

## BUSINESS

### ADVERTISING (.5 credit)

Grade: 9-12

Throughout the Advertising course, students discover the various ways that advertisements touches their lives. This course presents a comprehensive introduction to the field of advertising, which includes its purpose and the theory behind it. In this course, students learn to identify target markets, distinguish different types of business, and interpret the information they gather to create a winning advertising plan. Students investigate the needs and wants of both the consumers to whom they are advertising and the companies for which they are creating the advertisement. Lessons will cover the basic skills and knowledge required to work in the advertising world and will guide students through the creation of a complete advertising plan. Students in this course are presented with a realistic idea of what a career in advertising entails.

### ADVERTISING & SALES PROMOTIONS (.5 credit)

Grade: 9-12

What comes to mind when you think of “marketing”? Perhaps a familiar television jingle plays in your head? Or maybe you think of those irritating sales phone calls? There’s no denying the sheer magnitude and power of the marketing industry. Every year companies spend approximately \$200 billion promoting their products and services – and that’s just in the United States alone! You may be familiar with being on the receiving end marketing, but what’s it like on the other side? In Advertising and Sales Promotions, you’ll see how these marketing campaigns, ads, and commercials are brought to life and meet some of the creative folks who produce them. You’ll learn about different marketing career opportunities and discover ways to be part of this exciting, fast-paced industry.

### BUSINESS APPLICATIONS (.5 credit) \*Microsoft Office Software Required

Grades: 9-12

In Business Applications, students focus on business software and the corresponding skills required in the business world. The course begins with an overview of computers, including hardware, software, and operating systems. Students explore spreadsheet, word processing, presentation, and database software and discover how to fulfill a customer request using these skills. They also study web-based applications and additional software packages and learn about Internet technology. Students investigate common security concerns and discover how to prevent security issues. Finally, students experience the software development cycle where they learn how various professionals utilize business applications. They discover the importance of moral and ethical responsibility in an online community. Students must possess basic spreadsheet, word processing, and presentation software skills before entering this course. Additionally, students must be independent learners, and they must be comfortable learning new technology and researching software features and functions.

**Requirement:** Microsoft Office 2016 or 2019; Google G-Suite is prohibited

### **BUSINESS LAW (.5 credit)**

**Grade: 9-12**

Students learn about the American legal system. They examine ethics, court systems, criminal law, and law of torts. They examine how the court systems work together, and what misconduct results in going to court. It is important to also understand your consumer rights. As they progress through the course, they will also gain an understanding from a business perspective what is right and wrong business actions and employment laws. As an employee or employer it is important to understand the laws that protect the employee and employer. The study will focus on the formation of a business and the basic legal issues associated with each type of business.

### **COLLEGE & CAREER READINESS (.5 credit)**

**Grade: 10-12**

Do you ever wonder what you will do after high school? This course will show you the educational and career opportunities available to you. You will learn how to get accepted and pay for college, how to find a job, and how to plan for a successful future.

Throughout the course, you will be coached by Mawi Asgedom, a Harvard graduate who was the first in his family to attend college, and is now a student leadership expert who has trained over 1,000,000 students.

### **HOSPITALITY & TOURISM: HOTEL & RESTAURANT MANAGEMENT 2A (.5 credit)**

**Grade: 9-12**

If you love working with people, a future in hospitality may be for you. In Part A of Hospitality and Tourism 2: Hotel and Restaurant Management, you will learn about what makes the hotel and restaurant industries unique. Learn about large and small restaurants, boutique and resort hotels, and their day-to-day operations. Evaluate the environment for these businesses by examining their customers and their competition. As well, you will discover trends and technological advances that makes each industry exciting and innovative. In Part A, you can explore a variety of interesting job options from Front Desk and Concierge services to Maître'd and food service.

### **HOSPITALITY & TOURISM: HOTEL & RESTAURANT MANAGEMENT 2B (.5 credit)**

**Grade: 9-12**

Building upon the prior prerequisite course, students will embark on their journey to becoming managers in the hotel and restaurant industry by gaining knowledge and developing a variety of skills. Students will learn of different management styles, laws, and regulations that govern hotels and restaurants as well as how to develop job descriptions and business plans. In addition, students will learn how to create menus, advertise vacancies, perform interviews, and understand financials of the hotel or restaurant.

**INTERNATIONAL BUSINESS: GLOBAL COMMERCE IN THE 21ST CENTURY (.5 credit)****Grade: 9-12**

Imagine meeting with suppliers at an office in Europe while calling your salesroom that's back in Asia. Imagine investing in foreign markets and visiting partners in exotic locales. With the evolution of current technology, our world is more connected than ever before, and the business community today is larger than ever. International Business: Global Commerce in the 21st Century will demonstrate just how you can gain the knowledge, skills, and appreciation to live and work in the global marketplace. You will begin to understand how both domestic and international businesses are affected by economic, social, cultural, political, and legal factors and what it takes to become a true manager of a global business in the 21st century.

**INTRODUCTION TO BUSINESS (.5 credit)****Grade: 9-12**

This course introduces students to the basic business concepts that will help them understand how a business survives in today's economy and the role that consumers play in the same economy. Students will learn how to balance a checkbook, save for the future, and use credit wisely. Students will also learn how to create a resume and how to participate in a job interview.

**KEYBOARDING & APPLICATIONS (.5 credit)****GRADE: 9-12**

Keyboarding and Applications is a semester-long elective that teaches students keyboarding skills, technical skills, effective communication skills, and productive work habits. In this course, students will learn about proper keyboarding technique while building their accuracy and speed skills. Students will gain an understanding of computer hardware, operating systems, file management, and the Internet. In addition, they will apply their keyboarding skills and create a variety of business documents, including word processing documents and electronic presentations.

**LEADERSHIP SKILLS DEVELOPMENT I (.5 credit)****Grade: 9-12**

In this course, students will acquire new power to succeed in high school, college, and life. Students will learn how to take action by pressing their Turbo Button, manage their time by staying in the Lasting Zone, chart their goals by creating a North Star, and many other proven leadership techniques developed by Mawi Learning, a leadership training organization that has worked with more than one million students. Whether students are struggling or already at the top of their game, Leadership Skills Development will give them new power to create the life of their dreams.

**LEADERSHIP SKILLS DEVELOPMENT II (.5 credit)****Grade: 9-12**

Increase your confidence and build your social skills as you learn how to conquer peer pressure, social anxiety, and the unnecessary risks that can derail your future. In this class you'll discover how your "super-charged" teen brain really works, so you can make better decisions and achieve more. As you journey through this course you are inspired and coached by Mawi Asgedom, a Harvard graduate and leadership expert who has trained over one million students.

### MEDIA & COMMUNICATIONS (.5 CREDIT)

#### Grades: 9-12

From banner ads to billboards, newspaper articles, and Facebook feeds, people are constantly sharing ideas. This course looks at the many facets of mass media. Students will learn how the media shapes every aspect of our lives. We examine the role of newspapers, books, magazines, radio, movies, television, and the growing influence of Facebook, YouTube, and Twitter. Major Concepts: print media, electronic media, Internet, Social Media, Advertising, Media Law & Regulations.

### PERSONAL & FAMILY FINANCE (.5 credit)

#### Grade: 9-12

We all know money is important in life. But how important? In fact, the financial decisions you make today may have a lasting effect on your future. Rather than feeling anxious about money feel empowered by learning how to make smart decisions! Personal and Family Finance will begin the conversation around how to spend and save your money wisely, investing in safe opportunities and the days ahead. Learning key financial concepts around taxes, credit, and money management will provide both understanding and confidence as you begin to navigate your own route to future security. Discover how education, career choices, and financial planning can lead you in the right direction to making your life simpler, steadier, and more enjoyable.

### SOCIAL MEDIA (.5 credit)

#### Grade: 9-12

In this course, you will learn that the world of Social Media revolves around you—your actions, decisions, and interests. You will examine how Social Media has evolved and how your digital footprint makes a bigger impression than your physical one.

### SPORTS & ENTERTAINMENT MARKETING (.5 credit)

#### Grade: 9-12

You'll have the opportunity to explore basic marketing principles and delve deeper into the multi-billion dollar sports and entertainment marketing industry. You'll learn about how professional athletes, sports teams, and well-known entertainers are marketed as commodities and how some of them become billionaires as a result.

### WEB DESIGN (.5 credit)

#### Grade: 9-12

In this course, students will learn how to design a beautiful and functional website. Students will learn how to take their design and translate it into a live website using Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS) programming languages. HTML5 and CSS3 will be the standard versions used in the class. Students will understand design components of websites, including the use of color, layout and when to use different techniques, typography rules, and the importance of imagery. At the conclusion of the course, students will present a website to the class. Upon completion of this course, each student will have hands-on experience creating a fully functioning website.

**Requirements:** Student will be required to create a free account with Neocities.org and use it throughout this course.