

# Business & Marketing Courses



## **Business Communication (Semester 1) and International Marketing (Semester 2)**

**Course #7390/049060**

*12th Grade: 1.0 Credit*

**Prerequisite:** Successful completion of three years of High School of Business Pathway OR Strategic Marketing/Consumer Behavior.

Learn how to communicate in business! This class will help you develop the skills necessary to be an effective communicator. The first semester of business communication will provide the skills you need to succeed in college and the 21st century. International Marketing and Business will teach students about the finer points of business and marketing in an international context. The course is designed to equip an informed observer of the global marketplace with the skills to make marketing and business decisions in an international context. During the first semester, students will have fun planning to take a product or service of their choice to a foreign country as they learn how to write the DECA International Business Plan. The course is designed to equip readers to serve as "informed observers" of the global marketplace, enabling them to develop the skills necessary to make informed marketing decisions worldwide. Students will learn presentational speaking skills and concepts by delivering speeches. Students will also learn effective business writing by creating business documents and white papers.

Includes the fundamentals of business communication and an introduction to international communication. Students will learn about international affairs, culturally adaptable marketing, cultural diversity and customs, global marketing research, and international trade, and will apply these concepts through international projects and teamwork. This year-long class is for students interested in getting college credit from UCD. The course is being offered in cooperation with the University of Colorado Denver. The type will carry six semester hours of credit from UCD and will include extensive speech, note-taking, reading, and writing assignments related to Marketing and Economics. The class is team-taught with a professor from UCD. UCD college credit may be purchased at a cost determined by UCD each semester (3 credits each semester).

**Enrollment Requirement:** Senior students are required to enroll in this course for both Semester 1 and Semester 2. Enrollment is a year-long commitment. If a student drops the course at any point, the student (and family) will be financially responsible for and billed the full University of Colorado tuition in accordance with university policies.

*Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for Work-Based Learning credits. See [Work-Based Learning](#) for detailed information on earning credits through work-based learning.*



## **Intro. to Entrepreneurship (Semester 1) & Small Bus. Mgmt. (Principles of Mgmt. - Semester 2)**

**Course# 039080/049070**

*12th grade - 1.0 Credit*

**Prerequisite:** Successful completion of Introduction to Business/Principles of Marketing. *Priority will be given to students currently enrolled in the High School of Business program.*

This course introduces students to the rewards and risks of owning, operating, and managing a business enterprise. Emphasis is placed on developing skills in planning, organizing, managing, and financing a small business. Students will acquire these concepts by creating a business plan. The course also explores traditional and lean business planning to establish a business's strategic vision and direction. This course assesses the strengths and weaknesses of a business concept. It includes identifying external and environmental factors related to business ownership and evaluating funding sources for small businesses. This course also provides an overview of small business management (principles of management). Emphasis is on the primary functions of planning, organizing, staffing,

leading, and controlling, with a balance between the behavioral and operational approaches. This year-long class is for students interested in getting college credit from UCD. The course is being offered in cooperation with the University of Colorado Denver. The system will carry six semester credit hours from UCD and have extensive note-taking, reading, and writing assignments. The course is team-taught with a professor from UCD. Marketing students are strongly encouraged to participate in the many DECA activities throughout the year.

**Enrollment Requirement:** Senior students are required to enroll in this course for both Semester 1 and Semester 2. Enrollment is a year-long commitment. If a student drops the course at any point, the student (and family) will be financially responsible for and billed the full University of Colorado tuition in accordance with university policies.

*Front Range Small Business Management College Credits*

Small Business Management (MAN 0216): This course addresses the unique entrepreneurial experience of conceiving, evaluating, creating, managing, and potentially selling a business. The goal is to provide a solid foundation with practical applications of essential concepts relevant to the entrepreneurial environment. In addition to creative aspects, key business areas, including finance, accounting, marketing, and management, will be addressed from an entrepreneurial perspective. The course relies on classroom discussion, participation, guest speakers, case analysis, and the development of a business model to build a comprehensive strategy for launching and managing a business. Students must draw upon their business education and experience to apply it in launching a new venture. Students are expected to interact with the business community and advisors, work effectively in teams, and actively participate in classroom discussions and exercises. (3 college credits)

*Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning credits](#). See [Work-Based Learning](#) for detailed information on earning credits through work-based learning.*

**Introduction to Business (Semester 1) and Principles of Marketing A (Semester 2)**

**Course# 7330/049010**

*10th, 11th and 12th grade - 1.0 Credit*

Want to learn more about business and marketing in a hands-on, project-based environment? Learn skills for the 21st-century workplace? If so, this class is for you! Students will learn how marketers deliver value by satisfying customer needs and wants, determine which target markets the organization can best serve, and decide on appropriate products, services, and programs to serve these markets. Topics include branding and product development, pricing strategies, marketing research, promotion, supply chain management, and service marketing. This course introduces the application of fundamental business principles to local, national, and international forums. It examines the relationship between economic systems, governance, regulations, and law, and their impact on business operations. Marketing students are strongly encouraged to participate in the numerous DECA activities offered throughout the year, where they develop valuable leadership and social skills.

*Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning credits](#). See [Work-Based Learning](#) for detailed information on earning credits through work-based learning.*



**Personal Finance**

**Course# 039090**

*12th - 0.5 Credit*

Want to learn how to save, invest, and build wealth? Personal Finance helps set students up for future financial success. This course is designed to help students understand the impact of individual choices on occupational goals and future earnings potential. The course covers basic personal financial planning concepts and applications, including cash flow, net worth, asset selection and purchase, income taxes,

insurance, consumer debt, and risk management. Students engage in hands-on projects, such as investment tracking and a virtual balance sheet simulation, that teach them how to invest and manage their finances, use debt responsibly, and increase their net worth. Students also compete in various in-class and national simulations to build successful stock portfolios and the highest net worth. Skills learned in this class are transferable to any career and real life.

Metropolitan State College of Denver Dual Enrollment College Credits

Personal Financial Planning (FIN 3150)- Students will learn the time value of money and how to perform TVM calculations using a financial calculator. Furthermore, students will learn how to formulate short-term and long-term financial plans and execute them to achieve their stated goals. Understand basic personal financial statements and identify problem areas by analyzing key ratios. Understand various investment vehicles, risks, diversification, asset allocation, mortgage markets, bank borrowing (including credit card debt and student loans), and medical, property, and casualty insurance policies. Additionally, we will examine investing from a retirement-planning perspective, using mutual funds to form portfolios (while assessing risks) that include stocks and bonds. (3 college credits)

*Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning credits](#). See [Work-Based Learning](#) for detailed information on earning credits through work-based learning.*



**Social Media for Business**

**Course# 039180**

*11th and 12th grade: 0.5 Credit*

Want to explore how social media is used in business? This second-level marketing (DECA) course will earn three free college credits through Front Range Community College. Through this course, students identify trends in the business social-media space, quantify the contribution of social media (metrics and goals, finding what is good, measuring and adjusting on the fly, reporting and sharing insights), learn how to develop a social media plan for a business, and develop an integrated approach for social media content creation. Students will learn to understand and appreciate ethical principles in the context of social media, develop and evaluate content marketing strategies, and set social media goals and metrics. Students will learn social media strategies through various simulations and exercises. Students will earn a Google Analytics certificate and a HubSpot certificate. Social media research may need to be conducted outside of the classroom. Marketing students are strongly encouraged to participate in DECA activities throughout the year, where they can develop valuable leadership and social skills.

Front Range Social Media for Business College Credits

Social Media for Business (MAR 1055) teaches students to use social media as a business strategy and to align that strategy with the business's goals. This course addresses current trends, ethics, regulations, legal challenges, design, content development, and change management. This course helps students better understand how social media marketing differs from traditional marketing and how to use online methods most effectively to further business goals. (3 college credits)

*Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning credits](#). See [Work-Based Learning](#) for detailed information on earning credits through work-based learning.*



## **Strategic Marketing Semester 1 & Consumer Behavior Semester 2**

**Course# 049030/049040**

*11th and 12th grade: 1.0 Credit*

**Prerequisite:** Introduction to Business/Principles of Marketing A

This is a second-level marketing course (DECA). The study presents the analysis of theoretical marketing processes, product development strategies, pricing, promotion, and distribution, and their applications to business and the individual consumer. Alongside career opportunities in marketing, students will learn about promotion and advertising, finance and investment, presentation skills, management techniques, sports marketing, and the establishment and operation of a small business. Marketing concepts are learned and applied using computer simulations. Students will be able to illustrate the connections between a market-driven strategy, customer satisfaction, and profitable growth. Students will also examine how small and large organizations develop and execute marketing strategies. The course will emphasize the development, implementation, and evaluation of strategy. Marketing students are strongly encouraged to participate in DECA activities throughout the year, where they can develop valuable leadership and social skills.

### Front Range Consumer Behavior College Credits

Principles of Marketing (MAR 2016) - Presents the analysis of theoretical marketing processes, product development strategies, pricing, promotion, and distribution, and their applications to business and the individual consumer. (3 college credits)

*Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information on earning credits through work-based learning.*

## **School-Based Enterprise-Retail**

**Course# 049050**

*10th, 11th, and 12th grade -0.5 Credit*

**Prerequisite:** Introduction to Business/Principles of Marketing A and Instructor Approval

This semester's course provides students with "real-world" business management and cash handling experience. Students will be responsible for selecting products, placing them within the store, pricing them, and promoting them. Additionally, students will develop and refine their customer service skills. A school-based enterprise (SBE) is an entrepreneurial operation in a school setting that provides goods/services to meet market needs. SBEs are managed and operated by students as hands-on learning laboratories that integrate National Curriculum Standards in Marketing, Finance, Hospitality, or management. SBEs provide realistic and practical learning experiences that reinforce classroom instruction. School-based enterprises are valuable educational tools that help prepare students for a smooth transition from school to work or college.

*Counseling Notes: Allowed to repeat for credit. Students must obtain approval from School-Based Enterprise Instructors. This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information on earning credits through work-based learning.*



## **Tax Help CO (Semester 1) and Fundamentals of Accounting (Semester 2)**

**Course# 03903/039040**

*11th and 12th grade: 1.0 Credit*

**Prerequisite:** Must demonstrate proficiency in all math courses.

Have you ever wanted to learn how taxes work or learn how to prepare tax returns? Upon completing this course, students will be ready to prepare basic tax returns. A tax preparer should be able to assist individuals in navigating

tax exemptions, deductions, and income adjustments. Students may also be eligible to take the basic IRS certification exam.

**1st Semester:** This course aims to prepare students to prepare federal and state income tax returns for individuals. They learn employment skills and provide a service to the community. Emphasis is placed on preparing tax forms using professional tax software. A specially developed curriculum provides students with the necessary knowledge of tax law to pass the IRS certification examination at the primary, intermediate, and advanced levels. Emphasis is placed on preparing forms using tax software. Students must pass all parts of the IRS certification exam as a course requirement.

**2nd Semester:**

The objective of this class is to train students in generally accepted accounting principles, including analyzing transactions, journalizing and posting, petty cash management, financial statement preparation, and adjusting and closing entries for a sole proprietorship or a service company. Presents essential accounting concepts, emphasizing the procedures for maintaining journals, ledgers, and other related records, as well as completing end-of-period reports for small service and merchandising businesses.

**Front Range Community College Option:** Students have the optional opportunity to enroll in the Front Range Community College course for the Tax Help Colorado Practicum. Tax Help Colorado Practicum (ACC 1033) - This course allows students to prepare federal and state income tax returns for individuals in real-time.

\*30 Volunteer hours at a tax site required for college credit. In accordance with IRS certification requirements, students must complete 30 hours of volunteer service outside the classroom to pass the course. Students who volunteer 40 hours will receive a letter from the Governor, and those who volunteer 100 hours will receive a letter from the President of the United States. The volunteer hours will be spent completing tax returns for low-income families. The practicum allows students to prepare real-time federal and state income tax returns for individuals.

Counseling Notes: *A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information on earning credits through work-based learning.*

High School of Business



**ENTRY-LEVEL:**

HSB Principles of Business S1 & HSB Economics S2\*



**INTERMEDIATE:**

HSB Principles of Marketing S1 &  
 HSB Principles of Finance S2\*  
 HSB Principles of Management S1 &  
 HSB Business Strategies S2\*



**ADVANCED:**

Business Communications S1 &  
 International Marketing S2\*  
 Intro to Entrepreneurship S1 &  
 Principles of Management S2\*



**ADDITIONAL BENEFITS:**

HSB Certification  
 ESB - Entrepreneurship and  
 Small Business Certification  
 HSB Observational Internship  
 CTSO Participation: DECA  
 \*College Credit Opportunities



By MBA Research

College credit opportunities, leadership development or certifications from:



# High School of Business Courses

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## High School of Business: Principles of Business

**Course Code: 039100**

9th Grade - 0 .5 Credit

This project-based business course develops students' understanding and skills in business law, economics, financial analysis, human resources management, information management, marketing, operations, and strategic management. Through projects, students acquire an understanding and appreciation of the business world. They develop a business analysis report, conduct an environmental scan of the local business community, and investigate business activities. Current technology will be used to acquire information and to complete the projects. Throughout the course, students are presented with problem-solving situations for which they must apply academic, critical thinking, and financial literacy skills. Formal performance evaluations and self-reflections are an ongoing component of the course.



### Front Range College Credits

Introduction to Business (BUS 115) - Focuses on the operation of the American Business System. It covers the fundamentals of the economy, careers and opportunities, marketing, management, production, governmental regulations, tools of business, and social responsibilities. (3 college credits)

*Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.*



## High School of Business: Business Economics

**Course Code: 039150**

9th Grade - 0 .5 Credit

This project-based business course develops students' understanding and skills in economics, entrepreneurship, operations, and professional development. Through seven projects, students understand and appreciate economic decision-making in business and augment their knowledge of entrepreneurial contributions. Current technology will be used to receive information and to complete the projects. Throughout the course, students are presented with problem-solving situations for which they must apply academic, critical thinking, and financial literacy skills. Formal reflection and peer feedback are ongoing components of the course.



*Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.*



## High School of Business: Principles of Marketing

**Code: 039100**

10th Grade - 0 .5 Credit

This project-based business course develops students' understanding and skills in channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Through seven projects, students acquire an understanding



and appreciation of marketing activities. Current technology will be used to receive information and to complete the projects. Throughout the course, students are presented with problem-solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an ongoing component of the course.. *This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.*

### Front Range College Credits

Principles of Marketing (MAR 216) - Presents the analysis of theoretical marketing processes, product development strategies, pricing, promotion, and distribution, and their applications to business and the individual consumer. (3 college credits)

*Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.*



By MBA Research



### **High School of Business: Principles of Finance**

**Course Code: 039150**

10th Grade - 0.5 Credit

Principles of Finance furthers students' understanding of two specific business activities—accounting and finance—introduced in an earlier High School of Business course, Principles of Business. Students make connections between accounting and finance through team activities and a semester-long corporate investment project. Students acquire an understanding of financial statements, calculate financial ratios, and make corporate financial management decisions based on their analysis of that financial data. In addition, students apply the concepts of operating and overhead costs, internal accounting controls, and budgets to their class business. Lastly, cost/benefit analysis is introduced as an element of financial planning and decision-making.

*Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.*



By MBA Research



### **High School of Business: Principles of Management**

**Course Code: 039100**

11th Grade: 0.5 Credit

Principles of Management further student understanding of management introduced in an earlier High School of Business™ course, Principles of Business. Students make connections between management and business success through individual and team activities and a semester-long project. Students understand legal and ethical issues associated with management; initiate, plan, implement control, and close a project; motivate team members; delegate work; develop a chain of command; coordinate work efforts; and interpret statistical findings.

### Front Range College Credits

Principles of Management (MAN 226) - Presents a survey of management principles. Emphasis is placed on the primary functions of planning, organizing, leading, and controlling, with a balance between behavioral and operational approaches. (3 college credits)

*Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.*



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### **High School of Business: Business Strategies**

**Course Code: 039150**

11th Grade - 0.5 Credit

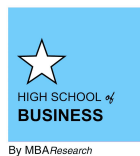
This project-based business course develops students' understanding and skills in business law, entrepreneurship, financial analysis, human resources management, and strategic management. Students acquire a realistic understanding of what is required to open and successfully run a business by planning, organizing, staffing, directing, leading, and controlling business activities. They conduct situational, market, and competitive analyses; select a target market; develop a business plan; recruit, interview, select, and hire staff; supervise staff; control the use of resources; and evaluate the results of the business effort. Throughout the course, students make decisions and use problem-solving skills. Formal reflection is an ongoing component of the system. \*Students are required to complete an internship.



### **\*High School of Business Internship Course Guide**

The High School of Business™ Internship requirement allows students to see first-hand how business executives function, interact and put into use the concepts taught in the High School of Business™ program. Students are required to observe a business professional for a minimum of 20 hours. Students may choose the area of business or career they follow. The Business Strategies instructor will coordinate ten internship hours; the student must coordinate the additional 10 hours.

Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See Work-Based Learning for detailed information about earning credits for working.



### **Business Communication (Semester 1) and International Marketing (Semester 2)**

**Course Code: 49060**

12th Grade: 1.0 Credit

**Prerequisite:** Successful completion of three years of High School of Business Pathway  
Learn how to communicate in business! This class will help teach you the skills you need to be an effective communicator. The first semester of business communication will provide the skills you need to succeed in college and the 21st century. International Marketing and Business will teach students about the finer points of business and marketing internationally. The course is designed to teach an informed observer of the global marketplace and enable them to develop skills to make marketing and business decisions in an international context. During the first semester, students will have fun planning to take a product or service of their choice to a foreign country as they learn how to write the DECA International Business Plan. The course is designed to make the reader an "informed observer" of the global marketplace and enable them to develop skills to make marketing decisions globally. Students will learn presentational speaking skills and concepts by delivering speeches. Students will also learn effective business writing by creating business documents and white papers.

Includes the fundamentals of business communication and an introduction to international communication. Students will learn about international affairs, culturally adaptable marketing, cultural diversity and customs, global marketing research, and international trade while applying international projects and teamwork. This year-long class is for students interested in getting college credit from UCD. The course is being offered in cooperation with the University of Colorado Denver. The type will carry six semester hours of credit from UCD and have extensive speeches, note-taking, reading, and writing assignments relating to Marketing and Economics. The class is team-taught with a professor from UCD. UCD college credit may be purchased at a cost determined by UCD each semester (3 credits each semester).

*Counseling Notes: A membership fee for DECA is required (\$30.00). This course is eligible for [Work-Based Learning](#) credits. See Work-Based Learning for detailed information about earning credits for working.*



# Technology Courses



## **Coding I** (Semester 1/Paired with Coding II Semester 2)

### **Course Code: 169071**

9th, 10th, 11th grade - 0.5 Credit Coding I is a Python course intended to teach students the basics of computer programming. Students begin by learning the history of computing, its past and potential future impacts. Students explore career opportunities associated with coding. The course emphasizes practicing standard programming techniques and learning the logic tools and methods typically used by programmers to develop simple computer applications. Upon completion of this course, proficient students will be able to solve problems by planning multi-step procedures; understanding number systems and how they are used in programming; writing, analyzing, reviewing, and revising programs; converting detailed information from workflow charts and diagrams into coded instructions in a computer language; and will be able to troubleshoot/debug programs and software applications on a computer and/or microcontroller to correct malfunctions and ensure their proper execution.

#### *Counseling Notes:*

- This course is recommended as a prerequisite for AP Computer Science A.
- Possible career opportunities: Computer Programmer, Computer Engineer, Web Designer, Video Game Design, IT Specialist, Network Technician
- A membership fee for TSA is required (\$17.00).

## **Coding II** (Semester 2/Paired with Coding I)

### **Course Code: 169072**

9th, 10th, 11th grade - 0.5 Credit

**Prerequisite:** Coding I or Instructor Approval

Coding II challenges students to develop advanced skills in problem analysis, algorithm design, and algorithm implementation as they work on programming projects of increasing complexity. In so doing, they develop key skills of discernment and judgment as they must choose from among many languages, development environments, and strategies for the program life cycle. Course content is reinforced through numerous short- and long-term programming projects accomplished both individually and in small groups. These projects are intended to hone the discipline and logical thinking skills necessary to craft error-free syntax for program writing and testing. Upon completion of this course, proficient students will demonstrate an understanding of object-oriented programming language using high-level languages such as Processing (Java version), FOCUS, Python, or SAS.

#### *Counseling Notes:*

- This course is a recommended prerequisite to AP Computer Science A.
- Possible career opportunities: Computer Programmer, Computer Engineer, Web Designer, Video Game Design, IT Specialist, Network Technician
- A membership fee for TSA is required (\$17.00).

AP

CollegeBoard

## **AP Computer Science Principles**

### **Course Code: 169010**

9th, 10th, 11th and 12th grade - 1.0 Credit

**Prerequisite:** Enrolled or completed Integrated Math II

AP Computer Science Principles introduces students to the breadth of the field of computer science. In this course, students will learn to design and evaluate solutions and to apply computer science to solve problems by developing

algorithms and programs. They will incorporate abstraction into programs and use data to discover new knowledge. Students will also explain how computing innovations and systems, including the Internet, work, explore their potential impacts, and contribute to a collaborative and ethical computing culture.

(<https://apcentral.collegeboard.org/pdf/ap-computer-science-principles-course-and-exam-description.pdf> )

*Counseling Notes:*

- *The current teacher must complete a teacher recommendation form to enroll in this course. A mandatory parent/student meeting in April will cover class expectations. At that time, the parent and student will sign an AP contract.*
- All students taking A.P. English Language and Composition must take the Advanced Placement Examination to receive the weighted credit for this course.
- A membership fee for TSA is required (\$17.00). Course fee of \$96.00 for the A.P. Examination.



### **AP COMPUTER SCIENCE A - (STEM & Information Technology Pathway)**

**Course Code: 169000**

*10th, 11th, 12th grade - 1.0 Credit*

**Prerequisite:** Coding I and Coding II, AP Computer Science Principles, or instructor approval.

AP Computer Science A is an introductory college-level computer science course. Students deepen their understanding of coding by analyzing, writing, and testing code as they explore concepts such as modularity, variables, and control structures. The course emphasizes object-oriented programming and design in Java.

**Prerequisites:** Students must have completed one of the following Computer Science options: Coding I and Coding II, AP CS Principles, or teacher approval. Students must also be enrolled in or have completed Integrated Math II.

*Counseling Notes:*

- *The current teacher must complete a teacher recommendation form to enroll in this course. A mandatory parent/student meeting in April will cover class expectations. At that time, the parent and student will sign an AP contract.*
- Location: Mountain Range or Bollman (depending on enrollment)
- A membership fee for TSA is required (\$17.00). Course fee of \$96.00 for the A.P. Examination.

### **Game Design**

**Course Code: 160100**

*9th, 10th, 11th, 12th grade - 0.5 Credit*

Step into the world of interactive storytelling, digital art, and coding as you learn how to design your own playable games from the ground up. In this hands-on course, students explore every stage of game creation - from researching player experience and building engaging prototypes to coding game mechanics, designing art and sound, and testing finished products for quality and accessibility. Along the way, you'll dive into real industry practices, collaborate with peers, and apply critical thinking to bring original game ideas to life while tackling essential topics like ethics, representation, and digital rights. Whether you're into coding, art, strategy, or storytelling, this course gives you the tools to level up your creativity and build something players will love.

*Counseling Notes:*

- This course is recommended as a prerequisite for AP Computer Science A.
- Possible career opportunities: Computer Programmer, Computer Engineer, Web Designer, Video Game Designer, IT Specialist, Network Technician
- A membership fee for TSA is required (\$17.00).

### **Intro to PC Applications (Semester 1/ Paired with Web Design Semester 2)**

**Course Code: 039060**

*9th, 10th, 11th, 12th grade - 0.5 Credit*

This is an introductory-level computer course. Students will receive hands-on experience with various computer applications, including Microsoft Word, Excel, PowerPoint, Google Suite applications, typing, video production, coding, and digital citizenship.

**Web Design (Semester 2/ Paired with Intro to PC Applications)****Course Code: 169300**

9th, 10th, 11th and 12th Grade - 0.5 Credit

Students will learn to create, design, and publish information on the World Wide Web. Students will become proficient in web page design using web authoring software and hand-coding. Using HTML, CSS, and some JS, students will transform ideas into publications ready for launching on the Web. Students will design detailed, in-depth, interactive websites using cutting-edge technology and learn the dynamic possibilities of industry-standard web-authoring tools.

**Introduction to Multimedia & Digital Media****Course Code: 169150**

9th, 10th, 11th, and 12th Grade - 1.0 Credit (Two semester-long courses)

This course consists of a one-semester survey that introduces students to 21st-century workplace multimedia tools, and the second semester explores Motion Graphics and Visual Effects. In Intro to Multimedia, this computerized course is designed to help students develop basic graphics, video, and sound skills within multimedia production software. This class will focus on creating multimedia projects using prosumer video production software; learning to use audio and video recording equipment; capturing, editing, and making audio and video files; effectively utilizing a mix of production software; and experimenting with a variety of computer applications. Students in Media Production will produce video announcements and other projects incorporating a variety of technologies. Students should be interested in learning to use video and editing equipment, as well as other multimedia tools. Class activities will include gathering information, planning broadcasts, interviewing guests, writing scripts, planning layouts, videotaping, editing tapes, and meeting deadlines. Digital Media will then move to a more in-depth use of and understanding of post-production skills in typography, graphics, special effects, and sound design to elevate student media projects to a professional standard.

Counseling Notes: A membership fee for TSA is required (\$17.00).

**Audio and Video Production I A / Audio and Video Production I B****Course Code: 106170**

10th, 11th, and 12th Grade - 1.0 Credit

**Prerequisite:** Introduction to Multimedia & Digital Media

Students in this course focus on expanding their knowledge of the Adobe Creative Cloud Suite and on producing broadcast-quality work across a variety of areas, including interviewing, live events, narrative films, and documentaries. Students are encouraged to create products for submission to local and regional film festivals and to consider taking the Adobe Premiere Certification Test. Students will learn the process for producing school broadcast video announcements and other projects that incorporate a variety of technologies. Students will go into greater depth in learning to maximize video and editing equipment, along with other multimedia tools. Class activities will include gathering information, planning broadcasts, interviewing guests, writing scripts, planning layouts, video recording, non-linear editing, and meeting deadlines.

Counseling Notes: A membership fee for TSA is required (\$17.00).

**Broadcast Production A (Semester 1) & Broadcast Production B (Semester 2)****Course Code: 169190**

10th, 11th and 12th Grade - 1.0 Credit

**Prerequisite:** Audio and Visual Production I A and Audio and Visual Production I B

This course builds on the skills developed in Media Productions and serves as a career-readiness pathway for students interested in pursuing a career in multimedia. This two-semester, year-long course will focus on workplace expectations for pre-production, production, and post-production skills for students entering the industry directly or interested in a multimedia career. Experiences will include developing creative, informative productions for in-school broadcasts, submitting productions to film festivals, and creating a student demo reel to market their skills. Students will be taking different roles in developing episodes of Mustang TV to learn all elements of the broadcast production "tree".

Counseling Notes: A membership fee for TSA is required (\$17.00).

# Alternative Cooperative Education

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**ACE CAREER DEVELOPMENT-JOB SEEKING State Name: ACE CTE CD-II – CAREER DEVELOPMENT II JOB SEEKING  
Course Code: 099240**

*11th and 12th Grade - .5 Credit*

*See Work-Based Learning for detailed information on earning credits for work experience.*

As developmentally appropriate, this course (or series of classes) is designed to teach skills needed for entry into the workforce. Students will demonstrate effective job-search strategies. Students will demonstrate employability skills and the ability to complete job applications accurately, write a resume, and ask for letters of recommendation. Students will examine model interviews and then participate in their interview simulations. Students will be able to advocate for accommodations or adaptations necessary for success in the workplace. Students will be knowledgeable of the environmental expectations of the workplace.

Additionally, students will be introduced to personal financial literacy skills, including financial planning, budgeting, saving, credit, paycheck calculation, and taxes. Students practice effective communication, teamwork, and problem-solving in a group environment. Computer literacy and leadership skills associated with a CTSO should be embedded in the curriculum whenever possible.

*Counselor Notes: The class requires counselor approval. This course is eligible for [Work-Based Learning](#) credits. See [Work-Based Learning](#) for detailed information about earning credits for working.*

## Work-Based Learning *(formerly known as HIRE Education credit)*

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Work-based learning encompasses a variety of strategies to offer student learners experiential opportunities to explore potential careers. Each of these strategies relies on developing industry relationships and learning opportunities outside of the classroom:

- “Learning ABOUT Work” strategies focus on exposing learners to a variety of industries
- “Learning THROUGH Work” engages learners in partnerships with industry representatives for hands-on learning
- “Learning AT Work” prepares learners for specific career pathways
- The student must be enrolled or previously enrolled in at least one CTE (ACE, Business, Family and Consumer Sciences, or Technology course and earn credit.
- If a student is taking their first CTE course while simultaneously taking a work-based learning course, they must pass the CTE course to earn credit for work experience.
- 0.5 Credit = 125 hours worked / 1.0 Credit = 250 hours worked
  - Credit for work experience can be earned during three time periods:

- Fall semester (August - December)
- Spring semester (January - May)
- Summer semester (June and July)
  - Summer credit for work experience documentation must be submitted to the work-based learning supervisor by September 1 to earn up to 1 credit.
- A maximum of 4.0 credits can be earned throughout a high school career.
- A maximum of 2.0 credits can be earned in a given school year (Aug.-May).
- A maximum of 1.0 credits can be earned during the summer semester.
- A student can earn up to 1 credit per semester.
- The Executive Director must approve any exceptions.
- The student must work the required number of hours in the semester in which they are awarded credit.
- The [Adams 12 Work-based Learning Agreement \(fillable\)](#) must be completed by all parties (student, employer, parent, and supervising teacher)

This is found on the Adams 12 Staff website under [Departments→FutureForward \(CTE\)](#).