



Academy Overview and Course Descriptions: Business & Entrepreneurship

Business Essentials

Business Essentials is a one-credit foundation course. Students develop an understanding of how academic skills in mathematics, economics, and written and oral communications are integral components of success in commerce and information technology careers. Students examine current events to determine impact on business and industry and legal and ethical behavior, acquire knowledge of safe and secure environmental controls to enhance productivity, determine how resources are managed to achieve company goals, and identify employability and personal skills needed to obtain a career and be successful in the workplace. As students learn about different types of business ownership, they interpret industry laws and regulations to ensure compliance, identify principles of business management, and analyze business practices to determine ethical and social responsibilities.

Business Technology Applications

Business Technology Applications is a one-credit foundation course designed to assist students in developing technological proficiencies in word processing, spreadsheets, databases, presentations, communications, Internet use, ethics, and careers using technology applications. Simulations and projects promoting teamwork, leadership, and workplace skills offer further opportunities for application of knowledge and skills.

Business Technology Applications—Advanced

Business Technology Applications—Advanced is a one-credit course that provides students with project-based applications of concepts learned in Business Technology Applications or Business Essentials. Personal computing and business skills are integrated throughout the course as students use a variety of software applications to produce and prepare documents

for publication and learn how to select appropriate software for generating information. A major emphasis is placed on guiding students through real-world experiences to aid in the school-to-career transition. The prerequisite for this course is Business Technology Applications or Computer Applications.

Marketing Principles

Marketing Principles is a one-credit course designed to provide students with an overview of in-depth marketing concepts. Students develop a foundational knowledge of marketing and its functions, including marketing information management, pricing, product and service management, entrepreneurship, and promotion and selling. Students examine the need for sales and marketing strategies. Students practice customer relationship skills, ethics, technology applications, and communicating in the workplace.



Course Sequences

Grade	Business Technology Pathway	Management Pathway
10th	Business Technology Applications	Business Technology Applications
11th	Advanced Business Technology Applications	Marketing or Management Principles
12th	Multi-Media Design	Entrepreneurship

Course Descriptions

Management Principles

This course is designed to provide students with an understanding of the organizational functions of businesses, including quality concepts, project management, and problem solving. Topics include analyzing functions of management, examining leadership styles, and reviewing organizational structures.

skill set involving business ownership, business marketing, and entrepreneurship ventures.

Multi-Media Design

This course is designed to provide students with a hands-on skills involving graphic design, digital photography, web publishing, and digital video productions. Students use various hardware peripherals and software for completing documents.

Entrepreneurship

This course is designed to provide students a hands-on