

BUSINESS EDUCATION DEPARTMENT CURRICULUM OFFERINGS

Grades 9, 10, 11, 12	BE135(S)Computer Keyboarding and Applications BE160 College Accounting I BE175 Marketing Education I BE210(S)Everything Business
Grades 10, 11	BE240(S) Financial Literacy (Grade 10 1 st priority, Grade 11 open spots)
Grades 10, 11, 12	BE235 Computer Applications I and Internet Research BE260 Advanced College Accounting II BE275 Fashion Marketing BE290 Business Leadership Development BE390 Criminal Justice (1/2 year course) BE395 Business Management (1/2 year course)
Grades 11, 12	BE335 Computer Applications II and Publishing BE375 College Marketing Concepts BE380 ME II: Sports and Entertainment Marketing BE385(S) Business Law (1 Semester Course) BE435 Web Design, Publishing, and Movie Technology BE475 Hospitality/Tourism Marketing BE490(S) Business Ethics/Public Relations BE495 International Business
Honors Grades 11-12	BE535 Honors Corporate Internship (Weighted Grade)
Grade 12	BE480 Cooperative Marketing Education Related Class/ BE485(S) Public Relations

(Grade levels are flexible in certain circumstances.)

INTRODUCTION - BUSINESS EDUCATION DEPARTMENT

The Business/Technology/Marketing Education program is planned to meet the needs of **all** students--those entering any institution of higher learning, academic students considering business and marketing careers, as well as those interested in immediate business careers upon graduation.

BUSINESS EDUCATION DEPARTMENT - COURSE OFFERINGS

BE135 (S) Computer Keyboarding And Applications (sequential)

Beginning with the basic components of the computer, the students will learn the fundamentals of the software application, Microsoft Word. This course develops keyboarding skill mastery through the “touch-typing” method. Students key and format a variety of business documents and communications suitable for course work and personal use. Computer literacy skills are part of this curriculum.

BE160 College Accounting I (sequential)

During this course of study, students will explore three types of businesses--proprietorship, partnership, and corporation. Students will analyze, journalize, and post financial transactions, control petty cash, prepare financial statements, and complete adjusting and closing entries which complete the accounting cycle. Students will complete a workplace accounting simulation.

BE175 MARKETING EDUCATION I (non-sequential)

This class provides a solid foundation in the basics of Marketing and all of its functions, including selling, promotion, pricing, market research, product planning, and distribution. Through classroom activities, role plays, and projects, students will develop leadership skills, teamwork, and social skills useful in the marketplace.

Students are encouraged to develop leadership skills, good citizenship traits, and social intelligence through participation in Distributive Education Clubs of America (**DECA**).

BE210 (S) Everything Business (non-sequential)

During this course of study, students will explore six aspects of the business world in an individual module format. Semester Y will include Personal Finance, Consumer Marketing, and Technology (Internet Research, Presentations, and Communications). Semester Z will include the Workplace Environment, International Business, and Technology (Global Employment Trends). This exposure will enable students to match interests and abilities in setting realistic career goals.

BE235 Computer Applications I and Internet Research (sequential)

Prerequisite: BE135 Computer Keyboarding and Applications **OR** tested out by Computer Applications Teacher

This course uses Microsoft Word, Excel, PowerPoint, and Internet Explorer. Students will be able improve their computer literacy skills by creating documents, worksheets, and presentations suitable for course work, professional purposes, and personal use. Students will learn to navigate the Internet effectively. Computer literacy skills are part of this curriculum.

BE240(S) Financial Literacy (1/2 year course)

This course is now a graduation requirement by the State of NJ for all students beginning with the Class of 2014. It will cover all of the fundamental elements of personal finance such as credit, financing a car or home, balancing a personal budget, and credit/debit cards.

BE260 Advanced College Accounting II (sequential)

Prerequisite: BE160 College Accounting I

This advanced course expands on topics learned in the first year of accounting. Additional topics about management accounting, cost accounting, and financial analysis are added. The study of a second year of

accounting provides an excellent background and preparation for college business and accounting courses and future business majors.

BE275 Fashion Marketing (sequential)

During this course of study, students will focus on the behind-the-scenes business of the fashion industry. This course draws upon the original principles and practices of marketing and links them with the latest, most innovative concepts that are used today by the fashion industry's leading companies. Classroom activities will be useful for students wishing to pursue a career in fashion retailing/advertising. Presentations, projects, and role-plays will enable the students to gain real-life skills in order to be successful.

Students are encouraged to develop leadership skills, good citizenship traits, and social intelligence through participation in Distributive Education Clubs of America (DECA).

BE290 Business Leadership Development (non-sequential)

During this course of study, students will determine their interests, aptitudes, values, and apply them in making realistic career choices enabling them to create a satisfying lifestyle. Students will be exposed to many career possibilities. As a result of study and research, students will set short- and long-term goals and develop a career plan. Based on the career plan, students will acquire the necessary interpersonal skills in order to succeed in the workplace. Students will learn how to manage money and develop the skills necessary for the assumption of adult responsibilities and independent living.

BE390(S) Criminal Justice-(1/2 year course)

This course deals with the legal system as related to criminal law, and provides the students with problems and examples of the criminal justice system. Speakers and field trips are offered, as well as visual aspects.

BE395(S) Business Management (non-sequential) (1/2 year course)

During this course of study, students will build a solid understanding of established business principles and practices that form the foundation for all business operations. Economic, legal, and social business fundamentals are explored. The organization of a business as well as marketing products and services, financing, managing and creating a skilled workforce are also presented. The students develop higher-level thinking skills in analyzing the dynamics of a competitive, global marketplace.

BE335 Computer Applications II and Publishing (sequential)

***Prerequisite:* BE255 Computer Applications I and Internet Research**

This course uses Microsoft Word, Excel, PowerPoint, and Publisher. Students will create more advanced documents, workbooks, presentations, and use desk-top publishing software to create professional flyers, newsletters, and brochures. These documents will be suitable for course work, professional purposes, and personal use. Computer literacy skills are part of this curriculum.

BE375 College Marketing (sequential)

Students will create their own marketing plan, design a product, conduct market research, and design an advertising campaign. Video cases of current businesses and on-line internet activities will be incorporated to explore marketing topics. Students will be able to create Podcasts and other multi media technology presentations of their marketing projects that can be applied to real work experience.

This course explores all functions in the marketing process in depth including: strategic planning, marketing ethics, consumer decision making, target marketing, market research, product development and management, distribution, promotion, advertising, public relations, and pricing concepts.

This course lays a firm foundation for students who wish to study marketing in college.

Students are encouraged to develop leadership skills, good citizenship traits, and social intelligence through participation in Distributive Education Clubs of America (DECA).

BE380 Marketing Education II: Sports and Entertainment Marketing (sequential)

This is a course of study of the sports and entertainment industry as it relates to marketing and the utilization of the local sports industry for on-the-job observations. Career opportunities are explored such as, sports agents, promoters, public relations, human resources, ticketing managers, and venue management.

Students are encouraged to develop leadership skills, good citizenship traits, and social intelligence through participation in Distributive Education Clubs of America (DECA).

BE385 Business/Personal Law (sequential)-

This course is designed to provide a solid foundation for understanding aspects of business law and personal law.

This course deals with: Federal and State Judicial systems, Rights of Minors, Elements of Contract, Remedies for Breach, Sales Contracts, Workplace Environment, Tenant/Landlord Legal Relationship, Legal Impact of Technology, Legal Considerations in Marriage and Divorce, Minors and Employment, and Wills. Critical thinking and decision-making skills are fostered through legal arguments based on the principles of law presented throughout this curriculum.

BE435 Web Design, Publishing, and Movie Technology (sequential)

Prerequisite: BE255 Computer Applications I and Internet Research

This course uses Microsoft FrontPage, Publisher, and Movie Maker to create and maintain Web sites and create multimedia projects. These projects will be suitable for course work, professional purposes, and personal use. Computer literacy skills are part of this curriculum.

BE475 Hospitality and Tourism Marketing Management (sequential)

This course of study enables students to understand business activities related to four areas of the hospitality industry: food and beverage, lodging, recreation, and travel and tourism. This course draws upon the original principles and practices of marketing and links them with the latest and most innovative concepts that are used today by the travel and tourism industry's leaders. A fundamental knowledge base will be created for students wishing to pursue a career or become knowledgeable in the area of HOSPITALITY/TOURISM. Through classroom activities and various assignments students will create projects and presentations based on acquired knowledge and participate in role plays.

Students are encouraged to develop leadership skills, good citizenship traits, and social intelligence through participation in Distributive Education Clubs of America (DECA).

BE490(S) Business Ethics/Public Relations (non-sequential) (1/2 year course)

This course of study enables students to understand the importance of making ethical business decisions in the corporate realm. Students will be taught to think through ethical dilemmas, commit to a particular ethical action, and follow through with the chosen ethical action. This thought process will be based on morals and values that guide a person, organization, or society. The difference between right and wrong, fairness and unfairness, honesty and dishonesty will also be incorporated into the decision-making process.

Students will study public relations as the management function that establishes and maintains mutually beneficial relationships between an organization and the public on whom its success or failure depends.

BE495 International Business (sequential)

This course enables students to understand the business activities needed to create, ship, and sell goods and services across national borders. Students learn how our domestic economy is influenced by trading with foreign nations that supply raw materials and parts for foreign products. They also learn how global business allows for new market and investment opportunities as well as, the importance of public relations. Students will

study the international business environment which includes: geography, cultural and social factors, political and legal factors, and economic conditions.

BE535 Honors Corporate Internship (sequential)

***Prerequisite:* BE235 Computer Applications I and Internet Research OR Honors Corporate Internship Teacher Approval AND a 3 or 4 GPA in English AND English Teacher Recommendation.**

This course provides students with a virtual work environment in which they assume the role of intern for a corporation. Students work independently, as well as cooperatively, developing skills in communication, research, and business decision-making, using office tools and integrated software. This curriculum will enable the students to complete corporate-level work assignments, creating a portfolio that will document their level of competency and computer literacy expertise. An “office-style” work environment is simulated.

BE485(S) Public Relations (1/2 year course)

The concept of public relations as related to both business and other areas is the focus of this course.