group work

Topics Include:

- o Introduction to several areas of business
- o Current events
- o Competitive project incorporating service-learning

INVESTING & CORPORATE FINANCE

- ✓ Semester-long course
- ✓ Skill/project-based
- ✓ Individual/group work

Topics Include:

- o Investment simulator
- o Analyzing, selecting stocks
- o Building an investment portfolio

iOS APP DEVELOPMENT

- ✓ Year-long course
- ✓ Elective credit (2/2)
- ✓ Project-based
- ✓ Individual work

Topics Include:

- o Coding apps
- o Write your own app, post in Apple Store
- o Mac/Apple-based

MARKETING & MERCHANDISING IN FASHION

- ✓ Semester-long course
- ✓ Elective credit (1/2)
- ✓ Project-based
- ✓ Group work

Topics Include:

- o Business side of fashion
- o Designers and trends, fashion week
- o Collaboration with local organizations, ex: Sheridan Rd. Magazine, Old Orchard Mall

SPORTS MARKETING & MANAGEMENT

- ✓ Semester-long course
- ✓ Elective credit (1/2)
- ✓ Project-based
- ✓ Group work

Topics Include:

- o Promotion in sports and entertainment
- o Social media campaigns
- o Local projects and partnerships, ex: Chicago Cubs, Winnetka Music Festival

PERSONAL FINANCE/ONLINE

- ✓ Semester-long course
- ✓ Consumer credit
- ✓ Skill/project-based
- ✓ Online open to grades 11-12

Topics Include:

- o Managing your personal finances
- o Buying a car and home
- o Credit

BUSINESS EDUCATION

