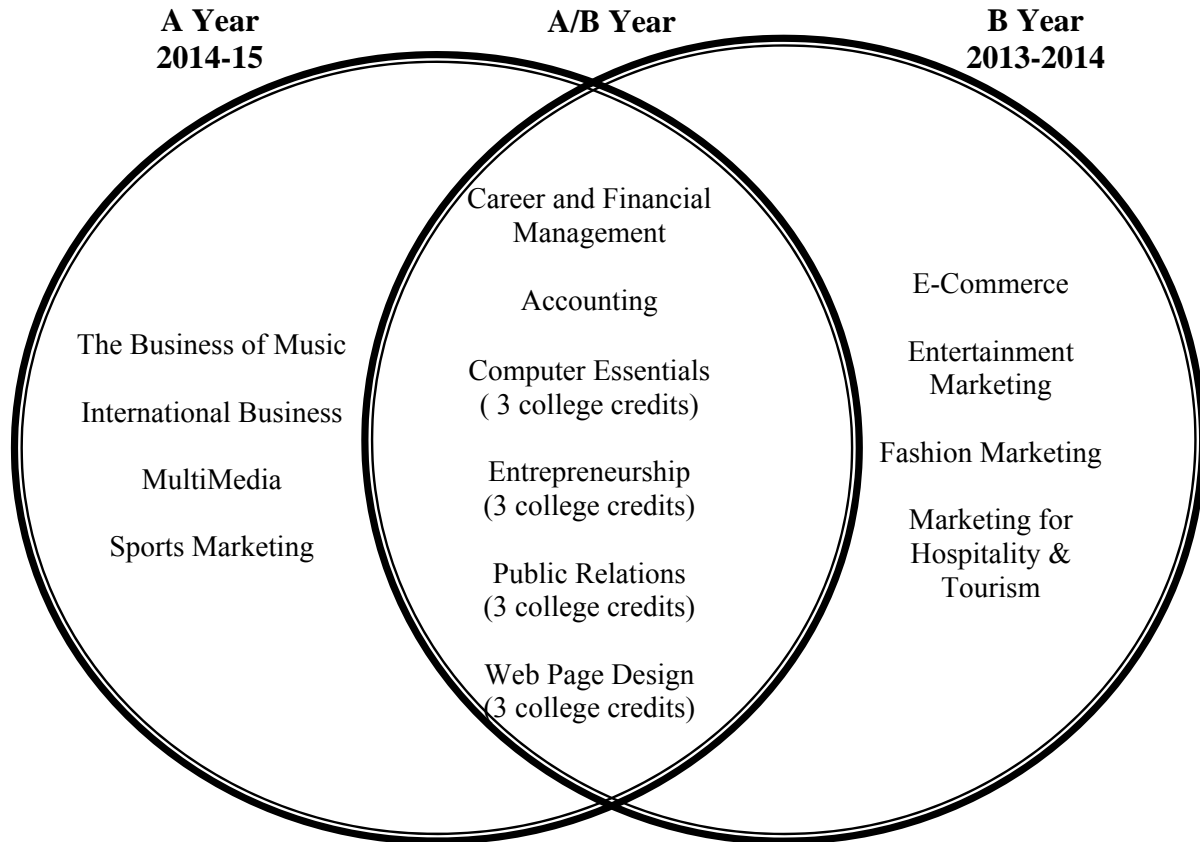


BUSINESS



The Business Department is an essential component of the academic program in our comprehensive high school. The curriculum is intrinsically related to many academic areas affording students the opportunity to apply knowledge gained in other areas. The students will be taught relevant computer-based skills which can be applied in their educational, professional and personal lives. (The 2013-2014 school year will be an “B” Year.) Students graduating with three full credits in Business Education may apply for membership in the New York State Business and Marketing Honor Society.



CAREER AND FINANCIAL MANAGEMENT (formerly Intro to Business)

This course provides students with an overview of topics and issues from the business world. Students will develop skills and experiences that will influence them personally in the years to come - before and after graduation. Units will focus on areas such as personal finance, how to balance a checkbook, investments, how to apply for loans, and how to get car insurance. Also included is career exploration (writing a resume, how to read want ads, how to fill out a job application, and how to prepare for an interview). This course will also feature business trends, marketing, accounting, and entrepreneurship.

GRADES 9-12

.5 CREDIT

ACCOUNTING

This half-year introduction to the study of accounting covers the recording of transactions, knowledge of journals, ledgers, and financial statements. It provides a substantial foundation for initial employment and potential advancement. Accounting is a necessary stepping-stone for a college-bound business student.

GRADES 9-12

.5 CREDIT

COMPUTER ESSENTIALS FOR COLLEGE

This is a course on computers and their use in today's society. Students will be introduced to computer concepts and terminology. Students will learn the fundamentals of the Windows operating system and have hands-on experience at all levels using Microsoft Word, Excel, and PowerPoint. **This course will offer students the opportunity to earn 3 hours of college credit through Farmingdale State College for a fee.**

GRADES 11-12; GRADE 10 with department approval only

.5 CREDIT

ENTREPRENEURSHIP

This course will examine the process of creating and developing a small business from conception of the original idea through the development and start up of the actual business. Topics studied include idea generation and case studies of successful entrepreneurs. As a requirement of the course, students will research business opportunities and develop a comprehensive plan for starting their own business. Students will explore the day-to-day issues of managing a firm. This course offers students the opportunity to learn from case studies and why some businesses are successful and others fail. Guest entrepreneurs will be invited to speak and their business ventures will be analyzed. **This course will offer students the opportunity to earn 3 hours of college credit through Farmingdale State College for a fee.**

GRADES 11-12; GRADE 10 with department approval only

.5 CREDIT

PUBLIC RELATIONS

Students will learn how to communicate with a wide variety of audiences using various mediums. Although the early practitioners of public relations focused on publicity, modern practice includes many specialty fields such as employee relations, financial communication, crisis management, and lobbying. Students of public relations will be able to plan a comprehensive persuasive campaign, create compelling and informative messages for many different audiences, and deliver them effectively through paid and unpaid media. **This course will offer students the opportunity to earn 3 hours of college credit through Farmingdale State College for a fee.**

GRADES 11-12; GRADE 10 with department approval only

.5 CREDIT

WEB PAGE DESIGN

This course covers aspects of web page creation from the concept to the final resolution. Students learn through short demonstrations, illustrated with samples of professional work, and they create their own projects in a hands-on, supervised environment. The final project requires students to use the skills and knowledge they have acquired throughout the course. The final project includes the creation of a complete web site, with multiple pages, active links, simple database forms, as well as audio and video. Topics taught include information architecture, text conversion to HTML language, 2D logo design, 3D animation, attention-calling banners and interactive buttons, page structure and document creation, including images, audio, and multimedia. **This course will offer students the opportunity to earn 3 hours of college credit through Farmingdale State College for a fee.**

GRADES 11-12; GRADE 10 with department approval only

.5 CREDIT

E-COMMERCE

Have you ever shopped on the Internet? E-Commerce has become a multi-billion dollar industry as more people shop on the Internet. In this course students will learn the process and techniques of selling products and services on the Internet. The course will include a history of how the Internet began as well as the impact of E-commerce on the economy. Students will explore how a business sets up a website and the marketing and research techniques involved in becoming a successful entrepreneur. They will create a basic website for a chosen company where they will be responsible for creating an attractive design, layout and marketing plan.

GRADES 9-12

.5 CREDIT

ENTERTAINMENT MARKETING

Does a particular movie star, wrestler, or music artist intrigue you? Students will learn how to create a marketing image for entertainment personalities by identifying and analyzing the marketing strategies used for current pop stars. The student will learn about the powerful role of entertainment in our society today as well as developing an understanding of the marketing techniques used in other entertainment forms such as video games, shows, and clubs through hands-on activities. Roles and job opportunities of talent agents, public relations specialists, image consultants and others will be discussed. Guest speakers will be invited.

GRADES 9-12

.5 CREDIT

FASHION MARKETING AND DESIGN

This course introduces students to the fashion industry and the fundamentals of fashion marketing. Students learn about the types of businesses involved in the industry and the array of career opportunities available in fashion marketing. Students develop skills in such areas as fashion economics, marketing segmentation and target marketing, product selection and buying, and inventory systems.

GRADES 9-12

.5 CREDIT

MARKETING FOR HOSPITALITY AND TOURISM

This course focuses on the importance of the hospitality and tourism industry. Students will be able to evaluate trends, describe the role of marketing in a service organization and determine marketing objectives. From advertising to public relations, students will learn what is needed for success in small, medium, and large hotels.

GRADES 9-12

.5 CREDIT

THE BUSINESS OF MUSIC (not offered 13-14)

Imagine managing your own music business and working in one of the fastest growing industries in the country. Learn how the industry promotes artists, labels, and tours from the newest artists to well-established stars. This course will explore the roles of agents, managers and publicists. Past and present trends in the music industry will be examined. Consumer buying and media promotion of artists' recording labels in the area of rock, pop, jazz, country, and classical will be analyzed. Management principles will be used to study growth trends, piracy, and current legal/ethical issues. Before you get started find out what you need to know in the area of insurance, permits, facilities, and venues.

GRADES 9-12

.5 CREDIT

INTERNATIONAL BUSINESS (not offered 13-14)

Take your love of business and travel and combine them in this new and exciting course where customs and trades between multiple countries will be explored. Student projects will involve learning to develop strategies appropriate to a dynamic and challenging global market arena. They will concentrate on the techniques of entering foreign markets, conducting market research studies, learning about tariff restrictions, business customs, import/export marketing and the development of product, pricing, promotion, and distribution policies and strategies for global markets. International Business has become one of the top majors in colleges across the country.

GRADES 9-12

.5 CREDIT

MULTIMEDIA (not offered 13-14)

This course is designed to instruct the students in a wide variety of graphics and multimedia topics. Some of the course highlights are presentation graphics, paint programs, desktop publishing, and animated slide show presentations. Students incorporate graphics, text, art, sound, and video clips to create a multimedia presentation. They have the opportunity to use digital cameras, video cameras, microphones, speakers, and scanners to create their presentations.

GRADES 9-12

.5 CREDIT

SPORTS MARKETING (not offered 13-14)

Would you like to be part of one of the most exciting and lucrative industries in the future? This course is designed to provide insight into the decision-making processes of sports marketing. Case studies and news media will be used to position the student in the role of a sports marketer. Topics the students will explore are: the sports industry, athletes making financial choices, college sports, professional sports, supply and demand in sports, contracts, endorsements, sponsorships, and sports promotions.

GRADES 9-12

.5 CREDIT