

Business Department Course Offerings

Accounting	Business Law	Applied Keyboarding and Integrated Office Skills
College Level Accounting (LIU POST)	College Level Business Law (LIU POST)	Computer Essentials I
Sports & Entertainment Marketing	Business Analysis	Computer Essentials II
College Level Sports Marketing (SUNY Farmingdale)	College Level Introduction to Business (Adelphi University)	Business Web Design
Marketing & Public Relations	College Level Virtual Enterprises (SUNY Farmingdale)	Business Math
Fashion Marketing	Note-taking for College	Career & Financial Management
	Occupational Work Experience (Work Study)	

Accounting

1 Unit

Accounting is a MUST have business course. Any study of business is not complete without applying Accounting concepts. This course is designed to provide students with insight to the behind-the-scenes operations of a business and an understanding of the basic accounting procedures while using Microsoft Excel spreadsheets. Students will become proficient Excel managers for all business situations. Students experience real-world simulations and an in-school field trip which will afford students the opportunity to "be an accountant for a day" and deal with real "clients." This course is available to students in grades 10 through 12.

College Level Accounting (3 credits / LIU POST)

1 Unit

This full year course is designed for any student pursuing *any* business major in college. This course will introduce, discuss, present and apply basic principles and skills used in the accounting profession as it is practiced currently. The use of Microsoft Excel is emphasized to complete business transactions. Upon successful completion of this course the student may earn three college credits. Tuition is approximately \$490 per course. Students have the opportunity to participate in the "Wall Street Insider Tour" to the downtown financial district of NYC (including a stock trading game). College Level Accounting is recommended for accelerated juniors and/or serious seniors who plan to pursue a career in Accounting, Business Management, Finance, Law or Marketing. This course is available to students for juniors and seniors. Students who complete a specified course of study and pass a NOCTI exam for Accounting will be eligible for a CTE endorsement upon graduation which is an industry recognized credential.

Sports & Entertainment Marketing

1 Unit

In this class, students will learn about the continuous growth of the relationship between businesses, professional and collegiate sports, and sport marketers. Contents of this course will stress the skills and applications needed to excel in this specific marketing field. Virtual Business Sports is used throughout the course. This highly visual computer simulation of a football franchise allows students to handle promotion, develop ticket-pricing strategies, evaluate stadiums and city locations, and find sponsors and licensing deals.

Tentative Field Trip: Madison Square Garden

College Level Sports Marketing (3 credits / SUNY Farmingdale)

1/2 Unit

This course is designed to provide students with the basic understanding of the sport industry with an emphasis on marketing. Attention will be directed towards each major element of the marketing industry— media, advertising, branding, licensing and sponsorships. The emphasis will be on the marketing of professional and collegiate athletes. Included will be the use of marketing for teams, leagues and special events. This course is available to students in grades 11 and 12.

Tentative Field trip: Yankee Stadium.

Prerequisite: Sports & Entertainment Marketing

Marketing and Public Relations

1 Unit

Marketing explores the psychology and strategy of promoting and selling goods and services in the 21st century, including the impact social media has on marketing trends. Learn how major stores target customers and develop marketing strategies to appeal to them. Understand why we buy certain products, and remember certain advertisements. Understand effective marketing communication strategies and create a marketing plan. This course is available to students in grades 10 through 12. Students who may consider marketing as a career and want to integrate their marketing skills with other business disciplines are encouraged to take the College Level Virtual Enterprise course as 11th and 12th graders.

Tentative Field Trip: TBA

Fashion Marketing

1/2 Unit

This one-semester course will introduce students to the field of fashion marketing with an emphasis on the concepts of manufacturing, product design and development, wholesale markets, sales promotions, distribution and fashion retail. This course will serve to better acquaint students to the diverse opportunities available to them in the world of fashion. Students will go on a field trip to MACY'S Herald Square in Manhattan. This course is a must for anyone interested in pursuing a career in the fashion world! This course is available to students in grades 9 through 12.

Tentative Field Trip: Macy's, NYC

Business Law

1 Unit

Do you want to learn to act and think like a lawyer? Do you want to be better prepared for legal situations in life? Business Law is a course that is designed for *every* student. Whether your future plans involve law school, or not, you will gain legal life skills. This course is a comprehensive, foundational law related course, with concentration on business and civil cases. Available to students in grades 10 through 12.

Tentative Field Trip: The People's Court

College Level Business Law (3 credits / LIU POST)

1 Unit

This full year course is designed for the student who is pursuing a legal and/or business major in college. This course examines the origins of law, business ethics, court system, business related torts, contracts, agency, partnership, corporations, employment law, intellectual property, and international business law. Specific emphasis is placed on civil courtroom procedures and students participate in mock trials.

Tentative Field Trip: TBA

Business Analysis

1/2 Unit

Ben and Jerry's, Howard Schultz, Steve Jobs! What does it take to be a successful entrepreneur? Students will study entrepreneurs and learn about the business applications employed that resulted in success. Students will create a modified business plan, bringing a new concept to market. Students will learn how good ideas can develop into profitable businesses. Students will learn how to present their business plan to appeal to potential investors and understand the importance of adaptability in today's business markets.

College Level Introduction to Business (3 credits / Adelphi University)

1 Unit

Thinking of studying business in college? This is a full year college level course providing students with an understanding of the role of business in a global society. It introduces the student to the major functional areas of business, including accounting, finance, production, marketing, human resources, and information/technology. This course is highly recommended for juniors and/or seniors who plan to major in any Business field in college.

College Level Virtual Enterprises International (6 credits / SUNY Farmingdale)

1 Unit

The VE program allows students to experience, in a simulated business environment, all facets of being an employee in a firm. The Virtual Enterprise involves students in every aspect of a business, including human resources, accounting, product development, production, distribution, marketing and sales. This workplace simulation enables students to understand how employees, workgroup teams, and departments interact with each other and work together for the goal of the company.

With communication links to nearly 3,000 firms around the world, the VE course exposes students to different cultures, business practices and currencies and gives students a broader international perspective. Students engage in hands-on applications, problem solving and written and verbal communication. In addition, students learn about a variety of careers associated with business and industry, acquire global economic knowledge (including monetary and business systems of the countries in which the practice firms operate), and use technology as applied in business, including the use of the Internet for global transactions and communications.

Students engage in various business activities throughout the year, which create authentic applied learning opportunities. Student participation in national and international trade fairs as well as the business plan competition are the capstone components of the VE program. Students enrolled in VE have the opportunity to earn 6 college credits under the auspices of Farmingdale College in E-Commerce and Small Business Management. (Tuition – approximately \$150.00 for 3 credits)

Prerequisites: 2 credits; Previous courses include:

- *Sports & Entertainment Marketing*
- Marketing and Public Relation
- Accounting / College Level Accounting
- Business Law / College Level Business Law
- *College Level Introduction to Business*

Applied Keyboarding and Integrated Office Skills

1 Unit

This full year course is designed to develop computer literacy and entry level word processing and data skills for the workplace. Students will apply those skills as they learn to complete business forms, including resumes, using Google Educational Apps and Microsoft Office Suite programs. Additionally, the course will incorporate office simulations that are authentic and require students to work in cooperative teams to achieve objectives and reach goals. **Students enrolled in this course are selected by recommendation only.**

Business Math

1 Unit

Business Math is a specialized business course related to the mathematics learning standards as they apply to the world of business and a student's personal financial future. This course is designed to prepare students to better understand the complex financial world they will encounter during their lives. Students will learn to use Google Sheets and Microsoft Excel to perform functions related to topics (not limited to) banking, percentages, statistics, trade, discounts, markups, markdowns, interest, payroll and credit. This course may be used as a full unit of math credit.

Business Web Design

1/2 Unit

Students will learn to create a business website and promote a business virtually. The course will culminate with the development of a multi-page business website which will demonstrate the students' ability to effectively apply the technical aspects of web design and the value of e-commerce. Students will become familiar with varied web design platforms, including Wix.com. Students that want to showcase their artistic talent, with their business savvy, are encouraged to try this course.

Career and Financial Management

1/2 Unit

What will you do after high school? Plan to attend college? Ready for the job market? Do you ever want to move out of your parent's house? This course covers "real life"! Create a resume, explore career options that may be right for you, conduct college research, understand the implications of loans, owning / leasing a car, renting an apartment, salary structures, minimum wage, budgeting, savings, how to build your credit, and avoid credit card debt! What it is like to live on your own? With independence comes responsibility. Learn how to be financially secure and literate. ***This course is a MUST HAVE for life and required for all students earning a sequence in any CTE course of study!***

Computer Essentials I

1/2 Unit

Computer knowledge is a recognized communication skill and a tool of literacy for all students. Proficient knowledge of computer programs is essential for high school, college and job readiness. In this course, students will refine touch-typing keyboarding skills and learn features of the Microsoft Office Suite and Google Apps. Students will produce an array of business documents and learn to transfer their digital skills across a variety of platforms. Students will learn how their online presence can impact their college admissions and their chances of getting hired in the workplace.

HIGHLY RECOMMENDED FOR FRESHMEN.

Computer Essentials II

1/2 Unit

In college and the real world, students must adapt to varied technology-based programs. This course aims to provide students with knowledge and experience within a variety of programs that will be valuable in their future academic work, research projects or career. Some of the topics explored include: the more advanced functions and formulas, including pivot tables, and data analysis capabilities using Google Sheets and Microsoft Excel; how to construct and present a Google Slides and Microsoft PowerPoint presentation with professionalism and ease; and how to translate technical content into a well formatted business document using Google Docs and Microsoft Word. Students will learn to effectively and efficiently navigate network and cloud drives, be able to transfer and convert files, how to use portals (especially important for college!) and other cloud-based applications.

Note-taking for College

1/2 Unit

Students enter this elective course through Google Classroom. Students are given the opportunity to learn skills in time management, study strategies, memory enhancement, speedwriting, and identification of personal learning styles. Students reinforce these topics through various computer programs, such as Prezi and Piktochart. Students who take the course find that it introduces them to valuable tools which are an asset for a successful academic experience. **RECOMMENDED FOR ALL COLLEGE-BOUND STUDENTS!**

Occupational Work Experience

Credit based on verified work hours not to exceed 1 unit of business credit per year

Are you presently looking for a job or working after school or on the weekends? Through the work study program you can earn school credit for your paid employment or unpaid internship as well as explore possible career options. Your work hours will be monitored by the work study coordinator and you will be trained with interviewing skills and educated on the New York State labor laws. Program options include Work Study, Work Experience and Work Experience Career Exploration. Students may apply in the Work Study Office (room 214) any day after school. This course is available to students in grades 10 through 12.

