

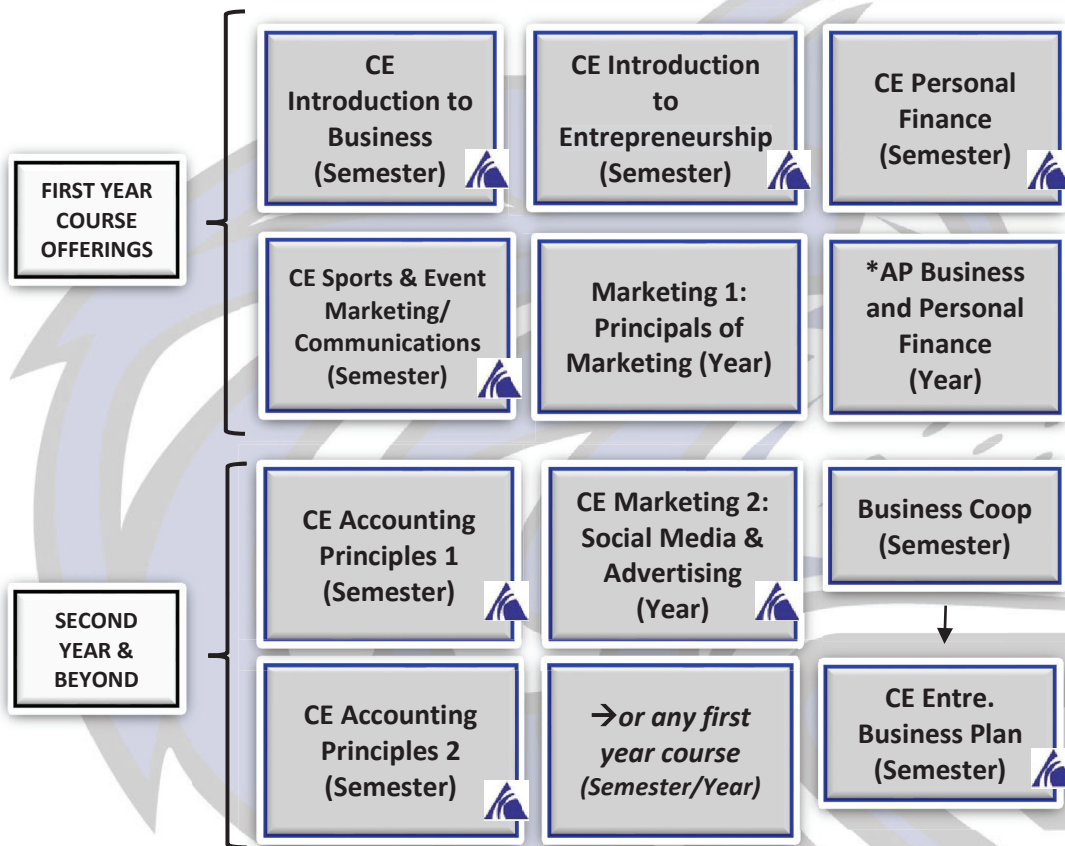
BUSINESS

Business Education courses are valuable for both personal use and as a foundation for students planning to major in business in college. Business Education courses may be selected to meet the 1½ Fine Arts/Technology Education/Business/Consumer & Family Studies or Vocational Education credits or the Elective credits required for graduation.

Students enrolled in Business courses are strongly encouraged to join the student business organization, **FBLA (Future Business Leaders of America), and/or **DECA (Distributive Education Clubs of America)**. Leadership activities provide opportunities for students to make connections among the school, community, and the business world. Emphasis is based on services to others and social and competitive events. A chapter membership fee is involved.*



See Concurrent Enrollment section for eligibility and registration information. Students will have the opportunity to earn high school credit while at the same time enroll in and earn community college credits with the opportunity to transfer credit to an institution of higher education.



* Designates a weighted course



Concurrent Enrollment course

BUSINESS COURSE DESCRIPTIONS

CE INTRODUCTION TO BUSINESS



Grade Level: 9 – 12

Semester: 0.5 Credit

Prerequisites: May require qualifying score on ACT, SAT or AP

Introduces the application of fundamental business principles to local, national, and international forums. This course examines the relationship of economic systems, governance, regulations, and law upon business operations. It surveys the concepts of career development, business ownership, finance and accounting, economics, marketing, management, operations, human resources, regulations, and business ethics. This course aligns with the Colorado Community College course Introduction to Business (BUS 1015).

CE INTRODUCTION TO ENTREPRENEURSHIP



Grade Level: 9 – 12

Semester: 0.5 Credit

Prerequisites: May require qualifying score on ACT, SAT or AP

Explores the business skills, personality traits, and commitment necessary to successfully plan, launch, and grow an entrepreneurial venture. This course will cover the challenges and rewards of entrepreneurship. This course will cover the role of entrepreneurial businesses in the United States and the world and their impact on our national and global economy. This course aligns with the Colorado Community College course Introduction to Entrepreneurship (ENP 1005).

CE PERSONAL FINANCE



Grade Level: 9 – 12

Semester: 0.5 Credit

Prerequisites: None

Surveys the basic personal finance needs of most individuals and introduces the personal finance tools useful in planning and instituting a successful personal financial philosophy. The course emphasizes the basics of budgeting, buying, saving, borrowing, career planning, investing, retirement planning, estate planning, insurance, and income taxes. This course aligns with the Colorado Community College course Personal Finance (BUS 116).

CE SPORTS & EVENT MARKETING/COMMUNICATIONS



Grade Level: 9 – 12

Semester: 0.5 Credit

Prerequisites: None

Explores the importance and role of marketing, media, and public relations in the event planning industry. This course covers marketing and communication tools such as social media, promotional events, networking, and blogs. The development of marketing plans will be discussed including targeted market research, communication tools, objectives, strategies, and implementation. (formally Sports & Entertainment Marketing)

CE ACCOUNTING PRINCIPLES 1



Grade Level: 10 – 12

Semester: 0.5 Credit

Prerequisites: None

Introduces accounting fundamentals with emphasis on the procedures and practices used in business organizations. Major topics include the accounting cycle for service and merchandising companies, including end- of-period reporting. This course is the first in a two-year program and is required in order to receive community college credit in Accounting 2. This course aligns with the Colorado Community College course Accounting Principles 1 (ACC 1011).

CE ACCOUNTING PRINCIPLES 2



Grade Level: 10 – 12

Semester: 0.5 Credit

Prerequisites: Successful completion of CE Accounting 1 and may require qualifying score on ACT or SAT

This course introduces accounting principles for understanding the theory and logic that underlie procedures and practices for business organizations. Major topics include the accounting cycle for service and merchandising companies, internal control principles and practices, notes and interest, inventory systems and costing, and plant and intangible asset accounting. This course aligns with the Colorado Community College course Accounting Principles 1 (ACC 1012).

MARKETING 1: PRINCIPLES OF MARKETING**Grade Level: 9 – 12****Year: 1.0 Credit****Prerequisites: None****Fee: \$35.00 for DECA fees**

Presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to businesses and the individual consumer. This course is the first in a two-year program and is required in order to receive community college credit in Marketing 2.

CE MARKETING 2: SOCIAL MEDIA & ADVERTISING**Grade Level: 10 – 12****Year: 1.0 Credit****Prerequisites: Successful completion of Marketing 1 or teacher recommendation****Fee: \$35.00 for DECA fees**

Social Media for Business 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. Examines the principles and practices of advertising and its relationship to business in order to promote a business or organization. Areas of major emphasis include advertising principles, strategies, media, copy and layout, and ethical considerations.

Marketing 2/DECA students will develop leadership skills through planning and implementing community service and social activities. Students will also be eligible to travel and compete in marketing competitions, both locally and nationally. Membership and involvement in DECA is an integral part of the marketing program and fees are involved.

AP BUSINESS AND PERSONAL FINANCE*Grade Level: 9 – 12****Year: 1.0 Credit****Prerequisites: None****Fee: See AP section for exam fee information**

Students explore entrepreneurship, marketing, finance, accounting, and management through real-world projects and case studies. They apply national personal finance standards to develop financial literacy and create a comprehensive business plan, culminating in a formal pitch presentation. This year-long course prepares students for future business studies or entry into the workforce and entrepreneurial careers while addressing business finance and personal finance.

CE ENTREPRENEURSHIP BUSINESS PLAN**Grade Level: 11 – 12****Semester: 0.5 Credit****Prerequisites: Successful completion of Business Coop**

This course is a continuation of Business COOP. Students will participate in the entrepreneurial operation of the school store during class time but will also develop a comprehensive Business Plan for the School Store (or another business of their choosing). Among other things, the Business Plan will address operations, management, marketing and financial projections. This course aligns with the Colorado Community College course Entrepreneurship Business Plan (ENP 2009).

CE ADV. BUSINESS COOP**Grade Level: 11 – 12****Semester: 0.5 Credit****Prerequisites: Successful completion of one business course and/or DECA/FBLA participation**

This course is an entrepreneurial operation in a school setting that provides goods/services to meet the needs of a market. Students will learn hands-on retail procedures including customer service, advertising, sales, merchandising and math. There will be an expectation that students also cover some after school events.