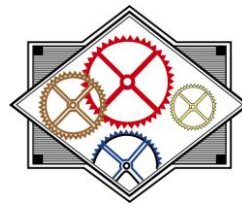# BUSINESS DEPARTMENT

Arts & Communications	Business, Management Marketing & Technology	Health Science	Engineering/Manufacturing & Industrial Technology	Human Services	Natural Resources & Agriscience

VPAA – Meets Visual, Performing & Applied Arts Requirement
OLE – Meets Online Learning Experience Requirement
SMR – Senior Math Related
WLII – Meets World Language II Requirement

GENERAL BUSINESS – G010   9   1.0 credit

General Business is a one-year course that is an introduction to the business world through various units of study. These units include business ownership, banking, credit, insurance, advertising, social security, accounting, clerical jobs, job seeking and business-oriented careers.

FINANCE (VPAA) (OLE) (SMR) - G135   10, 11, 12   .5 credit

This course is designed to give students the business financial management and investing skills they will need after high school. Students will explore financial career decisions, fundamentals of investing, personal financial protection, and financial management for business. Students will use technology to assist their learning about stocks, bonds, and mutual funds. They will develop an investment portfolio and a financial plan. Students will complete hands-on simulations on financial topics using Microsoft Excel and the Internet.

BUSINESS, MANAGEMENT, MARKETING AND TECHNOLOGY INTERNSHIP – N206-N207   11, 12   1.0 credit

PREREQUISITE: Teacher recommendation, School to work Coordinator approval, and enrollment in a related CTE course.

This course offers students the opportunity to spend a portion of their school day working at a training site in the community. This employment experience is related to the career goals of the student and is supervised by the school-to-work coordinator. The student will develop workplace skills and leadership traits in their chosen area of specialty. Evaluation of job performance and assessment of coursework is the responsibility of the STW Coordinator with input from the training site supervisor. This program adheres to all federal and state labor laws.

ACCOUNTING I (VPAA) (OLE) (SMR) – V130   10, 11, 12   1.0 credit

Accounting I is a one-year course which covers the accounting cycle beginning with the opening entry in the journal, posting to the ledger, preparing a trial balance, a worksheet, and financial reports or statements of a business. A practical project using actual business forms to reinforce concepts of the accounting cycle and procedures is also used. Business students may qualify for college credit at Baker College under the UCS-Baker College articulation agreement or Macomb Community College under the UCS-MCC articulation agreement.

ACCOUNTING II (Computerized Accounting) (VPAA) (OLE) (SMR) (WLII) – V135   11, 12   1.0 credit

PREREQUISITE: "C" average in Accounting I

Accounting II is a course designed for students who intend to pursue a career in business. The course begins with a review of the accounting cycle. The remainder of the course teaches advanced accounting techniques and the application of these techniques to management decisions. An introduction to basic computerized accounting procedures is covered. Practical computerized projects, using actual business forms, are used to reinforce concepts of the accounting cycle and procedures. Business students may qualify for college credit at Baker College under the UCS-Baker College Articulation Agreement or Macomb Community College under the UCS-MCC articulation agreement.

MARKETING I (VPAA) (OLE) (SMR) - V150   10, 11, 12   1.0 credit

Marketing I will introduce students to the functions and foundations of marketing. This is a hands-on project based course that encourages independent thinkers as well as student collaboration. Presentation skills, creativity, soft skills, and mock interviews are part of this course to help prepare students for college and career.

   The marketing class will cover the following areas: Marketing, Selling, Economics, Communication Skills, Promotion and Career Portfolios.

Marketing helps prepare students for college level course work as well as immediate entry into the world of work. Students enrolled in the Marketing program will be able to participate in DECA, Association of Marketing students. DECA gives students the opportunity to compete in marketing areas while building self-confidence and networking with business professionals. Participation in student organizations is an instant resume enhancement as well as an incentive on college applications. Marketing students may qualify for college credit at Baker College under the UCS-Baker College Articulation Agreement or Davenport University under the UCS-Davenport articulation agreement.

MARKETING II (VPAA) (OLE) (SMR) (WLII) – V160   11, 12   1.0 credit

PREREQUISITE: Marketing I

Marketing II is an upper level marketing course that will prepare students for the collegiate level. This is a hands-on project based course that will further the foundational concepts covered in Marketing I as well as introduce advanced topics of study.

   Marketing II topics that are covered are: Product Service Management, Marketing Research, Promotion/Advertising, Pricing, Human Resources and Professional Career Skills.

Students will explore different career opportunities and college programs available in the business field through the use of guest speakers. DECA is STRONGLY encouraged for students enrolled in Marketing II. Marketing II students may qualify for college credit at Baker College under the UCS-Baker College Articulation Agreement or Davenport University under the UCS-Davenport articulation agreement.

RETAIL STORE OPERATION (VPAA) (OLE) – V170   10, 11, 12   1.0 credit
PREREQUISITE: Successful completion of (or concurrently enrolled in) Marketing II or Entrepreneurship

This course is designed to give the student training in basic store operations through actual work experience in the student-operated store. Areas of study include display and merchandising, operating a point of sale, inventory control, proper sales procedures, stocking/ buying goods, calling vendors and market research. Students are enrolled based on a written application, a personal interview, and the store director's approval.

ENTREPRENEURSHIP (VPAA) (OLE) (WLII) – V180   10, 11, 12   1.0 credit
This program presents small business operations and specialty marketing as a career path. Students will focus in on the following areas:

• Business Operations	• Product Service Management
• Financial Start-Up	• Human Resources
• Fashion Marketing	• Sports Marketing
• Hospitality Marketing	• Travel/Tourism Marketing

Students will learn how to run a small business and what it takes to become a successful entrepreneur. They will create a business plan; understand the communication skills necessary to operate a business while working in conjunction with specialty marketing topics. Students will have the opportunity to join and compete in a DECA. Students will have the opportunity to take Retail Store Operations for the hands on a school based enterprise experience.

MS OFFICE (MCAS) (VPAA) (OLE) (SMR) (WLII) - V245   10, 11, 12   1.0 credit
In Microsoft Office student will learn to use basic and advanced features of Microsoft Office 2013 as well as other essential computing concepts. Students will have the opportunity to demonstrate their proficiency by taking the industry recognized Microsoft Office Certification Tests in Word, Excel and PowerPoint. The second semester of Microsoft Office will be primarily project based; allowing students to utilize specific skills covered in the first semester through practical application and a variety of business simulations. Additional business management topics including, but not limited to, international business, human resources, and ethics will be covered. Microsoft Office students may qualify for college credit at Baker College under the UCS-Baker College Articulation Agreement or Davenport University under the UCS-Davenport articulation agreement.

WEBSITE DEVELOPMENT I (VPAA) (OLE) (SMR) – V250   10, 11, 12   1.0 credit
This is a hands-on, project-oriented class. Students will have the opportunity to explore the power of internet communications, create their own websites using a variety of tools, and earn the industry-recognized Adobe Dreamweaver CS6 certification. Students will develop real world technological skills while engaging in problem solving and higher-level thinking. The course will begin with basic web concepts and then move into coding such as HTML and CSS. Once basic code is masters students will move into Adobe CS6 and begin developing advanced web components and sites using Dreamweaver and Photoshop. Successful completion of the Website Development courses may qualify students for articulated college credit.

Programs used: Adobe CS6
Adobe Certification Offered: Adobe Dreamweaver CS6
Articulated College Credit: Baker College and Macomb Community College

WEB SITE DEVELOPMENT II (VPAA) (OLE) (SMR) (WLII) – V260   11, 12   1.0 credit
PREREQUISITE: Successful completion of Web Page Development I

This project-based course will provide a comprehensive look at the business side of website design, while preparing students for the industry-recognized Adobe Photoshop CS6 certifications. Students will utilize the technical skills acquired in Website Development I to improve their design skills and creativity. Additional advanced topics in CSS, Dreamweaver, Flash, Fireworks and Photoshop will be explored. Emphasis will be placed on meeting customer needs, assessing end-user needs, effective design techniques, search engine strategies, and e-commerce strategies. In addition to working on the school website, students will work in web design teams to develop websites for school stakeholders and/or community businesses. Website Development II students may qualify for college credit at Baker College under the UCS-Baker College Articulation Agreement or Macomb Community College under the UCS-MCC articulation agreement.

Programs used: Adobe CS6
CIW Industry Certifications: Adobe Photoshop CS6
Articulated College Credit: Baker College and Macomb Community College

COMPUTER NETWORKING AND REPAIR I (VPAA) – V544   11, 12   1.0 credit
PREREQUISITE: Teacher recommendation

In this course, students begin by learning to identify, install, configure, upgrade, trouble-shoot and repair computers and peripherals. The curriculum covers a broad range of topics, such as basic PC systems servicing techniques, controlling boot processes, using multi-meters, managing/modifying directories, creating and executing .BAT, .COM, and .EXE files, mapping memory and utilizing the Microsoft diagnostic (MSD) utility. The course then transitions to the designing, building, and maintaining computer networks. The curriculum covers a broad range of topics, from basic networking skills such as pulling cable to more complex concepts. Students will gain hands on experience with installation, configuration, and troubleshooting basic networking hardware, protocols and services. Much of the content for this course is delivered in an on-line format. This course prepares students to take the following CompTia certification exams:
- A+ Essential
- A+ IT Technician
- Network+