

# BUSINESS EDUCATION

## MARKETING ESSENTIALS

**1/2 Credit**      **Length 20 weeks**      **Prerequisite: Sophomore status or higher**

Marketing Essentials will take students on a step-by-step journey through the world of marketing. Students will encounter and learn about the key functions of marketing and how those functions are applied to the business world. This class will focus on a hands-on approach to the world of marketing and will provide the student with numerous real-world challenges. Real-world entertainment projects will be incorporated into the class therefore students enrolled will be required to participate in activities outside the normal school day. Topics include: careers in the industry, past and present trends, legal aspects of marketing, event promotion, podcasting/Vodcasting and social media marketing.

## INTRODUCTION TO BUSINESS

**1 Credit**      **Length 40 weeks**      **Prerequisite: None**

This course is designed to expose the interested student to many functions of modern business. The course shows the student how these functions exist in a changing society and the type of decisions which must be made within that environment. The course is also designed to introduce different career fields in the areas of business. Topics such as business environment, management, organization, marketing, finance, accounting, and data processing are discussed in an introductory manner.

## INTRODUCTION TO ACCOUNTING

**1/2 Credit**      **Length 20 weeks**      **Prerequisite: Junior status or higher or permission of instructor**

Introduction to Accounting introduces students to financial information needed in all business-related occupations. Students understand the accounting cycle as they record earnings and expenses related to one-owner businesses, partnerships, and corporations, as well as prepare financial statements, payroll, and various tax forms. For students who will pursue entrepreneurial ventures and business ownership, this course develops the skills necessary to solve business problems and make financial decisions. For those students who plan to pursue a degree in Accounting or a business related field, Accounting provides students with a foundation to support future advanced coursework.

- **This course qualifies for the SUNY Erie Advanced Studies Program. College credit available.**

## COMPUTER SCIENCE PRINCIPLES

**1/2 Credit**      **Length 20 weeks**      **Prerequisite: Sophomore status or higher**

The Computer Science Principles course introduces students to the foundational concepts of computer science and challenges them to explore how computing and technology can impact the world. The goal is to create leaders in computer science fields. Units of study include: The Internet, Digital Information, Big Data and Privacy, Algorithms and Programming, and Building Apps. Students will also participate in disassembling and the reassembly of a computer allowing for the exposure to the different components of the computer.

## JUNIOR SEMINAR

**1/2 Credit**      **Length 20 weeks**      **Prerequisite: Junior Status**

Junior Seminar will be preparing our students to exit the front doors of this high school with a clear plan and the skills to execute that blueprint. Our business department will collaborate with our school counselors to better ensure students are college and career ready before moving on beyond high school. This course will allow students to demonstrate their preparedness to face the world outside of high school through completion of projects that are academically challenging as well as having personal relevance to the student's post-secondary goals. Students will explore post-secondary options such as the workforce and college and universities. Job shadowing, Internships, Mock Interviews and other experiential learning opportunities will be part of the Junior Seminar. In addition, resumes, cover letters, personal budgets and public speaking skills will be covered.

- **This course is required for all Non-BOCES Vo-Tech Junior students.**
- **This course qualifies for the SUNY Erie Advanced Studies Program. College credit available.**

## CONSUMER FINANCE

**1 Credit**      **Length 40 weeks**      **Prerequisite: Junior status or higher**

This course is a specialized interdisciplinary business course related to the mathematics learning standards. This course is designed to prepare students for both college level business programs and to understand the complex financial world they will encounter during their lives. Topics covered include payroll, interest, budgeting, depreciation, banking, credit, investment and currency. This course will take an interactive approach using an abundance of exercises as well as computer software such as MS Excel to build and strengthen students' skills in personal and business mathematics. Students who have successfully passed the required math courses may use this course for the third unit in Mathematics required for the Regents Diploma.

## ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

**1/2 Credit**      **Length 20 weeks**      **Prerequisite: Sophomore status or higher**

This course is taught collaboratively between the agriculture and the business department. It is designed to give students an overview of how a business is organized and run. Students will study successful entrepreneurs, different forms of business ownership, advertising, the four P's of the marketing mix, interpersonal skills and financing for a business. Content will be reinforced through a series of classroom-based businesses. The final project will be the preparation of a mini-business plan.