

BUSINESS DEPARTMENT



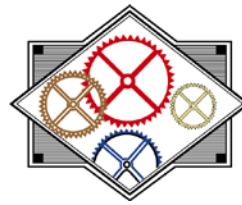
Arts & Communications



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

GR/MMC – Meets Graduation Requirements based on Michigan Merit Curriculum

SMR – Senior Math Related

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, and types of business ownership financial planning. Students will use technology to assist their learning about stocks, bonds, and mutual funds. They will develop an investment portfolio and financial plans. Students will complete hands-on simulations on financial topics using Quicken, 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.

BUSINESS SERVICES & TECHNOLOGY – V110

9

1.0 credit

The Business Services and Technology course will focus on building the necessary computer and human relation skills that will prepare students for the world of work. This course will utilize office equipment, computers, and software programs such as MS Office 2003. This course is designed to teach students in a project-based environment while helping them develop skills in problem solving, teamwork, decision making, business etiquette and ethics, human relations, written and verbal communications, employability skills, diversity, document formatting, machine transcription, mail procedures, record keeping, electronic filing, and other office equipment use.

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) – 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

All occupations are related to marketing. The marketing class includes many “hands-on” activities in the exploration of the following marketing functions:

Selling	Economics
Communication Skills	Promotion
Functions and Foundations	Career Portfolios

Marketing helps prepare one for immediate entry into the world of work. Marketing is a basis for further education beyond high school. DECA, Association of Marketing students is offered as an extra curricular activity. Marketing students may qualify for college credit at Baker College under the UCS-Baker College Articulation Agreement.

MARKETING II (VPAA) (OLE) (SMR) – V160 11, 12 1.0 credit
PREREQUISITE: Marketing I

Marketing II is an upper level marketing course that will prepare you for the collegiate level:

Product Service Management	Marketing Research
Promotion	Advertising
Marketing Functions and Foundations	Professional Career Skills

After studying these topics, the students will choose a business that interests them and take the necessary steps of preparing a business plan. Students will also explore different career opportunities and college programs available in the business field through the use of guest speakers. Management students may qualify for college credit at Baker College under the UCS-Baker College Articulation Agreement.

RETAIL STORE OPERATION (VPAA) (OLE) – V170 10, 11, 12 1.0 credit
PREREQUISITE: Store director's recommendation

This co-educational 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 cash register, inventory control, proper sales procedures, stocking and buying goods. Students are enrolled based on a written application, a personal interview, and the store director's approval. The student must also enroll in Marketing I, Marketing II, or Entrepreneurship. Business students may qualify for college credit at Baker College under the UCS-Baker College Articulation Agreement.

ENTREPRENEURSHIP (VPAA) (OLE) – V180 10, 11, 12 1.0 credit

This program presents entrepreneurship as a career path by providing students with the information and skills they need to start a small business. Students will also benefit in the appreciation for the realities of business ownership and understanding their role as consumers. Students will learn the nature and risks of entrepreneurship and what it takes to be a successful entrepreneur. They will create a business plan, set personal goals, and understand the communication skills necessary to operate a business. Students will have the opportunity to compete in a DECA event using the business plan they created. Students will have the opportunity to take School Store Operations for the hands on school based enterprise experience.

MS OFFICE (MCAS) (VPAA) (OLE) (SMR) - V245 10, 11, 12 1.0 credit

MS Office (Microsoft Office User Specialist) is a full-year, project-based course that provides in-depth experience in the use of computers using Microsoft Office 2007. This course utilizes and integrates word processing, spreadsheet, database and presentation applications. This course is designed to prepare students for Microsoft Certified Application Specialist Certification (MCAS Certification). Students will have the opportunity to test on each application (Word, Excel, Access, and PowerPoint) in order to achieve certification. This certification qualifies for articulated college credit with many colleges and universities nationwide.

WEB SITE 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 use of web pages, create their own web pages using a variety of tools, prepare a web page for a client, and earn industry-recognized CIW Site Development Associate certification. Students will develop real world technological skills while engaging in problem solving and higher-level thinking. 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.

Programs used: HTML, Dreamweaver, Fireworks.

CIW Certification: Site Development Associate

Articulated College Credit: Baker College, Macomb Community College

WEB SITE DEVELOPMENT II (VPAA) (OLE) (SMR) – V260 11, 12 1.0 credit

PREREQUISITE: Successful completion of Web Page Development I with a grade of a B or higher, or web site development teacher recommendation.

This project-based course will provide a comprehensive look at the business side of web page design, while preparing students for industry-recognized *CIW Internet Business Associate* and *CIW Site Design Specialist* certifications. Students will utilize the technical skills acquired in Web Page Development I to improve their high school web page, as well as many other sites. Additional advanced topics in 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 web page, students will work in web design teams to develop web pages for school stakeholders and/or community businesses. 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.

CIW Industry Certifications: Internet Business Associate and Site Design Specialist

Articulated College Credit: Baker College, Macomb Community College

COMPUTER NETWORKING AND REPAIR I (VPAA) – V544 11, 12 1.0 credit

PREREQUISITE: Teacher recommendation

This program teaches students to design, build and maintain computer networks. The curriculum covers a broad range of topics, from basic networking skills such as pulling cable to more complex concepts. The first semester students focus on OSI model, industry standards, network topologies, networking components and network design. Second semester students learn about router configurations, and routed and routing protocols. The majority of this course is delivered using online curriculum content.