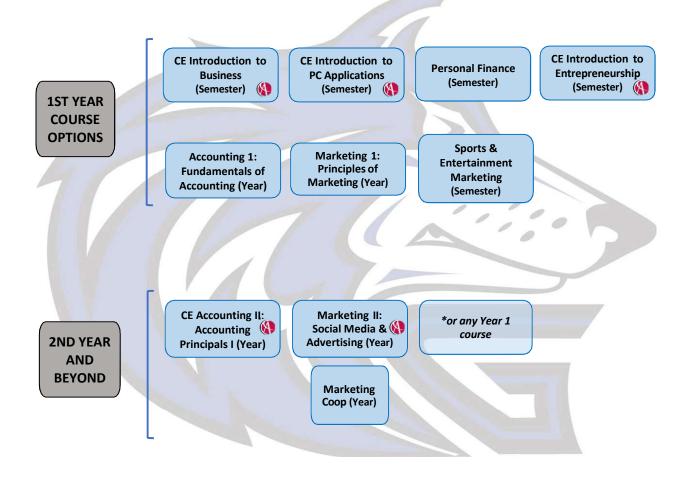
BUSINESS EDUCATION



Business Education courses are valuable for both personal use and as a foundation for students planning to major in business in college. Business Education courses may be selected to meet the 1½ Fine Arts/Technology Education/ Business/Consumer & Family Studies or Vocational Education credits or the Elective credits required for graduation.

*Students enrolled in Business courses are strongly encouraged to join the student business organization, **FBLA (Future Business Leaders of America)**, and/or **DECA (Distributive Education Clubs of America)**. Leadership activities provide opportunities for students to make connections among the school, community and the business world. Emphasis is based on services to others and social and competitive events. A chapter membership fee is involved.

See Concurrent Enrollment section for eligibility and registration information. Students will have the opportunity to earn high school credit while at the same time enroll in and earn community college credits with the opportunity to transfer credit to an institution of higher education.

BUSINESS COURSE DESCRIPTIONS

PERSONAL FINANCE **Prerequisites:** None

Surveys the basic personal finance needs of most individuals and introduces the personal finance tools useful in planning and instituting a successful personal financial philosophy. The course emphasizes the basics of budgeting, buying, saving, borrowing, career planning, investing, retirement planning, estate planning, insurance, and income taxes.

CE INTRODUCTION TO PC APPLICATIONS Prerequisites: None

This course introduces basic computer terminology, file management, and PC system components. Provides an overview of office application software including word processing, spreadsheets, databases, and presentation graphics. Includes the use of a web browser to access the Internet. Students may be eligible to earn the following certifications: Office Pro Certification, TestOut Pro Certified: Microsoft Excel Advanced. This course aligns with the Colorado Community College course Introduction to PC Applications (CIS 1018).

CE INTRODUCTION TO ENTREPRENEURSHIP Prerequisites: May require qualifying score on ACT, SAT or AP

Explores the business skills, personality traits, and commitment necessary to successfully plan, launch, and grow an entrepreneurial venture. This course will cover the challenges and rewards of entrepreneurship. This course will cover the role of entrepreneurial businesses in the United States and the world and their impact on our national and global economy. This course aligns with the Colorado Community College course Introduction to Entrepreneurship (ENP 1005).

SPORTS & ENTERTAINMENT MARKETING Prerequisites: None

Defines the importance and role of marketing, media and public relations in the event planning industry. Identify marketing and communication tools such as social media, promotional events, networking and blogs. Design a marketing plan to include target market research, communication tools, objectives, strategies, and implementation.

CE INTRODUCTION TO BUSINESS Prerequisites: May require qualifying score on ACT, SAT or AP

Introduces the application of fundamental business principles to local, national, and international forums. This course examines the relationship of economic systems, governance, regulations, and law upon business operations. It surveys the concepts of career development, business ownership, finance and accounting, economics, marketing, management, operations, human resources, regulations, and business ethics. This course aligns with the Colorado Community College course Introduction to Business (BUS 1015).

Grade Level: 9 – 12

Grade Level: 9 – 12

Grade Level: 9 – 12

Semester: 0.5 Credit

Grade Level: 9 – 12

Grade Level: 9 – 12

GRANDVIEW HIGH SCHOOL

<u>ACCOUNTING 1: FUNDAMENTALS OF ACCOUNTING</u> Prerequisites: None

Introduces accounting fundamentals with emphasis on the procedures and practices used in business organizations. Major topics include the accounting cycle for service and merchandising companies, including end- of-period reporting. This course is the first in a two-year program and is required in order to receive community college credit in Accounting 2.

<u>CE ACCOUNTING II: ACCOUNTING PRINCIPLES I</u> Grade Level: 10 – 12 Year: 1.0 Credit Prerequisites: Successful completion of Accounting 1 and may require qualifying score on ACT, SAT or AP

This course introduces accounting principles for understanding the theory and logic that underlie procedures and practices for business organizations. Major topics include the accounting cycle for service and merchandising companies, internal control principles and practices, notes and interest, inventory systems and costing, and plant and intangible asset accounting. This course aligns with the Colorado Community College course Accounting Principles 1 (ACC 1021).

MARKETING 1: PRINCIPLES OF MARKETING Prerequisites: None Fee: \$35.00 for DECA fees

Presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to businesses and the individual consumer. This course is the first in a two-year program and is required in order to receive community college credit in Marketing 2.

<u>CE MARKETING II: SOCIAL MEDIA & ADVERTISING</u> Grade Level: 10 – 12 Year: 1.0 Credit Prerequisites: Successful completion of Marketing 1 or teacher recommendation Fee: \$35.00 for DECA fees

Social Media for Business teaches students how to use social media as a business strategy and covers how to match that strategy with the goals of the business. This course addresses current trends, ethics, regulations, legal challenges, strategy, content development, and change management. This course helps students develop a better understanding of how marketing with social media is similar to and different from traditional marketing and how to best use online methods to further business goals. Examines the principles and practices of advertising and its relationship to business in order to promote a business or organization. Areas of major emphasis include advertising principles, strategies, media, copy and layout, and ethical considerations.

Marketing 2/DECA students will develop leadership skills through planning and implementing community service and social activities. Students will also be eligible to travel and compete in marketing competitions, both locally and nationally. Membership and involvement in DECA is an integral part of the marketing program and fees are involved.

<u>MARKETING COOP</u> Prerequisites: Successful completion of Marketing 1 or teacher recommendation Fee: \$35.00 for DECA fees

This course is an entrepreneurial operation in a school setting that provides goods/services to meet the needs of a market. Students will learn hands-on retail procedures including customer service, advertising, sales, merchandising and math.

Year: 1.0 Credit

Grade Level: 9 – 12

Grade Level: 9 – 12

Year: 1.0 Credit

Semester: 0.5 Credit