

BUSINESS & COMMUNICATIONS TECHNOLOGY

BUSINESS

ACCOUNTING 1

1.0 credit, grades 10-12 (Meets 0.5 elective math credit and 0.5 elective computer credit)

Accounting prepares students for a variety of careers in the accounting field. The monthly dollars and cents of a business will be tracked throughout the accounting system, ending with the financial statement analysis and closing down the ledger. Financial information will be processed both manually and with the use of accounting and spreadsheet software. Upon completion of this class, students will possess the skills to meet entry-level job classifications in the accounting field.

Articulation may be available through Baker College with successful completion (B or better) of Accounting 1.

ACCOUNTING 2

1.0 credit, grades 11-12

Prerequisite: Accounting 1. Students in advanced accounting will learn to analyze financial records and prepare fiscal period reports. Partnerships, corporations, cost accounting and payroll procedures will also be covered. Students will increase their knowledge and skills using accounting software to solve and compliment accounting tasks. Current business trends are discussed and the stock market will be explored. Successful completion of this course will prepare students for an accounting/business curriculum at the college level. **Articulation may be available through Baker College with successful completion (B or better) of Accounting 2.**

BUSINESS FOUNDATION SKILLS

1.0 credit, grade 9 (REQUIRED) (0.5 business credit and 0.5 computer credit)

Utilizing career, employability and technology skills, students will understand the concepts, strategies, and systems used to obtain and convey ideas and information in a business setting. Students will understand the economic principles and concepts fundamental to business operations. After exploring several career pathways, students will design a four-year educational plan that maximizes their future goals. **Articulation may be available through Baker College with successful completion (B or better) of Business Foundation Skills.**

BUSINESS LAW

0.5 credit, grades 9-12

This course will give the student a basic understanding of the legal rights and responsibilities as they begin to assume roles as citizens, workers, and consumers in their communities and society. Students will be able to analyze the relationship between ethics and the law, describe sources of the law, and describe the structure of the court system, classifications of procedural law and the different classifications of substantive law. An introduction to the elements of contract law is also covered.

CONTRACT LAW

0.5 credit, grades 9-12

Prerequisite: Business Law. This advanced course in business law continues with an in-depth look at Contract Law, which is the most fundamental of all laws. Topics will include offer and acceptance, assent, consideration, the legal capacity to contract, marriage and divorce, consumer protection and bankruptcy. **Articulation may be available through Baker College with successful completion (B or better) of Contract Law.**

ENTREPRENEURSHIP

0.5 credit, grades 11-12

This course clarifies the concepts, skills, information, attitudes, and alternatives that are relevant for start-up and early-stage entrepreneurs. It provides the perspectives needed to make better decisions and thereby positively influences the odds of organizational success. What, for example, are your strengths, weaknesses and goals as an entrepreneur? What environmental condition do you face that will shape your venture? How do you develop out-of-the box ideas and turn those ideas into real business opportunities? How do you focus resources and gain support from critical constituencies? What is required to assemble and lead a winning team toward your dreams? This course provides the information necessary to address these issues and position yourself for success. **Articulation may be available through Baker College with successful completion (B or better) of Entrepreneurship.**

FASHION MERCHANDISING

0.5 credit, grades 10-12

Prerequisite: Marketing Concepts. Throughout this course, students will explore all facets of the fashion industry. Units of study will include fashion promotion and advertising, retail merchandising and buying, visual merchandising, publicity, distribution, pricing, and technology. Students will also study issues such as: fashion leaders vs. fashion followers, the history behind fashion, how we predict the movement of fashion, and even the psychological factors that motivate the behavior of the buyer. In addition to classroom study, real-world experiences will be used to reinforce the concepts of the course through activities such as field trips to retail stores and visits from professionals successful in the field. From this course, students will gain increased employability and human relations skills, making them not only more marketable, but also more successful on the job. Students interested in pursuing business at the college level will benefit from the marketing concepts and communication skills developed in this course. Those pursuing Fashion Merchandising majors in college will gain a solid foundation that will be beneficial to them in their college studies.

INDEPENDENT STUDY

0.5 credit, grades 11-12

Prerequisite: Application. This course is designed for the student in grades 11-12 who desire a more intensive study in a particular discipline than the general curriculum provides. Before the term begins, each student must submit a work-study plan for the term signed by his/her parents/guardian. Upon approval, copies will be held by the student, teacher and their counselor. Weekly student-teacher conferences will be arranged to monitor the student's progress. The final project may be evaluated by the entire department before a grade is granted.

INTERNATIONAL BUSINESS

0.5 credit, grades 11-12

This course is designed for the student who wants to learn more about the multi-national business world. Topics covered include the American and foreign stock exchanges, cultures, business ethics, international trade and business terminology that relate to our rapidly changing global society. Activities may include field trips and guest speakers.

MARKETING CONCEPTS

1.0 credit, grades 10-12

Marketing Concepts involves hands-on projects in addition to instruction in the areas of marketing including: business and marketing concepts, salesmanship, economics, business math, promotion (advertising and display), channel management, financing, human relations and communication. Students are encouraged to join DECA. **Articulation may be available through Baker College with successful completion (B or better) of Marketing Concepts.**

MARKETING MANAGEMENT

1.0 credit, grades 10-12

Prerequisite: Marketing Concepts. Students will operate the school store and further their knowledge of marketing through management projects. Units of study include: promotion, management, channel management, marketing math, customer relations and market planning. DECA participation is encouraged through various activities. Participation in the store outside of class hours may be required on a limited basis. This course may be repeated for additional credit.

PERSONAL FINANCE AND CONSUMER ECONOMICS

0.5 credit, grade 12 (REQUIRED)

Through the exploration of personal finance, students will learn the fundamentals of business operations, accounting systems, solvency and risk. Students will understand the tools, strategies and systems used to maintain, monitor, control and plan the use of financial resources, both in business and personal ventures. To prepare for success beyond high school, students will refine their interview, communication and presentation skills. Completion of the Career Focused Education portfolio along with preparation of the exit interview will be conducted.

SOCIAL MEDIA AND DIGITAL MARKETING

0.5 credit, grades 10-12

Prerequisite: Marketing Concepts. Companies are competing for our attention in an increased multi-media, digital world. In this marketing course, students will gain an understanding of how companies are getting their attention and the attention of other target markets. Students will also learn how companies integrate marketing strategies online such as social media, mobile apps, email/database marketing, website content, mobile/cellular marketing, search engines, blogs and many more strategies to market their products and increase sales. Students will be challenged with projects which integrate these digital strategies. They will explore the creative ideas companies are using currently to get our attention and earn our brand loyalty.

Students will learn the latest trends happening in advertising, public relations and sales using an online presence. They will develop a positive online presence for themselves by learning how to develop a professional online voice and conduct online professional networking. Examples of companies we will explore would be social networks such as Facebook, Twitter, LinkedIn; online sites such as YouTube, and various corporate product websites and blogs (networks subject to change based on an ever-changing online world).

SPORTS AND ENTERTAINMENT MARKETING

0.5 credit, grades 10-12

Prerequisite: Marketing Concepts. This course is designed to teach students marketing and management concepts associated with the sports and entertainment industries. Students will learn techniques and practices used to make this a multibillion dollar per year industry. Strategies used by successful sports and entertainment marketing and management firms and businesses will be evaluated. Sports and Entertainment Marketing will prepare students for advanced studies in marketing/management and create an inside look at how and why the sports and entertainment industry operates. Coursework will also be accomplished with student teams. Other areas of sports and entertainment marketing and management that will be investigated will be the promotion of professional sports, NCAA non-revenue sports promotions, marketing history of professional sports drink sponsorship, hotels, restaurants and the movie/concert industry.

COMPUTERS

AP COMPUTER SCIENCE

Offered every other year

Prerequisite: Computer Programming 1. This course is specifically designed to meet the requirements of the Computer Science A advanced placement program. Students who enroll should have a solid foundation in computer technology, be highly motivated and responsible. Topics will include: components of the Java language, classes, objects, methods, arrays, recursion, abstract data types, data structures, applets, and Swing. Students have the option of taking the AP test in the spring.

BUSINESS PROCESSES AND OPERATIONS

0.5 credit, grades 10-12

Prerequisite: Business Foundation Skills. Business Processes and Operations is the ability to process information, prioritize information needs and produce documents for day-to-day business operations. This course is valuable to students interested in pursuing careers in business. Students will gain experience practicing and understanding the importance of Legal Service Proposal requests and applying ethics in the workplace. Students will demonstrate the necessary skills of operating a business by completing a business simulation which uses these skills: research, planning, organizing, training employees, budgeting, customer service, quality control, and communication skills. **Articulation may be available through Oakland Community College and Baker College with successful completion (B or better) of Business Processes and Operations.**

BUSINESS OPERATIONS: PUBLICATIONS

0.5 credit, grades 10-12

Prerequisite: Business Foundation Skills. Computer Applications is recommended. Business Operations: Publications teaches the practice of gathering, structuring, and presenting information utilizing graphics and text using digital mediums in relation to business environments. Students will research and initiate a business plan specific to a business of their own design, utilize project management processes to conduct a business project, understand the nature of business to show its contributions to society, implement purchasing practices to obtain business supplies and maintain business records to facilitate business operations. **Articulation may be available through Baker College with successful completion (B or better) of Business Operations: Publications.**

BUSINESS OPERATIONS: WEB

0.5 credit, grades 11-12

Prerequisite: Business Foundation Skills. Computer Applications is recommended. Utilizing the elements of Web Page Design, students will learn the processes and systems implemented to monitor, plan and control the day-to-day activities required for continued business functioning. Through the creation of web sites, students will understand business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions. **Advance Placement Credit may be available through Baker College with successful completion (B or better) of Business Operations: Web.**

COMPUTER APPLICATIONS

0.5 credit, grades 9-12

Prerequisite: Business Foundation Skills. Computer Applications is an excellent course for any student with an interest in computers, especially those considering college in the future. Computers are becoming more and more prevalent in education and business today, and it is imperative that students learn to use these resources properly. Students will complete this course with a fundamental understanding of computer operations and the Microsoft Office Suite (Word, Excel, PowerPoint, and Access). Highly successful students in this course may have the opportunity to test for Microsoft Certification. **Articulation may be available through Baker College with successful completion (B or better) of Computer Applications.**

COMPUTER PROGRAMMING 1

0.5 credit, grades 9-12

Prerequisite: Business Foundation Skills. This class is a beginning course in programming computers. Good program structure and problem solving will be stressed. Programs will be constructed using Microsoft Visual BASIC.NET. Topics include: using forms, doing arithmetic, using data, making decisions, attractive output, interactive programs, loops, arrays, and searching. **Articulation may be available through Baker College with successful completion (B or better) of Computer Programming1.**

COMPUTER PROGRAMMING 2

0.5 credit, grades 10-12

Prerequisite: Computer Programming 1. This class is a continuation in the study of computer programming. Microsoft Visual BASIC.NET will be used as the language. Topics will include: external files, menus, working with data, classes and objects, and adding controls to forms.

C++ 1 PROGRAMMING

0.5 credit, grades 10-12

Prerequisite: Computer Programming 1. This class is a continuing course in programming computers, using the C++ language. Good program structure and problem solving will be stressed. Programs will be constructed using Microsoft Visual C++. Topics include: using variables, doing arithmetic, using data, making decisions, attractive output, interactive programs, loops, arrays, and searching. **Articulation may be available through Baker College with successful completion (B or better) of C++1 Programming.**

DATABASE FUNDAMENTALS

0.5 credit, grades 10-12

Business models, data modeling, and database design will be studied while constructing Access databases. Students will also learn how to maintain database objects and to store, retrieve, and manipulate data using SQL.

INDEPENDENT STUDY IN COMPUTERS

0.5 credit, grades 11-12

Prerequisite: Application. This course is designed for the student in grade 12 who desire a more intensive study in a particular discipline than the general curriculum provides. Before the term begins, each student must submit a work-study plan for the semester signed by his/her parents/guardian. Upon approval, copies will be held by the student, the teacher, and their counselor. Weekly student-teacher conferences will be arranged to monitor the student's progress. The final project may be evaluated by the entire department before a grade is granted.