

CTE: BUSINESS COURSE DESCRIPTIONS

0729 BUSINESS COMMUNICATIONS **GRADE LEVEL: 9, 10, 11, 12** **CREDIT: ½**
How do you get that perfect job and not be nervous during the interview? What would you do if you had to present to a board of directors or to a room of strangers? How do you make informed decisions about a future career? This course will teach you how to communicate in the business world face-to-face and through technology. You will learn how to identify and evaluate personal goals, priorities, and aptitudes. Topics covered include resumes, cover letters, interview skills, writing a business plan, public speaking, banking and finance, writing and formatting effective reports, situational problem solving, and various computer skills. You will also be exposed to various sources of information on career and training options with a goal of developing job search and employability skills.

0713 BUSINESS & PERSONAL COMPUTER APPLICATIONS **GRADE LEVEL: 9, 10, 11, 12** **CREDIT: ½**
Step up your computer skills by completing a variety of practical computer related projects. You will explore a wide range of basic applications and advanced techniques of Microsoft Word, Excel, PowerPoint, and Outlook. We will create QR codes, and will explore computer programming and new technology applications. Effective Internet searches, desktop publishing, Code MT programming, and file management will be covered. This class will allow you to format reports and essays, create cover pages and flyers, practice marketing and presentation skills, and create effective spreadsheets and charts. This hands-on, project-oriented class will provide you the keyboarding and computer practice every successful student needs.

0724 DESKTOP PUBLISHING & COMPUTER GRAPHICS **GRADE LEVEL: 9, 10, 11, 12** **CREDIT: ½**
This course allows you to explore a wide range of applications, particularly publishing programs such as Microsoft Word, Publisher, and Adobe InDesign and Photoshop, to create eye-pleasing documents including flyers, posters, webpages, business cards, certificates, menus, and much more. You will also learn to create and manipulate graphics (photos, clip art, etc.), use a digital camera, and operate a scanner. You will have the opportunity to explore the capability of the computer to produce visual imagery and to apply graphic techniques to various fields, such as advertising and TV/video.

0711 INTRODUCTION TO BUSINESS **GRADE LEVEL: 9, 10, 11, 12** **CREDIT: ½**
This course is a great introduction to the wide variety of concepts in the business world. You will learn what business is all about, including the economy, different types of business, marketing concepts, world trade, labor and employment, banking, credit, and insurance. You will use the Internet to research current business topics, and various computer programs to improve money and time management skills. Students will become entrepreneurs through participation in a virtual retail business, getting experience in topics such as finance, marketing, and design.

0722 ACCOUNTING 1 **GRADE LEVEL: 10, 11, 12** **CREDIT: ½**
Basic accounting principles are applied throughout this course. Accounting computer applications are introduced using both Microsoft Excel and Automated Accounting. Students will also participate in the Stock Market Game to enhance their understanding of the role of investing in accounting today. Any student who majors in business, plans to own a business, or wishes to acquire skills to offer employers in order to earn money for college will benefit from this course.

0725 PERSONAL FINANCE & CONSUMER ECONOMICS **GRADE LEVEL: 11, 12** **CREDIT: ½**
Are you interested in money? Do you want to learn further about it so you can get more of it? Have you wondered how you will survive financially once you move from home? This course will help! You will get an understanding through numerous video presentations and practical applications as you analyze your own spending, set personal financial goals, and become a smart consumer. Topics covered include career choices, savings, investing, credit, spending patterns, budget planning, income taxes, determining needs and wants, and consumer protection. In addition, students will participate in the Stock Market Game, competing against other students across the state. Also, various computer programs are used to study decision making. *Please note: Students who have taken or are planning to take Consumer Math and/or Intro to the Real World should not take this course.*

0732 INTRODUCTION TO LAW & PUBLIC POLICY **GRADE LEVEL: 10, 11, 12** **CREDIT: ½**
The course is a practical introduction to the legal world, addressing business, personal, and family law. Topics covered include the American legal system, contracts, minors' legal rights, employment, insurance, property (landlord and tenants), buying and selling, wills, and consumer protection. Famous legal cases, current legal news, mock trials, and guest speakers will be used to demonstrate legal principles.

0733 MARKETING **GRADE LEVEL: 10, 11, 12** **CREDIT: ½**
Every person markets themselves every day. This class will teach students to market themselves, their business, or product image effectively, and it is for students planning to go into business for themselves or to work for any company. As a project-oriented class, Marketing will help you develop your business, economics, advertising, selling, interviewing, pricing, consumer buying behavior, and management skills. Creating commercials, selling products, and making marketing decisions are just a few of the fun projects completed in this class.

0750 CAREER INTERNSHIP **GRADE LEVEL: 11, 12** **CREDIT: ½**
Career Coordinator & Parent consent required
In a variety of curricular areas, work experience outside of the school is one of the best learning experiences. Park High School is willing to work with employers in the community to assist in the process of providing students credit for the experience they gain as a result of working in a business that meshes well with a curricular area at the school. The school has established a variety of successful partnerships with local employers. The Career Internship Coordinator at the school will continue to monitor the experience the student gains through working with the employer. This type of work experience may be scheduled outside of regular school hours or in some cases, with parental permission, may result in a maximum of two periods of release. One Internship period is allowed for students who are currently working for pay at their chosen site. If you are interested in a career internship, speak with your counselor. Students enrolled in Career Internship must have their site placement within ten (10) days of the start of the course; otherwise, they will be dropped from the course. Students must also maintain a 75% (C) grade average at the quarter in order to continue enrollment for the duration of the semester. Students are expected to **complete assignments each month** and check in with the Career Coordinator twice a month. Participants need to be independent, reliable, and dependable since this class does not meet during the regular scheduled class time.