

**Business Academy**  
**Marketing –CIP #-52.1801-Program of Study**  
**Accounting Technology- CIP #-52.0302-Program of Study**  
**Four-Year Program – 24 Credits for Graduation**

Period	9	10	11	12
1	English I	English II	English III	English IV
2	Algebra I	Geometry	Algebra II	*Math-Any advanced math course
3	Geo-Environmental	Biology I	Chemistry or Physics	Arts and Humanities Elective
4	PE/Health I	PE/Safety Education	PE Health II (11 <sup>th</sup> or 12 <sup>th</sup> )	PE Health II (11 <sup>th</sup> or 12 <sup>th</sup> )
5	US History I	World History I	Civics	<b>Entrepreneurship or Business Management &amp; Global Economic Markets</b>
6	<b>Graphic Arts and Design I</b>	<b>Business Management &amp; Global Economic Markets or Marketing I</b>	<b>Marketing I or Business Management &amp; Global Economic Markets</b>	<b>Marketing I or Marketing II or Accounting</b>
7	<b>Introduction to Business and Personal Finance</b>	<b>Introduction to Business and Personal Finance or Graphic Arts and Design I or II</b>	<b>Entrepreneurship or Accounting or Marketing II</b>	<b>Career Experience-Business Focus or Marketing or Entrepreneurship</b>
<b>CTE Total Hours based on 183 days 50 minute periods: 1,320</b>		<b>305 class hours 55 DECA hours 360 total</b>	<b>305 class hours 55 DECA hours 360 total</b>	<b>457.5 hours</b>

- Students must earn a minimum of ten credits in the combined social studies, science and mathematics areas.
- Students must make-up all failed classes in summer school to complete this program of study.
- Students must pass all required Keystone Exams and/or complete remediation courses.
- Students should plan to fulfill the Arts and Humanities requirement in ninth and tenth grade.

**Accounting – Course #119**

No prerequisite  
 Grades 11-12

1 credit  
 5 pds/wk

The problem solving and financial analysis skills learned in Accounting are applicable to any career field. Eventually, all people manage money and time as part of family and job responsibilities. Doctors, entrepreneurs, government leaders, even artists or technicians moving into management positions need financial training. Accounting students learn the fundamentals needed to track and analyze financial information for a Sole Proprietorship, including making important business and personal financial decisions based on accounting reports. In addition, students will learn about financial statement preparation, analysis of merchandisers and corporations, and business income taxation. Students will also learn about Intuit QuickBooks. Students will apply their knowledge and skill towards managing the school store-the Bison Corner.

### **Business Management and Global Economic Markets - Course #150**

No prerequisite  
Grades 10-12

1 credit  
5 pds/wk

Students enrolled in this half semester about course will start with either Business Management or Global Economic Markets, similar set-up to course # 141. Business Management introduces the processes and concepts involved in business. The course provides core content applicable to all aspects of business and encompasses the practical applications of management theory. Students learn about management functions including planning, organizing, and leading from multiple management perspectives.

Economics and world markets will give students a greater understanding of economics ranging from the viewpoint of the individual consumer or small business owner to the global economy. Students will study the law of supply and demand, types of business, labor unions, government finances and influence on the economy, money and prices, and inflation and deflation cycles. The course relates history and politics to the study of economics.

### **Entrepreneurship – Course #131**

No prerequisite  
Grades 11-12

1 credit  
5 pds/wk

This course offers a challenging introduction on how to start a business, including learning about small business management and marketing. Students learn about businesses structures and business decision-making processes. Students will solve problems by completing real world case studies. Students prepare a business plan using various school and work-based resources. Students will learn about employability skills in the workplace and apply course content to marketing, managing, and promoting the Bison Corner, the high school store.

### **Introduction to Business and Personal Finance – Course #141**

No prerequisite  
Grades 9-12

1 credit  
5 pds/wk

This course is a two-teacher course, divided by semester. The first semester students will start with either, the Introduction to Business part of the course, or the Personal Finance part of the course. The second semester students will finish the part of the course that they did not complete in the first semester. Details for each part is below. The course is one full credit and students need to complete the whole course to earn the credit.

In the Introduction to Business part of the course, students will learn about and explore career opportunities in business. Students will learn about all aspects of business and its role in the nation's economic system. Units covered include the economic system, economic role of business, the role of consumers, banking, office practices, business technology and communication, and human resource management. Students also learn about business law, finance and management and learn about topics covered in the other business courses offered at the high school. Business simulations and projects are an integral part of the course. Students benefit from the expertise of guest speakers from all aspects of the business world.

In the Personal Finance part of the course, students will learn about the impact of individual choices on occupational goals and future earning potential. The Personal Finance part of the course provides a foundational understanding for making informed financial decisions. Relevant topics covered include career planning, managing money, saving and investing, spending wisely, financial risk management, identify theft, buying a car and using debit and credit cards. Students learn to solve real-life problems, and use documents and forms from today's consumer-oriented culture. Activities include designing personal and household budgets, using checking and savings accounts, investing for retirement, managing debt and credit and completing insurance and tax forms. Hands-on simulations are an integral part of the course.

**Marketing I: Sales, Sports, and Entertainment Management and Marketing Basics – Course #157**

Prerequisite: Introduction to Business and Personal Finance

1 credit

Grades 10-12

5 pds/wk

This course focuses on product and service marketing functions. Students will learn the fundamental elements needed to design and promote a retail store or service entity. Students will study market research strategies and consumer behavior and buying patterns. Major areas of study include advertising, visual merchandising and display and selling. In addition, the course examines basic concepts of employee/employer relationships, leadership models, and fundamental management skills. Students will apply these concepts in our student run store the Bison Corner.

In the Sports & Entertainment Marketing part of the course, students will learn about the sport and entertainment industries, and their impact on local communities, and products. In addition, instruction includes distribution systems and strategies, pricing considerations, marketing-information management, selling, product-service management, and promotion. Students acquire an understanding and appreciation of the need for planning and problem solving current issues in the sport and entertainment markets. Potential marketing events such as students attending a DECA Marketing Career Day with the 76ers in November or working with sports organizations such as the Hershey Bears or other will be part or completing the course.

**Marketing II: Advanced Marketing Principals and Business Planning – Course #158**

Prerequisite: Marketing I

1 credit

Grades 11-12

5 pds/wk

This course builds upon the principals taught in Marketing I and is an advanced course for students interested in taking their marketing skills to the next level. Students will develop an action plan for marketing a company. This course focuses on students learning about advanced marketing principles, learning about careers in marketing and learning about the importance of entrepreneurship in our economy. A major emphasis is on the following: marketing principles, economics, market research, sales, marketing career pathways, and entrepreneurship. As part of the course, students will take part in DECA. This organization offers many benefits and exciting activities for marketing students including competitions, awards, scholarships, job opportunities and travel. Students will apply the skills they are learning in the course to managing and marketing our school store the Bison Corner.