


BUSINESS EDUCATION

COURSE #	COURSE	SEM/YEAR	GRADE	CREDITS	TYPE
BUSINESS					
2042	Computerized Document Processing	S	9,10,11,12	.5	E
2040	Introduction to Business	S	9,10,11,12	.5	S
2115	Entrepreneurship	S	10,11,12	.5	E
2117	Advanced Entrepreneurship	S	10,11,12	.5	E
2079	Accounting 1	S	10,11,12	.5	E
2080	Accounting 2	S	10,11,12	.5	E
2088	Advanced Accounting 1	S	11,12	.5	E
2089	Advanced Accounting 2	S	11,12	.5	E
2171	Marketing	Y	10,11,12	1.0	S
2105	Business Law	S	11,12	.5	E
2172	Sports and Entertainment Marketing	S	10,11,12	.5	E
2086	Business Finance 1	S	10,11,12	.5	E
2087	Business Finance 2	S	10,11,12	.5	E
2178	Marketing Communications	S	11,12	.5	E
2101	Business Communications	S	9,10,11,12	.5	E
2106	International Business 	S	9,10,11,12	.5	O
2179	Integrated Marketing Applications	S	11,12	.5	E
2174	Essentials of Marketing Research	Y	11,12	1.0	E
2173	Marketing Management Essentials	Y	11,12	1.0	E
COMPUTERS					
2049	Integrated Computer Applications	S	9,10,11,12	.5	E
2100	Desktop Publishing	S	10,11,12	.5	E
2176	Multimedia	Y	10,11,12	1.0	E
2177	Web Design	Y	11,12	1.0	E
2175	Topics in Media Technology	Y	11,12	1.0	E
1466	Media Technology: Workplace Experience	Y	11,12	1.0	E


2042 **COMPUTERIZED DOCUMENT PROCESSING** (S) Years 9, 10, 11, 12

This advanced course is for students who already can key at a proficient rate (30+ **net** words per minute). Students will build speed and accuracy, gain proficiency on the ten-key numeric pad, use decision-making skills to evaluate formats for everyday documents, as well as documents used in the business office, and apply their advanced keyboarding skills to "real-life" situations to produce documents. (CCHS, HPHS, THS, TWHS,) *Enrollment based*

2040 **INTRODUCTION TO BUSINESS** (S) 9, 10, 11, 12

This course introduces students to the world of business. The course is an overview of the business functions including accounting, business ownerships, economics, finance, human resources and risk management. This course prepares students for enrollment into advanced business courses. In addition, students will develop business knowledge and skills for use in everyday life. (HPHS, HSA, THS, TWHS,) *Standard*

- 2115 **ENTREPRENEURSHIP** (S) 10, 11, 12
 This course introduces the concept of entrepreneurship and the importance of small business to Kansas, United States, and world economics. Students learn about the basic aspects of owning and operating a small business. Students will develop their own "paper" business plan and form a student company to learn marketing strategy, financing, and management skills. This course fulfills the graduation requirements for consumer education. Both Entrepreneurship and Advanced Entrepreneurship must be taken in sequential order in the same school year. (HPS, HSA, THS, TWHS) Enrollment Based
- 2117 **ADVANCED ENTREPRENEURSHIP** (S) 10, 11, 12 **Prerequisite: Entrepreneurship (2115)**
 This course is a continuation of Entrepreneurship. Students will continue to master the major principles associated with owning and operating a small business. To successfully complete the course, students are required to write an extensive plan on the business of their choice. Students who successfully complete the business plan will be eligible to compete for various scholarships and will receive a Biz Pack. Excellent attendance is vital to meet the requirements of this class. Both Entrepreneurship and Advanced Entrepreneurship must be taken in sequential order in the same school year. (HPS, THS, TWHS,) Enrollment Based
- 2079 **ACCOUNTING 1** (S) 10, 11, 12
 This course introduces the student to basic accounting principles necessary for performing a variety of accounting activities some of which include analyzing transactions, journalizing transactions, maintaining ledger accounts, and preparing financial statements such as Balance Sheets and Income Statements. The course provides personal use and/or entry-level employment skills. (HPS, HSA, THS, TWHS) *Enrollment based*
- 2080 **ACCOUNTING 2** (S) 10, 11, 12 **Prerequisite: Accounting 1(2079)**
 This course prepares students for entry-level employment and college level accounting. Proper procedures for maintaining financial records of various types of businesses are emphasized. (HPS, HSA, THS, TWHS) *Enrollment based*
- 2088 **ADVANCED ACCOUNTING 1** (S) 11, 12 **Prerequisite: Accounting 2 (2080)**
 This course focuses on advanced accounting principles and procedures for departmentalized businesses, corporations, and manufacturing concerns including cost accounting. Industry standard automated accounting software will be used. (HPS, HSA, THS, TWHS) *Enrollment based*
- 2089 **ADVANCED ACCOUNTING 2** (S) 11, 12 **Prerequisite: Advanced Accounting 1 (2088)**
 This course is designed for students interested in continuing the study of advanced accounting principles and procedures for departmentalized businesses, corporations, and manufacturing concerns. Industry standard automated accounting software will be used. (HPS, HSA, THS, TWHS) *Enrollment based*
- 2171 **MARKETING** (Y) 10, 11, 12 **Prerequisite: Intro to Business (2040)**
 This comprehensive course focuses on a wide range of factors that influence the flow of goods and services from the producer to the consumer. Topics may include (but are not limited to) market research, the purchasing process, distribution systems, warehouse and inventory control, salesmanship, sales promotions, shoplifting and theft control, business management, and entrepreneurship. Human relations, computers, and economics are often covered as well. (HPS, HSA, THS, TWHS) Enrollment Based
- 2105 **BUSINESS LAW** (S) Years 11, 12 **Prerequisite: US History 2 (6112)**
 This course introduces students to our legal system, specifically involving civil law, and its relationship to business activities in our society. Topics include, but not limited to: comparisons to criminal law, contracts, consumer law, torts, employment law, property rights, banking law, credit law, and business ownership. (HPS, HSA, THS, TWHS) *Enrollment based*

- 2172** **SPORTS & ENTERTAINMENT MARKETING** (S) 10, 11, 12 **Prerequisite: Intro to Business (2040)**
This course is designed to provide an introduction to a specialized topic in marketing of student and faculty interest. This course examines the rapidly developing sports industry from a strategic marketing perspective. It is based on the belief that the best marketing practices employed by the more traditional consumer goods and business-to-business organizations can be effectively applied to organizations that produce sports as their primary product. The course is designed to familiarize students with the terms and tools needed in sports industry and to develop skills that assist critical thinking or continued success in this unique business setting. (HPHS, HSA, THS, TWHS) *Enrollment based*
- 2086** **BUSINESS FINANCE 1** (S) 10, 11, 12
This course is designed to develop the ability to solve real world problems in order to become productive employees and leaders in a technological society. Problem solving applications will be used to analyze and solve business problems for such areas as minimizing taxation, savings and investments, payroll records and cash managements, and financial statements. (THS) *Enrollment based*
- 2087** **BUSINESS FINANCE 2** (S) 10, 11, 12 **Prerequisite: Business Finance 1 (2086)**
This course is designed to develop the ability to solve real world problems in order to become productive employees and leaders in a technological society. Problem solving applications will be used to analyze and solve business problems for such areas as financial eligibility, international finance, financial planning, and asset management. (THS) *Enrollment based*
- 2178** **MARKETING COMMUNICATIONS** (S) 11, 12 **Prerequisite: Marketing (2171) or Entrepreneurship (2115)**
This course is an application-level course where students are actively engaged in utilizing technology and technology applications in the design, production, and implementation of marketing strategies. Students will create print, multi-media, and electronic materials used in the marketing process. Application level activities are centered around: advertising, branding, graphic design, packaging, promotion, publicity, sponsorship, public relations, and sales promotion. (HPHS, THS, TWHS) *Enrollment based*
- 2101** **BUSINESS COMMUNICATIONS** (S) 9, 10, 11, 12
This course improves writing and listening skills. Good English skills, business letter writing, job application techniques, and other business communication skills are studied and practiced. This course may be used to meet the Language Arts elective. (HPHS, HSA, THS, TWHS) *Enrollment based*
- 2106** **INTERNATIONAL BUSINESS** (S) 9, 10, 11, 12 
This course presents the basic foundations of business within the global economy. The components of a global economy to be included in the course include: different cultures, government, business organizations, import/export/trade relations, international finance, legal agreements, entrepreneurship, management principles, and career exploration. Group interaction, decision-making and problem-solving skills are practiced within the course of study. (THS) *Optional*
- 2179** **INTEGRATED MARKETING APPLICATIONS** (S) 11, 12 **Prerequisite Marketing (2171) or Entrepreneurship (2115)**
This course is an application-level course with activities and discussion related to: advertising, branding, graphic design, packaging, promotion, publicity, sponsorship, public relations, and sales promotion. Students may have an opportunity to complete a Professional Learning Experience in industry. (HPHS, THS, TWHS) *Enrollment based*
- 2174** **ESSENTIALS OF MARKETING RESEARCH** (Y) 11, 12 **Prerequisite: Marketing (2171)**
This course will offer thorough coverage that delivers the essential information students need to skillfully use marketing research in making effective business decisions. It also equips students with the skills to perform basic, core marketing research tasks. This course will address the design, collection, analysis, and reporting of marketing research data relevant to a firm's current and future needs. This course places an increased emphasis on behavioral tracking, social networking, smart phones, and the resulting impact on marketing research. (HPHS, HSA, THS, TWHS) *Enrollment based*

1466 **MEDIA TECHNOLOGY: WORKPLACE EXPERIENCE** (Y) 11, 12 **Prerequisites: See Visual Arts Pathway**
or

Web & Digital Communications Pathway

This course provides students with workplace experience in fields related to media technology. Goals are typically set cooperatively by the student, teacher and employer. These courses may include classroom activities as well as further study of the field and discussion regarding experiences that students will encounter in the workplace. This course is offered with Graphic Design or Web and Digital Communications emphasis. Pre-requisites must be taken before the application level course in the specified pathway. ***This 1.0 credit course will be taught as two sections during the same semester.** (HPS,THS,TWHS)
Optional