

•BUSINESS DEPARTMENT•

COMPUTER APPLICATIONS

One Semester, 1 Credit

Course No. 615

Grade Level: 9, 10, 11, 12

Prerequisite: Keyboarding Skill

Description: Computer Applications is a business course that provides instruction in software concepts using a Windows-based professional suite, which includes word processing, spreadsheet, database, graphics, and presentation applications. Instruction in basic computer hardware and operating systems that support software applications is provided. Additional concepts and applications dealing with software integration, Internet use, and information about future technology trends are included. Instructional strategies include teacher demonstrations, problem-solving and critical-thinking activities, and simulations.

COMPUTER APPLICATIONS, ADVANCED

One Semester, 1 Credit

Course No. 616

Grade Level: 10, 11, 12

Prerequisite: Computer Applications

Description: Computer Applications, Advanced is a business course that integrates computer technology, decision-making, and problem-solving skills. Areas of instruction include advanced applications of Microsoft Word, Power Point, Excel, and Publisher. Students will complete a project using speech recognition software and Movie Maker.

DESKTOP PUBLISHING

One Semester, 1 Credit

Course No. 617

Grade Level: 10, 11, 12

Prerequisite: Computer Applications

Description: Desktop Publishing is a business course designed to allow students to develop proficiency in using desktop publishing software to create a variety of printed publications. Students will incorporate journalistic principles in design and layout of print. Web page design will be introduced using MS Word, Publisher, Dreamweaver, and HTML coding. This class maintains a dual credit agreement with IVY Tech.

BUSINESS/PERSONAL LAW

One Semester, 1 Credit

Course No. 625

Grade Level: 11, 12

Prerequisite: None

Description: Business and Personal Law provides an overview of the legal system. Topics covered include: Basics of the Law, Contract Law, Employment Law, Personal Law, and Property Law. Both criminal and civil trial procedures are presented. Instructional strategies should include mock trials, case studies, field trips, guest speakers, and Internet projects.

ENTREPRENEURSHIP AB

Full Year, 1 Credit/Sem.

Course No. 631-632

Grade Level: 11, 12

Prerequisite: None

Description: Entrepreneurship is a specialized business course designed to enable students to acquire the knowledge and develop the skills needed to effectively organize, develop, create, and manage their own business. Topics addressed include the assessment of entrepreneurial skills, the importance of business ethics, and the role of entrepreneurs in a free enterprise system. Students will develop a written

business plan for a business of their choice. Instructional strategies will include a school-based enterprise (The Panther Den), computer/technology applications, real and/or simulated occupational experiences, and projects available through the BPA/DECA programs of co-curricular activities.

ACCOUNTING I AB

Full Year, 1 Credit/Sem.

Course Nos. 641-642

Grade Level: 10, 11, 12

Prerequisite: None; however, students should have a basic interest in and appreciation of mathematics

Description: Accounting I is a business course that introduces the language of business using Generally Accepted Accounting Principles (GAAP) and procedures for proprietorships and partnerships using double-entry accounting. Emphasis is placed on accounting principles as they relate to both manual and automated financial systems. This course involves understanding, analyzing, and recording business transactions and preparing, analyzing, and interpreting financial reports as a basis for decision making. Instructional strategies should include the use of computers, projects, simulations, case studies, and business experiences requiring the application of accounting theories and principles.

COLLEGE ACCOUNTING AB

Full Year, 1 Credit/Sem.

Course Nos. 651-652

Grade Level: 11, 12

Prerequisite: None

Description: College Accounting uses an integrated approach to teach accounting. Students first learn how businesses plan for and evaluate their operating, financing, and investing decisions and then how accounting systems gather and provide data to internal and external decision makers. This year-long course covers all the learning objectives of a traditional college level financial accounting course, plus those from a managerial accounting course. Topics include an introduction to accounting, accounting information systems, time value of money, sales and receivables, accounting for merchandising firms, fixed assets, debt, and equity. Other topics include statements of cash flow, financial ratios, cost-volume profit analysis, and variances analysis.

PERSONAL FINANCE

One Semester, 1 Credit

Course No. 662

Grade Level: 11,12

Prerequisite: None

Description: Personal Finance is a business course that focuses on personal financial planning. The content includes financial planning, income and asset protection, income and money management, and spending and credit management. Students will learn the financial concepts and principles that provide a basis for avoiding financial pitfalls. This course prepares students for the roles and responsibilities of consumers, producers, entrepreneurs, and citizens. Instructional strategies should include simulations, guest speakers, tours, Internet research, and business experiences. These standards are aligned with National Business Education Association (NBEA), Jump\$tart Coalition for Personal Financial Literacy, and Indiana State University – Networks Financial Institute standards and guidelines.

MARKETING FOUNDATIONS

One Semester, 1 Credit

Course No. 672

Grade Level: 9,10,11,12

Prerequisite: None

Description: Marketing Foundations is a business course that provides a basic introduction to the scope and importance of marketing in the global economy. Emphasis is placed on oral and written communications, mathematic applications, problem solving, and critical thinking skills as they relate to advertising/promotion/selling, distribution, financing, marketing-information management, pricing, and product/service management. Instructional strategies may include computer/technology applications, real

and/or simulated occupational experiences, and projects focused on the marketing functions. All students are automatically DECA members as DECA is a co-curricular organization, and each student will automatically be assessed a fee during the first nine-week period. Students will have opportunities to develop teamwork and leadership skills not only through classroom activities and projects, but also through DECA participation in civic, social, and competitive activities.

ADVANCED MARKETING

One Semester, 1 Credit

Course No. 673

Grade Level: 11,12

Prerequisite: Marketing Foundations

Description: The class will be divided into three areas of study. Students will choose from one of the following areas to study. **Sports, Recreation, and Entertainment Marketing** is a specialized marketing course providing students with the opportunity to apply marketing principles in the fields of sports, recreation, and entertainment. Students will produce and market activities for athletic and entertainment programs at the high school. A plan to increase attendance and support for athletic and entertainment (music and theatre) functions in the school may be developed. **Hospitality, Travel, and Tourism** is a specialized marketing course designed for students interested in careers in the hospitality, travel, and tourism industry. Community/classroom experiences are applied to classroom instruction in marketing-information management, pricing, product/service management, promotion, and selling in hospitality, travel, and tourism industry. **Fashion Merchandising** is a specialized marketing course designed for students interested in careers fashion and visual merchandising. Emphasis is placed on apparel and accessories careers, product/service management, selling, pricing, distribution, sales promotion, merchandising, fashion cycles and fashion theories.

BUSINESS/TECHNICAL LAB AB

Full Year, 1 Credit/Sem.

Course Nos. 681-682

Grade Level: 11,12

Prerequisites: Computer Applications, advisor permission, application required

Description: Students will maintain the school's web site. Dreamweaver, Flash, and Fireworks programs will be used. Students must have good attendance and have proven to be responsible with a high level of initiative.

TECHNICAL/BUSINESS COMMUNICATION (Formerly Workplace Communication)

One Semester, 1 Credit

Course No. 131

Grade Levels: 11, 12

Prerequisite: none

Description: Technical/Business Communication is an integrated business and English course that will provide students with the communication and problem-solving skills to function effectively in the workplace. Areas of study will include written/oral/visual communication, listening, Internet research/analysis, and communication technology. Concepts addressed will include adapting communication to the situation, purpose, and audience. Students will have the opportunity to use presentation, multimedia, and desktop publishing software. Instructional strategies will include team projects, class or small group discussions, case studies or scenarios, technology, and real world communication experiences.