

## BUSINESS

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

Grades: 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 COMMUNICATIONS (.5 credit)

Grades: 9-12

No matter what career you’re planning to pursue, excellent professional communication will be key to your success. Upgrade your abilities in speaking, listening, writing, using and reading body language, and communicating in teams and groups. Discover how to plan, create, and deliver business presentations and communicate through graphics. In no time, you’ll be communicating with confidence, stand out from your peers, and impress your employer.

### BUSINESS LAW (.5 credit)

Grades: 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.

### BUSINESS OWNERSHIP I (.5 credit)

Grade: 9-12

Do you dream of a future where you can have creative freedom, working in an industry you love, where you can get up every morning excited about the day will bring? In this course, you’ll learn the skills you’ll need in order to take your dream and transform it into a successful business. You’ll explore foundations like generating ideas to qualifying opportunities, analyzing the market, and identifying skills for successful deployment. You’ll learn to keep your business rolling and growing through effective workplace leadership and training while incorporating technological innovations to keep your business competitive. Are you ready to turn your dreams into reality? Let’s get goaling!

**BUSINESS OWNERSHIP II (.5 credit)****Grade: 9-12**

You've defined your business and made a plan to launch your vision, and now, it's time to turn that business into a well-oiled machine! In this course, you'll familiarize yourself with tried-and-true strategies for success! You'll distinguish market segments, develop the appropriate market mix, brand your business, create a top-notch customer service environment, and calculate financial factors for the crucial first year- and every year after! Owning a booming business doesn't happen by accident. Let's learn what it takes and execute on the essentials to turn your business vision into a reputable reality!

**COLLEGE & CAREER READINESS (.5 credit)****Grades: 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.

**ENTREPRENEURSHIP I: Introduction (.5 credit)****Grades: 9-12**

Starting a business is more than just having a good idea. Successful entrepreneurs know how to use and apply fundamental business concepts to turn their ideas into thriving businesses. Explore topics such as identifying the best business structure, business functions and operations, finance, business laws, regulations, and more! If you have ever dreamed of making a business idea a reality, take the time to establish a solid foundation of business skills to make your business dreams come true!

**ENTREPRENEURSHIP II: Make Your Idea A Reality (.5 credit)****Grades: 9-12**

You have the business idea; now it's time to go from dream to reality. Throughout this course, you'll explore different topics representing the major parts of a business plan, such as risk, hiring, pricing, marketing, and more. By completing activities, you'll create a viable document you can use to help you start your business by the end of the course. Let's bring your dream to life!

**EXCEL: OFFICE FUNDAMENTALS SERIES (.5 CREDIT)****Grades: 9-12**

Discover the real world uses of Microsoft Excel and its impact upon business, academic, and personal applications. Move from inserting and manipulating data, to working with tables, charts, graphs, and calculations.

**Requirement:** Microsoft Office Word 2019, or an Office 365 Subscription.

**FASHION DESIGN (.5 credit)****Grades: 9-12**

In this course, you'll explore what it is like to work in the industry by exploring career possibilities and the background that you need to pursue them. Get ready to try your hand at designing as you learn the basics of color and design then test your skills through hands-on projects.

**Requirement:** Students must have access to a working sewing machine as they will use it to create an item. A sewing machine will NOT be provided by BOCES or student's district.

**HOSPITALITY & TOURISM: Hotel & Restaurant Management I (.5 credit)****Grades: 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 II (.5 credit)****Grades: 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.

**HOSPITALITY & TOURISM: Traveling the Globe (.5 credit)****Grades: 9-12**

With greater disposable income and more opportunities for business travel, people are traversing the globe in growing numbers. As a result, hospitality and tourism is one of the fastest growing industries in the world. This course will introduce students to the hospitality and tourism industry, including hotel and restaurant management, cruise ships, spas, resorts, theme parks, and other areas. Student will learn about key hospitality issues, the development and management of tourist locations, event planning, marketing, and environmental issues related to leisure and travel. The course also examines some current and future trends in the field.

**INTERIOR DESIGN (.5 credit)****Grades: 9-12**

Do you have a flair for designing and decorating? If so, then let's learn how to turn your interests and skills into a career. Explore color, texture, trends, and styles over time, how homes are built, and "green" options for homes and businesses. Interior designers do it all—from planning the color scheme to choosing furniture and light fixtures—with the end goal of creating a space where people can live or work comfortably, safely, and happily.

**INTERNATIONAL BUSINESS: Global Commerce in the 21st Century (.5 credit)****Grades: 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)

Grades: 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)

Grades: 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)

Grades: 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)

Grades: 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.

### MANAGEMENT (.5 CREDIT)

GRADES: 9-12

From the shift managers at small businesses to the CEOs of large companies, effective management is key to any organization's success. Explore foundational management concepts such as leadership, managing teams, entrepreneurship, global business, finance, and technology and innovation. Engage in a capstone that pulls all of the concepts you've learned together, allowing you to see how management ideas can be applied to a business case study. Get started with learning the fundamentals of successful management.

**MARKETING FOUNDATIONS: Introduction (.5 credit)****Grades: 9-12**

Explore the fast-paced and exciting world of marketing! Learn about the role of marketing in business in addition to the basics of business management, customer service, and economics. Examine how to identify target markets, perform market research, and develop successful marketing strategies. Discover the legal and ethical considerations of business and marketing, along with the impact of government on business.

**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.

**OFFICE ADMINISTRATION I: Introduction (.5 credit)****Grades: 9-12**

Businesses worldwide and across every industry are always on the lookout for highly skilled administrative professionals to help their business be successful and thrive. Explore what it means to have effective verbal and written communication, speaking, and listening skills to work with diverse people and teams. Then dive into learning how to leverage various technology and software businesses use to stay connected and productive.

**OFFICE ADMINISTRATION II: Running the Office (.5 credit)****Grades: 9-12**

You have learned some of the skills that an administrative professional must possess, but now it's time to take those skills to the next level! You will explore the responsibilities of an administrative professional to understand what a typical workday looks like and even what goes into searching for an administrative professional role: searching, applying, and (the most exciting part!) securing. Do you love the idea of being the glue in a successful business, helping everything run smoothly and properly? Then let's continue your journey into the career of an administrative professional!

**PERSONAL & FAMILY FINANCE (.5 credit)****Grades: 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.

**POWERPOINT : OFFICE FUNDAMENTALS SERIES (.5 CREDIT)****Grades: 9-12**

Learn to create clean and professional presentations while also building your skills as a speaker, leader, and marketer! Create and format presentations while inserting multimedia, images, transitions, and animations to make a dynamic final product!

**Requirement:** Microsoft Office Word 2019, or an Office 365 Subscription.

**SOCIAL MEDIA (.5 credit)****Grades: 9-12**

Do you have any social media accounts? Learn the ins and outs of such social media platforms as Facebook, Twitter, Pinterest, Google+, and more and how to use them for your benefit personally, academically, and, eventually, professionally. If you thought social media platforms were just a place to keep track of friends and share personal photos, this course will show you how to use these resources in much more powerful ways. **Requirement:** Student **MUST** have an active social media account. One of the following social media platforms is required: Facebook, Twitter, or Instagram

**SPORTS & ENTERTAINMENT MARKETING (.5 credit)****Grades: 9-12**

Have you ever wished to play sports professionally? Have you dreamed of one day becoming an agent for a celebrity entertainer? If you answered yes to either question, then believe it or not, you've been fantasizing about entering the exciting world of sports and entertainment marketing. Although this particular form of marketing bears some resemblance to traditional marketing, there are many differences as well—including a lot more glitz and glamour! In this course, 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. If you've ever wondered about how things work behind the scenes of a major sporting event such as the Super Bowl or even entertained the idea of playing a role in such an event, then this course will introduce you to the fundamentals of such a career.

**WORD: OFFICE FUNDAMENTALS SERIES (.5 CREDIT)****Grades: 9-12**

Learn to effectively and efficiently use one of the most common tools of business, school, and personal correspondence – Microsoft Word! You will learn not only how to create word-processing documents like letters and reports, but how to style them using fonts, colors and editing tools. Discover how to format documents, create tables, use bullets and numbering, and insert images.

**Requirement:** Microsoft Office Word 2019, or an Office 365 Subscription.