

BUSINESS, MARKETING, & TECHNOLOGY

All courses in the Business/Marketing/Technology Department meet the Fine & Practical Arts graduation requirement. Students taking business courses acquire 21st Century workplace skills, college readiness skills, and a general business background. Business/Marketing/Technology classes are recommended for entry level job training or college preparation. Students can earn additional elective credit by participating in Work Based Learning. FBLA and DECA are integral components of the Business/Marketing program. The Advanced Marketing and Entrepreneurship and Leadership courses allow students to earn dual credit at both Horizon and Front Range Community College (FRCC). Students earn 3 free college credits in the Advanced Marketing and Entrepreneurship and Leadership courses.

Business & Technology

This program provides students with business or essential technology expertise and employability skills that prepare students to successfully face the challenges and opportunities encountered in today's workplace. Through an active Advisory Committee including members of business and industry, the program is aligned to meet the current demands of today's business organizations. Students have the opportunity to earn Work Based Learning credit while participating in the Business Program. Students taking a business course have the opportunity to be a member of FBLA.

Marketing

Marketing Education is a program designed for students who are interested in pursuing a career in business, management, marketing and entrepreneurship. The transferable skills acquired are beneficial to any career field. DECA, the marketing club for students enrolled in marketing courses, provides many opportunities for developing leadership, marketing and business skills through participation in local, regional and national conferences. A variety of club activities, some social and others encouraging community involvement, take place each year.

BUSINESS AND MARKETING CONTENT STANDARDS

- I. Engage in the transition process from school-to-work
- II. Participate in experiences which integrate academic principles, concepts and skills for personal and occupational life applications
- III. Develop occupational and life skills

TECHNOLOGY CONTENT STANDARDS

- I. Students discuss and demonstrate knowledge of the impact of technology on life and society, and access information related to post-secondary options and opportunities
- II. Students use technology tools to enhance learning, increase productivity, and promote creativity
- III. Students use telecommunications to retrieve and exchange information which supports and enhances District 12 curriculum frameworks
- IV. Students use instructional software to enhance learning in content areas
- V. Students communicate visually, graphically and artistically

Students taking Strategic Marketing & Consumer Behavior and Intro. to Entrepreneurship & Leadership can earn free college credit through Front Range Community College.

Want to become a member of DECA? You must take Principles of Marketing & Principles of Advertising, Strategic Marketing & Consumer Behavior, Intro. to Entrepreneurship & Leadership or International Marketing & Consumer Ethics and Social Responsibility to become involved.

Business

INTRODUCTION TO BUSINESS – 7330

9, 10, 11, 12

.5 credit

Introduction to Business will expose students to the business program at Horizon High School. Students will learn basic business principles, business economics, personal and business finance, consumer credit and banking, business law, entrepreneurship, management and marketing. This course will provide a broad foundation on which to build as students move into other business courses as well as practical business knowledge that can be applied to students' roles as employees, consumers, and citizens.

WORK BASED LEARNING: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

ACCOUNTING PRINCIPLES 1A - 039070

Semester 1

ACCOUNTING PRINCIPLES 1B - 039020

Semester 2

10, 11, 12

1 Credit

Does money interest you? Would you like to learn how to manage a business's money? What career are you interested in – professional sports, music, engineering, entrepreneurship, hospitality? All businesses require accounting services. Accounting is the nuts and bolts of running a business. One in four Chief Executive Officers (CEO's) come from the accounting field!

Learn entry level skills for the many job opportunities available in the bookkeeping/accounting field. An excellent foundation in accounting skills will be established for continuing your education in business. Students will learn how to enter transactions in the general journal, post to the general ledger, prepare financial statements, complete the adjusting and closing processes, and manage staff payroll.

PREREQUISITE: Completed and passed Math 1

WORK BASED LEARNING: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

PERSONAL FINANCE - 039090

10, 11, 12

.5 credit

This is a personal finance course. "It's about money; earning it, investing it, and spending it." (*Money Magazine*) This course is designed for students who want to learn about money management and investing. Students will learn about the different types of investments, such as stocks, mutual funds, and bonds. The course also explores portfolio diversification, rate of return, and the time value of money. An emphasis is placed on financial planning and budgeting to achieve financial goals for individuals. Students will look at careers in the field of finance, study the banking system, and learn about how the economy affects our personal finances. Other topics will include personal credit and risk management. A combination of student projects, guest lectures, teacher lectures, and textbook study will be utilized in this course.

PREREQUISITE: Completed and passed Math 1

WORK BASED LEARNING: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

INTRODUCTION TO ENTREPRENEURSHIP - 039080 Semester 1
LEADERSHIP - 039050 Semester 2
1 HHS credit, 3 college credits through FRCC
10, 11, 12



Business/Marketing Teacher Recommendation Form required to register for this course.

Business/Marketing Teacher Recommendation Form required to register for this course.

This course is designed for students interested in starting and operating a small business and/or business management. Learn what it's like to create and manage a business. You will get a chance to learn from and meet successful entrepreneurs who have launched and run very profitable businesses. Learn what it takes to be successful and become a leader in business. Students will also learn how to:

- Create a business plan for their own business
 - Develop your leadership skills for your personal life and relationships as well as for business
- Leadership focuses on the leadership skills for contemporary organizations. Covers development and communication of a shared vision to motivate and empower employees to manage conflict, to negotiate and develop teams.

Entrepreneurship & Leadership students are members of DECA, where students learn valuable leadership and social skills. DECA also provides students with various opportunities for travel, competitions, community involvement, scholarships, and much more. Marketing courses are designed to be co-curricular with the student organization, DECA. Therefore an additional fee (to be determined by the Adams 12 2025-2026 fee schedule) for the course is required for the payment of DECA state and national dues.

COLLEGE NOW PROGRAM: Leadership is offered through the College Now Program with Front Range Community College. Students will be concurrently enrolled at Front Range Community College. Students must complete all required admission and paperwork steps for Front Range Community College. Additional concurrent enrollment information will be handed out and completed in class.

PREREQUISITE: Business teacher recommendation required before enrollment in the course, please see Mrs. Valentine or Mr. Schrader (Room EO506 or down stairs staff center or send them an email to get in touch).

WORK BASED LEARNING: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

There is an additional fee for this class pending the release of the Adams 12 2025-2026 fee schedule.

SOCIAL MEDIA FOR BUSINESS- 039180 .5 credit
9, 10, 11, 12



Teaches students how to use social media as a business strategy and covers how to match that strategy with the goals of the business. This course addresses current trends, ethics, regulations, legal challenges, strategy, content development, and change management. This course helps students develop a better understanding of how marketing with social media is similar to and different from traditional marketing and how to best use online methods to further business goals.

WORK BASED LEARNING: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

INTERNATIONAL MARKETING

- 049060 Semester 1



CORPORATE ETHICS & SOCIAL RESPONSIBILITY -049020

Semester 2

10, 11, 12

1 credit

International Marketing is exciting, dynamic, challenging, and a key to success in a highly competitive global marketplace. Whatever you plan to do in life, an understanding of business and marketing principles will benefit you. International Marketing is a year-long class designed to further develop student's understanding of marketing and marketing-related skills. Advanced areas of marketing not covered in Marketing will be studied. An emphasis will be placed on applying business and marketing concepts to foreign countries and economies. Students will complete various projects in each unit studied. A cumulative, on-going International Business Plan will be completed. Marketing students are members of DECA, where students learn valuable leadership and social skills. DECA also provides students with various opportunities for travel, competitions, community involvement, scholarships, and much more! Marketing courses are designed to be co-curricular with the student organization, DECA. Therefore an additional fee (to be determined by the Adams 12 2024-2025 fee schedule) fee for the course is required for the payment of DECA state and national dues.

WORK BASED LEARNING: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

There is an additional fee for this class pending the release of the Adams 12 2025-2026 fee schedule.

Business and Marketing



ENTRY-LEVEL:

Introduction to Business

Principles of Marketing A S1 &
Principles of Advertising S2

Social Media for Business



INTERMEDIATE:

Personal Finance

Principles of Accounting I A S1 & B S2

International Marketing S1 &
Corporate Ethics and Social Responsibility S2

School-based Enterprise-Retail

Work-Based Learning: Business



ADVANCED:

Strategic Marketing S1 & Consumer Behavior S2^{^*}

Intro to Entrepreneurship S1 & Leadership S2^{*}



ADDITIONAL BENEFITS:

CTSO Participation: DECA

Work-based Learning Credit Available

^{*}College Credit Opportunities

[^]Course has recommended prerequisite

College credit opportunities, leadership development or certifications from:



Other Career and Technical Credit Option

SCHOOL BASED ENTERPRISE-RETAIL – 049050

9, 10, 11, 12

.25 - .5 credit

Get hands-on retail experience while working in Horizon's Hawk Haven Cafe. You will learn how to be a barista, cash register operations, cash handling, inventory management, customer service, merchandising, and food handling. Interested students need to complete an application, and in some cases, an interview before they are added to the class. Daily attendance is crucial for student success in this class. Contact Mr. Schrader or Ms. Valentine for more information.

PREREQUISITE: Complete an application at registration or contact Mr. Schrader or Ms. Valentine.

School Based Enterprise- Retail credit may be included and count toward the required 6 credit total!

WORK BASED LEARNING: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

WORK-BASED LEARNING

9, 10, 11, 12

Additional Credit Available per Teacher Approval

Want to earn credit for your part time job? Interested students who are enrolled in a Business, Marketing, or Technology course may choose to participate in Work Based Learning (workplace experience). In Work Based Learning, students have the opportunity to apply their knowledge and skills in the workplace. Students should not enroll in Work Based Learning as a separate class on the course registration form. The teacher will sign students up after courses have begun each semester.

- Students must work a minimum of 125 documented hours to earn .5 credit and 250 documented hours for 1.0 credit. A student cannot earn more than 1.0 credit of Work Based Learning per semester; 2.0 per school year.
- A student may not be enrolled in and/or receive credit for more than one Work Based Learning (on-the-job-training) course at a time.
- A student may not count more than 4.0 Work Based Learning (on-the-job-training) credits toward graduation requirements.
- Students must provide proof of hours worked with copies of official documents such as pay stubs.

Only two credits can be earned during a student's 4 years at Horizon (a maximum of 2.0 credit can be earned during any one school year).

Work Based Learning credit should not be included in, nor does it count toward the required 6 credit total!

Technology

WEB DESIGN – 169300

9, 10, 11, 12

.5 credit

Introduces web site planning, design and creation utilizing HTML through industry-standard development tools. Emphasis is placed on applying stylistic decisions using cascading style sheets. Web based considerations regarding color, typography, aesthetics, user interface design, and process integration with visual-based design tools will be explored.

RECOMMENDED PREREQUISITE: Computer Applications (Introduction to PC Applications)

WORK BASED LEARNING: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Work Based Learning. Students **DO NOT** enroll in Work Based Learning as a separate class. Interested students will be enrolled in Work Based Learning **AFTER** the class has begun by your class instructor. For more information, see the course description for Work Based Learning.

CODING I – 169071

9, 10, 11, 12

.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, the impacts it has had, and the impacts it may have. Students explore career opportunities associated with coding.

The course places emphasis on practicing standard programming techniques and learning the logic tools and methods typically used by programmers to create 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; write, analyze, review, and revise 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.

PREREQUISITE: NONE

NOTE: CODING I and CODING II may be taken the same year. If you are interested in both of these courses, register for both.

CODING II – 169072

9, 10, 11, 12

.5 credit

Coding II challenges students to develop advanced skills in problem analysis, construction of algorithms, and computer implementation of algorithms as they work on programming projects of increased 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 meant to hone the discipline and logical thinking skills necessary to craft error-free syntax for the writing and testing of programs. 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.

PREREQUISITE: Successful completion of Coding I or teacher approval

NOTE: CODING I and CODING II may be taken the same year. If you are interested in both of these courses, register for both.

Computer and Digital Technologies



ENTRY-LEVEL:

Coding I S1 & Coding II S2
AP Computer Science Principles S1 & S2^
Web Design



INTERMEDIATE:

AP Computer Science A S1 & S2^
Available at FutureForward at Bollman:

- Cybersecurity ^
- Networking A & B ^
- Networking C & D ^



ADVANCED:

Work-based Learning: Computer/Digital Tech

Available at FutureForward at Bollman:

- CS Projects ^
- Computer Science Internship ^



ADDITIONAL BENEFITS:

CTSO Participation: TSA
On-the-job Work-based Learning Credit Available
^Course has recommended prerequisite

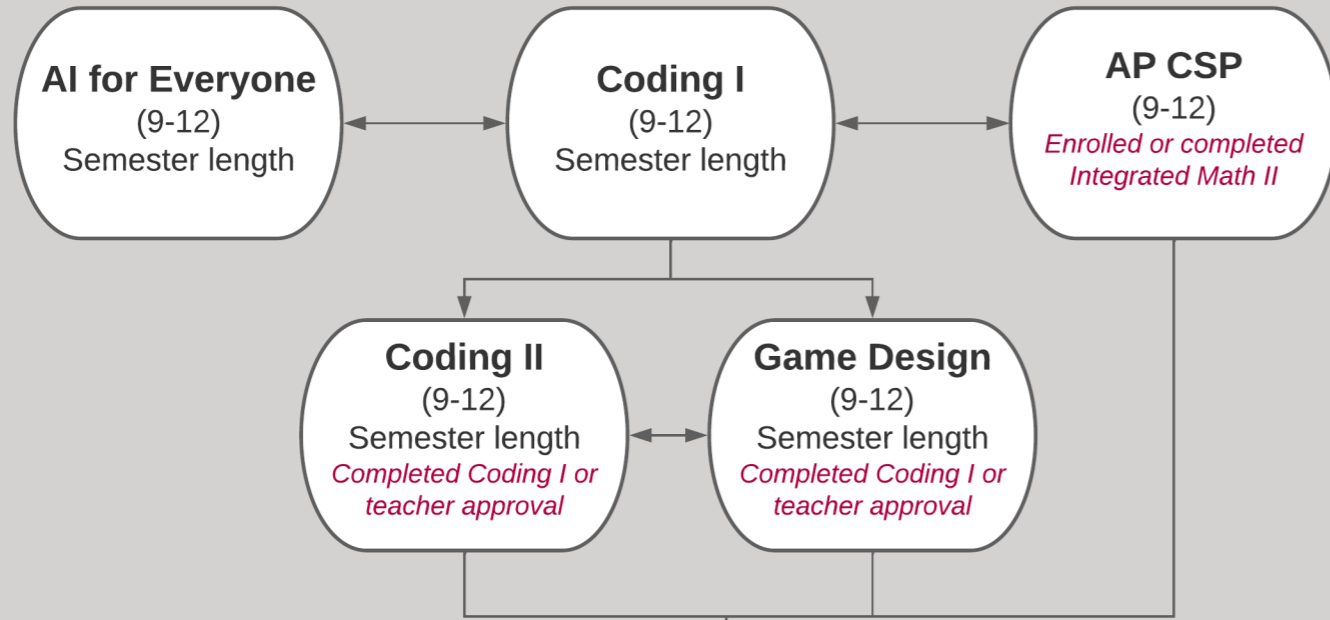
College credit opportunities, leadership development or certifications from:



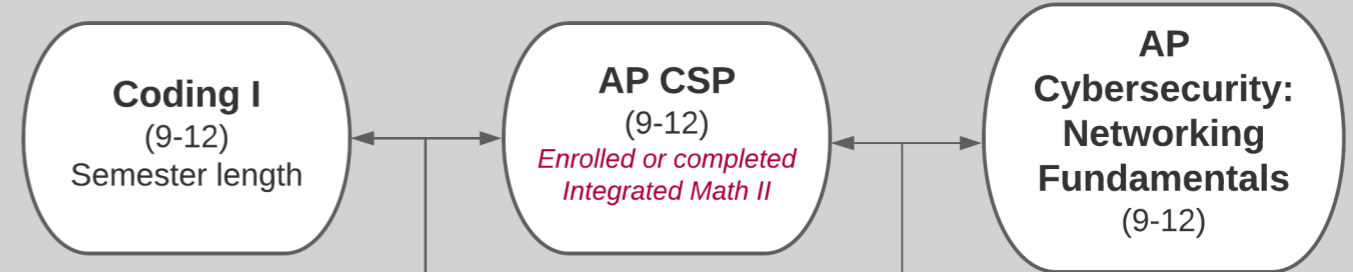
Computer and Digital Technologies

ENTRY-LEVEL:

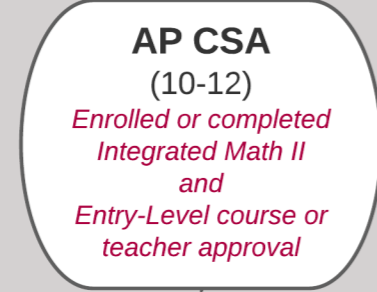
Programming Pathway



Networking & Cybersecurity Pathway



INTERMEDIATE:



ADVANCED:

