

## **BUSINESS EDUCATION**

The Business Department of Washington Township High School strives to bring business and education together through expanding each student's knowledge, skills, and experience in marketing and business careers.

### **Business Academies**

(Please refer to the WTHS Career Academy Programs in the table of contents for information.)

- Marketing and Marketing Management Academy
- Business Administration and Finance Academy

### **[Business Courses Flowchart](#)    [Courses of Study](#)**

Students taking Business courses will also could participate in DECA. DECA is a club that prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management in high schools around the globe.

### **Marketing Electives**

Course #	Course Name	Grade	Recommendations	Credits
630	Principles of Marketing+	9-12	N/A	5 Dual Credit Eligible
Course Description:				
This course provides a detailed introduction to Marketing and prepares students to meet the challenge of the modern-day marketplace. Emphasis is placed on the development of attitudes, skills, an understanding related to building customer relationships, marketing, merchandising, and management. Students learn how the "Four P's of Marketing" affect consumer decisions; how product promotion affects buying habits; and how pricing affects buying decisions. The complete overview of the seven functions of marketing will be covered in this class including channel management, marketing information management, market planning, pricing, product service management, promotion and selling. This course will dive deep into market planning, product service management, and promotion. This course teaches students logically and systematically about the world of marketing while motivating them to develop the necessary skills to enter the field of sales and marketing and to move ahead in it.				
Highlights:				
<ul style="list-style-type: none"> <li>• Core text levels of complexity align to the recommended levels for the grade level.</li> <li>• Course content is paced to provide flexibility and scaffolding to meet the varying needs of students.</li> <li>• Flexible pacing and instructional scaffolds to support student progress towards meeting grade level standards</li> </ul>				

Course #	Course Name	Grade	Recommendations	Credits
650	Social Media Marketing	9-12	N/A	5
Course Description:				
This class is a foundation of social media marketing. Students will learn what social media marketing entails, including the history and the different social media platforms that businesses use. Students will understand how to: select a social media channel that fits a client's needs, set goals and success metrics, and determine target audience. Students will also understand web design and publishing metrics and channels. Students will get hands-on experience creating comprehensive social media strategies for active brands.				
Highlights:				
<ul style="list-style-type: none"> <li>• Core text levels of complexity align to the recommended levels for the grade level.</li> <li>• Course content is paced to provide flexibility and scaffolding to meet the varying needs of students.</li> </ul>				

- Flexible pacing and instructional scaffolds to support student progress towards meeting grade level standards

Course #	Course Name	Grade	Recommendations	Credits
652	Sports and Entertainment Marketing	10-12	Principles of Marketing with a minimum average of 77 or Social Media Marketing with a minimum average of 77	5

**Course Description:**

This course will provide a relevant examination of the multi-dimensional world of sports and entertainment, and an appreciation of the important role of sports and entertainment in shaping culture. The sports and entertainment industries represent one of the fastest growing segments of the U.S. economy takes a strategic business perspective, keeping pace with the ever-changing environment of the sports world. This specialized course will provide students with the opportunity to learn advanced concepts of marketing and management in the sports and entertainment industries. The focus will be on the study of marketing as it relates to the rising costs, escalating salaries, the price of new stadiums and arenas, and sports ethics versus the incredible appetite of consumers for sports. Extensive treatment is given to understanding consumers as spectators and participants; in addition to planning the sports marketing mix (product, price, promotion, and place), it examines the execution and evaluation of the planning process, event management, sponsorship, promotion, strategic planning, endorsement, marketing plans, hotel/restaurant/convention planning, and legal and ethical issues.

**Highlights:**

- Core text levels of complexity align to the recommended levels for the grade level.
- Course content is paced to provide flexibility and scaffolding to meet the varying needs of students.
- Flexible pacing and instructional scaffolds to support student progress towards meeting grade level standards

Course #	Course Name	Grade	Recommendations	Credits
635	Advanced Marketing Concepts and Strategies	10-12	Completion of Principles of Marketing with a minimum average of 77.	5

**Course Description:**

This is a college level course designed to help students meet the challenges of the modern-day marketplace, to teach students about the world of marketing, and to motivate them to develop the necessary skills to advance in the field of direct wholesale and retail buying and selling operations. The course covers: Business, Financing, Pricing, Risks Bearing & Insurance, Channel Management, and Marketing Information Management. This includes the completion of a national level operations research paper that will enter into the DECA competition.

**Highlights:**

- Core text levels of complexity extend beyond the recommended levels for the grade level.
- Course content is going into more depth with considerable independent, out-of-class preparation for class activities.

Course #	Course Name	Grade	Recommendations	Credits
644	Entrepreneurship and Strategic Marketing+	11-12	Minimum grade of 77 in Marketing courses. Students need to complete <u>at least two marketing electives</u> : Principles of Marketing, Advanced Marketing, Social Media Marketing or Sports and Entertainment Marketing.	5 Dual Credit Eligible
Course Description:				
This course is designed to encourage entrepreneurial thinking among students, which entails the ability to recognize, evaluate and pursue new successful business venture opportunities. To build professional skills with hands-on applications relevant for starting and managing a new venture; these include opportunity evaluation for entrepreneurial ventures, testing the feasibility of ideas, evaluating the impact of business ownership on a person's lifestyle, preparing business plans, seeking expert advice, securing financing and avoiding common pitfalls, data-based market research, business planning and understanding the functional aspects of small business management, including marketing strategies, operational management, financial analysis, taxation, human-resource management and computer use. Students will participate in a virtual business simulation offering control over the management and marketing of a business.				
Highlights:				
<ul style="list-style-type: none"> <li>• Core text levels of complexity extend beyond the recommended levels for the grade level.</li> <li>• Course content is going into more depth with considerable independent, out-of-class preparation for class activities.</li> </ul>				

### Business Administration and Finance Electives

Course #	Course Name	Grade	Recommendations	Credits
610	Introduction to Business and Careers (ITBC)	9-12	N/A	5
Course Description:				
This course familiarizes students with the world of business and the many business career fields available in today's workplace. Students will explore a range of career options, including Entrepreneurship, and relate them to their individual interests, aptitudes, skills, and values. Topics covered include basic economic concepts, fundamentals of business, business ethics and social responsibilities, owning and operating a business, marketing, human resources, and managerial skills.				
Highlights:				
<ul style="list-style-type: none"> <li>• Core text levels of complexity align to the recommended levels for the grade level.</li> <li>• Course content is paced to provide flexibility and scaffolding to meet the varying needs of students.</li> <li>• Flexible pacing and instructional scaffolds to support student progress towards meeting grade level standards</li> </ul>				

Course #	Course Name	Grade	Recommendations	Credits
609	Business and Personal Law+	10-12	N/A	5 Dual Credit Eligible
Course Description:				

Everyone buys, sells, rents, and enter into business contracts. Business and Personal Law is a full year course that examines the sources of law, how law affects everyday lives, criminal and civil law, juvenile law, the court systems, and contract law. Students will explore various cases designed to promote a thorough understanding of the principles of law. To reinforce how law affects them in everyday life, students will develop a legal vocabulary, explore current media issues, discuss, and debate actual cases, and participate in mock trials where they will undertake the various roles existent in an actual court proceeding. This stimulating and meaningful course will give students the foundation for a legal career and general knowledge for understanding, preventing, and resolving legal issues.

#### Highlights:

- Core text levels of complexity align to the recommended levels for the grade level.
- Course content is paced to provide flexibility and scaffolding to meet the varying needs of students.
- Flexible pacing and instructional scaffolds to support student progress towards meeting grade level standards

Course #	Course Name	Grade	Recommendations	Credits
629	College Accounting*+	10-12	Minimum of a 77 average in a prior Math class	5 Dual Credit Eligible

#### Course Description:

College Accounting (Accounting 1) is an honors level course where students will learn how to record, analyze, interpret, and report financial information in a manual and computerized environment. This course is taught using a college level textbook and covers material like a first semester college accounting course. QuickBooks software and Excel spreadsheet applications will be utilized.

Curriculum includes the fundamental principles of double-entry bookkeeping for the accounting cycle, creating and analyzing financial statements, cash controls, employer payroll and recording cash payments and receipts for a merchandising business.

#### Highlights:

- Core text levels of complexity extend beyond the recommended levels for the grade level.
- Course content is going into more depth with considerable independent, out-of-class preparation for class activities.

Course #	Course Name	Grade	Recommendations	Credits
626	Managerial Accounting*+	11-12	College Level Accounting with a minimum of a 77 average.	5 Dual Credit Eligible

#### Course Description:

Managerial Accounting (Accounting 2) is an honors level course that introduces the use of accounting information for management planning, control in budget preparation and the evaluation of financial statements. The curriculum includes a deeper look at the accounting cycle of a merchandising business and accounting for long-term assets, liabilities, and equity. Students will learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analysis. QuickBooks Accounting Software and Microsoft Excel will be utilized. Students will work towards earning the QuickBooks Certified User certifications at the conclusion of the course.

#### Highlights:

- Core text levels of complexity extend beyond the recommended levels for the grade level.
- Course content is going into more depth with considerable independent, out-of-class preparation for class activities.

Course #	Course Name	Grade	Recommendations	Credits
632	Business Administration and Management+	11-12	Minimum grade of 77 in Business courses. Students need to complete <u>at least two business electives</u> : Introduction to Business, CP Accounting, Managerial Accounting, or Business and Personal Law	5 Dual Credit Eligible
Course Description:				
This course explores essential skills and knowledge needed to become highly qualified business professionals in today's technological business environment. Professional presenters, discussion and debate, and project-based learning activities will be the focus of this class. Areas such as employee motivation, leadership, organizational structure and change, and planning and control methods will be discussed. Students will complete a Virtual Business module running their own business.				
Highlights:				
<ul style="list-style-type: none"> <li>• Core text levels of complexity extend beyond the recommended levels for the grade level.</li> <li>• Course content is going into more depth with considerable independent, out-of-class preparation for class activities.</li> </ul>				

**FINANCIAL LITERACY IN THE 21st CENTURY**

Course #	Course Name	Grade	Recommendations	Credits
698 SU 698 F 698 S	Online Course: Financial Literacy in the 21 <sup>st</sup> Century	11-12	N/A	2.5

**Course Description:**

This course is an accelerated course. The summer course (698 SU) is completed in approximately 7 weeks, whereas the courses during the school year (698 F and 698 S) are completed in approximately 14 weeks.

Students will demonstrate understanding about how the economy works and their own role in the economy and develop the necessary skills to effectively manage personal finances. This course outlines the process for valuable financial planning, including understanding income and careers, developing budgets, money management; credit and debt management; planning, saving and investing; becoming a critical consumer; risk management and insurance; and civic financial responsibility.

**Highlights:**

- This course is designed to be taken online by students and is self-paced. The use of the Internet and computerized teaching methods through Schoology for accessing resources and submission of assignments is mandatory.
- Students taking this course should be able to demonstrate skills such as self-direction, time management, and problem solving.
- This course satisfies the high school financial literacy graduation requirement.
- This course is not a business education elective; therefore, students enrolled are not eligible for DECA.

Course #	Course Name	Grade	Recommendations	Credits
699	Financial Literacy in the 21 <sup>st</sup> Century	11-12	N/A	5

**Course Description:**

Students will demonstrate understanding about how the economy works and their own role in the economy, and also develop the necessary skills to effectively manage personal finances. This course outlines the process for valuable financial planning, including understanding income and careers, developing budgets, money management; credit and debt management; planning, saving and investing; becoming a critical consumer; risk management and insurance; and civic financial responsibility.

**Highlights:**

- This course is a full year course and satisfies the high school financial literacy graduation requirement.
- This course is not a business education elective; therefore, students enrolled are not eligible for DECA.