

## **BUSINESS TECHNOLOGY & FINANCIAL SERVICES DEPARTMENT**

### **AP Computer Science Principles 4568**

BUH600, BUH601

- Grades 11-12
- 2 semesters, 2 credits
- Weighted grade
- Recommended Prerequisite: Algebra I
- Counts as a Math course for all diplomas

The AP Computer Science Principles course will introduce you to the essential ideas of computer science and show how computing and technology can influence the world around you. Students will creatively address real world issues and concerns while using the same processes and tools as artists, writers, computer scientists, and engineers to bring ideas to life. The course is not intended to be used as a dual credit course.

### **Business Law and Ethics 4560**

BUH314, BUH315

- Grades 11-12
- 2 semesters, 2 credits
- Counts as a Directed Elective or Elective for all diplomas

Business Law and Ethics provides an overview of the legal system in the business setting. Topics covered include: basics of the judicial system, contract, personal, employment, and property law. Application of legal principles and ethical decision-making techniques are presented through problem-solving methods and situation analyses.

### **Business Math 4512**

BUH200, BUH201

- Grades 10-12
- 2 semesters, 2 credits
- Fulfills a Math requirement for the General Diploma only
- Counts as an Elective or Directed Elective for all diplomas
- Qualifies as a quantitative reasoning course

Business Math is a course designed to prepare students for roles as entrepreneurs, producers, and business leaders by developing abilities and skills that are part of any business environment. A solid understanding of math including algebra, basic geometry, and statistics and probability provides the necessary foundation for students interested in careers in business and skilled trade areas. The content includes mathematical operations related to accounting, banking and finance, marketing, and management. Instructional strategies should include simulations, guest speakers, tours, Internet research, and business experiences.

### **Digital Applications and Responsibility 4528**

BUH153

- Grades 9-12
- 1 semester, 1 credit
- Counts as a Directed Elective or Elective for all diplomas

Digital Applications and Responsibility prepares students to use technology in an effective and appropriate manner in school, in a job, or in everyday life. Students develop skills related to word processing, spreadsheets, presentations, and communications software. Students learn what it means to be a good digital citizen and how to use technology, including social media, responsibly. Students expand their knowledge of how to use digital devices and software to build decision-making and problem-solving skills. Students should be provided with the opportunity to seek industry-recognized digital literacy certifications.

### **Entrepreneurship and New Ventures Capstone 5966**

BUH317, BUH318

- Grade 12
- 2 semesters, 2 credits
- Recommended Prerequisites: Principles of Business Management or Principles of Marketing
- Counts as a Directed Elective or Elective for all diplomas

Entrepreneurship and New Ventures Capstone introduces entrepreneurship and develops skills and tools critical for starting and succeeding in a new venture. The entrepreneurial process of opportunity recognition, innovation, value proposition, competitive advantage, venture concept, feasibility analysis, and “go to” market strategies will be explored through mini case studies of successful and unsuccessful entrepreneurial start-ups. Additionally, topics of government and legal restrictions, intellectual property, franchising location, basic business accounting, raising startup funding, sales and revenue forecasting, and business plan development will be presented through extensive use of word processing, spreadsheet, and presentation software.

### **Introduction to Accounting 4524**

BUH222, BUH223 CIP Code 52.0304

- Grades 11-12
- 2 semesters, 2 credits
- Recommended Prerequisite: Algebra I
- Counts as a Directed Elective or Elective for all diplomas

Introduction to Accounting introduces the language of business and Generally Accepted Accounting Principles (GAAP), as well as procedures for proprietorships and partnerships using double-entry accounting. Emphasis is placed on comprehending 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.

## **Introduction to Business 4518**

BUH132

- Grades 9-12
- 1 semester, 1 credit
- Counts as a Directed Elective or Elective for all diplomas

Introduction to Business introduces students to the world of business, including the concepts, functions, and skills required for meeting the challenges of operating a business in the twenty-first century on a local, national, and/or international scale. The course covers business management, entrepreneurship, marketing fundamentals, and business ethics and law. The course further develops business vocabulary and provides an overview of business and the role that business plays in economic, social, and political environments.

## **Principles of Business Management 4562**

BUH260, BUH261

- Grades 10-12
- 2 semesters, 2 credits
- Recommended Prerequisite: Introduction to Business
- Counts as a Directed Elective or Elective for all diplomas

Principles of Business Management focuses on the roles and responsibilities of managers, as well as the opportunities and challenges of ethically managing a business in the free-enterprise system. Students will attain an understanding of management, team building, leadership, problem-solving steps, and processes that contribute to the achievement of organizational goals. The management of human and financial resources is emphasized.

## **Principles of Marketing 5914**

BUH250, BUH251

- Grades 10-12
- 2 semesters, 2 credits
- Counts as a Directed Elective or Elective for all diplomas

Principles of Marketing provides a basic introduction to the scope and importance of marketing in the global economy. Emphasis is placed on oral and written communications, mathematical applications, problem-solving, and critical thinking skills as they relate to advertising/promotion/selling, distribution, financing, marketing information management, pricing, and product/service management.

## **Sports and Entertainment Marketing 5984**

BUH343

CIP Code 52.1910

- Grades 11-12
- 1 semester, 1 credit
- Recommended Prerequisite: Principles of Marketing
- Counts as a Directed Elective or Elective for all diplomas

Sports and Entertainment Marketing is a specialized marketing course that develops student understanding of the sports and event industries, their economic impact, and products; distribution systems and strategies; pricing considerations; product/service management, and promotion. Students acquire an understanding and appreciation for planning.

Throughout the course, students are presented problem-solving situations for which they must apply academic and critical thinking skills. Participation in cooperative education is an optional instructional method, giving students the opportunity to apply newly acquired marketing skills in the workplace.

## **Web Design 4574**

BUH170, BUH171

- Grades 10-12
- 2 semesters, 2 credits
- Recommended Prerequisites: Digital Applications and Responsibility, Introduction to Communications
- Counts as a Directed Elective or Elective for all diplomas

Web Design is a course that provides instruction in the principles of web design using HTML/XHTML and current/emerging software programs. Areas of instruction include audience analysis, hierarchy layout and design techniques, software integration, and publishing. Instructional strategies should include peer teaching, collaborative instruction, project-based learning activities, and school community projects.