



BROOMFIELD BUSINESS

Every person works in a business in order to make a living, whether that business is healthcare, culinary, engineering, etc. The Broomfield High School Business Program offers the largest variety of concurrent enrollment business courses to aid every student to learn what they need to progress in their pathway no matter what the content area. Personal Finance and Introduction to Business are 100% applicable to every student. These classes also help students understand what these different careers may look like and aid them in deciding how they want to continue to investigate or invest in for their futures.

COURSE PROGRESSION (Y=YEARLONG, S=SEMESTER)

YEAR 1	YEAR 2	YEAR 3	YEAR 4
Introduction to Business Personal Finance	Principles of Marketing	Principles of Management Social Media for Business	Introduction to Entrepreneurship (Pre-requisite: Intro to Business) Entrepreneurial Operations (Pre-requisite: Intro to Business)

COURSE INFORMATION

PERSONAL FINANCE

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 is offered for Concurrent Enrollment through Front Range Community College.***

Credits: 3

Industry Certification: Stukent Simulation and Certification

INTRODUCTION TO BUSINESS

Introductory Business courses survey an array of topics and concepts related to the field of business. These courses introduce business concepts such as banking and finance, the role of government in business, consumerism, credit, investment, and management. They usually provide a brief overview of the U.S. economic system, small businesses, and corporate organizations. Introductory Business courses may also expose students to the varied opportunities in administration, accounting, management, and related fields.

Credits: 3

Industry Certification: Stukent Simulation and Certification



COURSE INFORMATION (CONT.)

PRINCIPLES OF MARKETING

Presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to business and the individual consumer.

This course is offered for Concurrent Enrollment through Front Range Community College.

Credits: 3

Industry Certification: Grow with Google: Digital Marketing and eCommerce(CDIP)

PRINCIPLES OF MANAGEMENT

Provides an overview of the 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 course is offered for Concurrent Enrollment through Front Range Community College.***

Credits: 3

Industry Certification: Microsoft Office(CDIP)

ENTREPRENEURIAL OPERATIONS

Explores the essential requirements for starting and operating a business. This course covers basic concepts of business law, marketing, finance and operations. It guides the development of an effective business plan and prepares students to launch and sustain their own businesses. ***This course is offered for Concurrent Enrollment through Front Range Community College.***

Credits: 3

Industry Certification: Google Workspace(CDIP)

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. ***This course is offered for Concurrent Enrollment through Front Range Community College.***

Credits: 3

Industry Certification: Student Social Media and Simulator Certification(CDIP), Historically Hootsuite Social Media Strategy Certification

INTRO TO ENTREPRENEURSHIP

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. Membership in the student marketing organization, DECA, is an integral part of the Marketing program.

Industry Certification: Google Workspace(CDIP) and WBL

ENTREPRENEURIAL OPERATIONS

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