



MVTHS--CTE DEPARTMENT



Business, Marketing and Computer Education Course Description for 2012 – 2013

1/27/2012

Business and Technology Concepts A

BU100A 605

Course ID: 12001A001

(Satisfies Consumer Education Requirement)

In this first semester course, students will be provided with an overview of all aspects of business, marketing and management, including the concepts, functions, and skills required for meeting the challenges of operating a business in a global economy. Topics covered will include the various forms of business ownership, including entrepreneurship, as well as the basic functional areas of business (finance, management, marketing, administration and production).

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| Length of course: | 1 Semester |
| Credits per semester | .5 |
| Grade level: | 9, 10, 11 &12 |
| Prerequisite: | None |

Business and Technology Concepts B

BU100B 606

Course ID: 12001A001

(Satisfies Consumer Education Requirement)

In this second semester course, students will be introduced to a wide range of careers in fields such as accounting, financial services, information technology, marketing, and management. Emphasis will be placed on using the computer while studying applications in these careers along with communication skills (thinking, listening, composing, revising, editing, and speaking), math and problem solving. Business ethics, as well as other workplace skills, will be taught and integrated within this course.

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| Length of course: | 1 Semester |
| Credits per semester | .5 |
| Grade level: | 9, 10, 11 &12 |
| Prerequisite: | None |

Keyboarding and Formatting

BU110A 610

Course ID: 12005A001

Keyboarding and Formatting I is a course designed to develop basic skills in touch keyboarding techniques for entering alphabetic, numeric, and symbol information found on computers. Students will learn to edit and format text and paragraphs, change fonts, work with headers and footers, cut and paste text, create and use tab keys, create labels, and work with multiple windows. Students will format documents such as letters, envelopes, memorandums, reports, and tables for personal, educational, and business uses. During the second half of the course, major emphasis is placed on formatting documents, improving proofreading skills, and increasing speed and accuracy.

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| Length of course: | 1 Semester |
| Credits per semester | .5 |
| Grade level: | 9, 10, 11 &12 |
| Prerequisite: | None |

Computer Concepts and Software Applications

BU120 615

Course ID: 10004A001

Computer Concepts and Software Applications is a course designed to develop awareness and understanding of application software and equipment used by employees to perform tasks in business, marketing and management. Students will apply problem-solving skills to hands-on, real-life situations using a variety of software applications, such as word processing, spreadsheets, database management, presentation software, and desktop publishing. Students will learn to conduct research on the Internet, explore topics related to computer concepts, operating systems, telecommunications and emerging technologies. The development of employability skills, as well as transition skills, will be included in the course as well as an understanding of the ethical considerations that arise in using information processing equipment and gaining access to available databases. *A two week keyboarding refresher unit will be included in this course.*

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| Length of course: | 1 Semester |
| Credits per semester | .5 |
| Grade level: | 9, 10, 11 &12 |
| Prerequisite: | Keyboarding and Formatting I or keyboarding proficiency of at least 35 net words per minute recommended. |

Accounting I

BU200A/B 630

Course ID: 12104A001

Accounting I is a course that is of value to all students pursuing a strong background in business, marketing, and management. This course includes planned learning experiences that develop initial and basic skills used in systematically computing, classifying, recording, verifying and maintaining numerical data involved in financial and product control records including the paying and receiving of money. Instruction includes information on keeping financial records, summarizing them for convenient interpretation, and analyzing them to provide assistance to management for decision making. Accounting computer applications should be integrated throughout the course where applicable. In addition to stressing basic fundamentals and terminology of accounting, instruction should provide initial understanding of the preparation of budgets and financial reports, operation of related business machines and equipment, and career opportunities in the accounting field. Processing employee benefits may also be included. Practice sets with business papers will be used to emphasize actual business records management.

Length of course: 2 Semesters
Credits per semester .5
Grade level: 10, 11 and 12
Prerequisite: None

Computer Operations and Programming

BU210A/B 635 AVC

Course ID: 10152A001

Computer Operations and Programming is a skill-level course designed to develop computer programming and program design skills through the use of various programming languages such as Visual Basic, C+, Java, and other object-oriented languages. Students will be exposed to the fundamentals of system analysis and design (e.g. flowcharting, diagramming, system design and planning), and the systems development life cycle. Instruction will include basic programming tools that are common to many programming languages. These may include items such as input/output statements, constants, assignment statements, string and numeric variable types, conditional processing, and branching and looping control structures. Students will learn programming techniques such as counting, averaging, rounding, and generation of random numbers to develop a good programming technique. Students will apply what they learn to create programs and applications that solve real world business related problems. Students will create programs to store, locate and retrieve data.

Length of course: 2 Semesters
Credits per semester .5
Grade level: 11, 12
Prerequisite: Keyboarding and Formatting I or keyboarding proficiency of at least 35 net words per minute recommended.
Application: Yes

Information Processing A

BU220A 640

(Word/PPoint/Publisher)

Course ID: 10005A001

Instruction in this course reinforces and builds upon career information, typing, keyboarding and transcription skills. Hands-on experiences are provided on information processing equipment. You will create, save, and edit documents including utilizing block moves, deletes, and copies. As your skills grow, you will learn centering, data insertion, the find and replace feature, and how to properly set paragraph indents and tabs. Proper formatting of your documents is emphasized including setting margins, changing line spacing, numbering pages, and creating headers and footers. You will be able to create personalized form letters using the mail merge feature. You will also learn to create effective business graphic presentations. Imagine being able to outline and organize your ideas into a presentation that can be rearranged and manipulated. The drawing tools will be employed to make attractive art or logos, and also you will be able to import clip art to add impact to your slides. As your skills progress, you will learn to create effective charts and graphs using the built-in data sheet capability and to add impact to your charts using color and three-dimensional formats. Students will receive a certificate of completion upon successful completion of the course. Students may then apply to take the Microsoft Office Specialist (Word) examination for certification. The cost of the examination is to be paid by the student.

Length of course: 1 Semester
Credits per semester .5
Grade level: 11, 12
Prerequisite: Keyboarding and Formatting I or keyboarding proficiency of at least 35 net words per minute recommended.

Information Processing B

BU220B 640

(Spreadsheets/Databases)

Course ID: 10005A002

The contents of this course include the concepts and terminology related to the people, equipment and procedures of information processing as well as skill development in the use of information processing equipment. You will learn to use spreadsheets for applications in accounting, budgeting, expense tracking, what-if analysis and many other applications. Topics include fundamental spreadsheet commands such as copying, moving, erasing, saving, loading, editing cells, and printing. You will be able to create powerful graphic presentations, including bar graphs, pie charts, exploded pies, and three-dimensional graphs. You will also learn to use the database system to keep track of inventory, update mailing lists, manage information, change and delete information, and query/search a table to find and display data. Students will receive a certificate of completion upon successful completion of the course. Students may then apply to take the Microsoft Office Specialist (Excel) examination for certification. The cost of the examination is to be paid by the student.

Length of course: 1 Semester
Credits per semester .5
Grade level: 11, 12
Prerequisite: Keyboarding and Formatting I or keyboarding proficiency of at least 35 net words per minute recommended.

Accounting II

BU300A/B 680 AVC

Course ID: 12104A002

Accounting II is a skill-level course that builds upon the foundation established in Accounting I. This course is planned to help students develop a deeper knowledge of the principles of accounting. More emphasis will be placed on cost accounting, tax accounting, accounting for corporations, and computer automated accounting. The student gains practical knowledge of accounting through the use of computerized practice sets. This course will provide additional background for the college bound business student as well as the student who desires to go directly into the business world.

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| Length of course: | 2 Semesters |
| Credits per semester | .5 |
| Grade level: | 11, 12 |
| Prerequisite: | Completion of Accounting I with a grade of "C" or better. |

Personal Finance

BU305

(Satisfies Consumer Education Requirement)

This course is designed to provide students with an understanding of the concepts and principles' involved in managing one's personal finances. Topics will include savings, credit, insurance, taxes and social security, spending patterns and budget planning, contracts, and consumer protection.

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| Length of course: | 1 Semester |
| Credits per semester | .5 |
| Grade level: | 11, 12 |

Product Oriented Marketing & Marketing Fundamentals

BU310A/B 650

Course ID: 12164A001

Principles of Marketing courses offer students insight into the processes affecting the flow of goods and services from the producer to the consumer. Course content ranges considerably as general marketing principles such as purchasing, distribution, and sales are covered; however, a major emphasis is often placed on kinds of markets; market identification; product planning, packaging, and pricing; and business management.

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| Length of course: | 2 Semesters |
| Credits per semester | .5 |
| Grade level: | 11, 12 |
| Prerequisite: | None |

Web Page and Interactive Media Development I

BU320A/B 688 AVC

Course ID: 10201A001

Web Page and Interactive Media Development I is a skill-level course designed to prepare students to plan, design, create and maintain web pages and sites. Students will learn the fundamentals of web page design using HTML, HTML editors, and graphic editors as well as programming tools such as JavaScript. Students will work in a project-based environment to create a working website. Students will learn to create pages, add hyperlinks, make tables and frames, create forms, integrate images, and set styles. Students will use image-editing programs to manipulate scanned images, computer graphics, and original artwork. Instruction will include creating graphical headers, interactive menus and buttons, and visually appealing backgrounds. Students will use hardware and software to capture, edit, create, and compress audio and video clips.

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| Length of course: | 2 Semesters |
| Credits per semester | .5 |
| Grade level: | 11, 12 |
| Prerequisite: | Keyboarding and Formatting I recommended. |
| Application: | Yes |

Web Page and Graphic Media Development II

BU420A/B 689 AVC

Course ID: 10201A002

Web Page and Interactive Media Development II is a skill-level course for students who have completed Web Page and Interactive Media Development I. Instruction will include using multimedia authoring applications and programming tools such as JavaScript to create a web site that combines text, hyperlinks, images, video, and sound. Instruction will include using hardware and software to capture, edit, create, and compress audio and video clips as well as create animated text, graphics, and images. Other topics will include using tables to align images with text, creating newspaper-style columns, and inserting side menus and call-outs. Students will learn how to use templates, cascading style sheets and interactive elements to enhance web pages. Students will learn to create dynamic forms that include multiple-choice questions, comment boxes, and buttons. Students will learn how to connect to a database and retrieve and write data.

Students are encouraged to develop a portfolio project that demonstrates their expertise in areas such as multimedia authoring, web development, audio and video editing, and advanced JavaScript applications to create interactive web pages. This course is conducted as an Independent Study—developing and updating the MVTHS Web Page, creating brochures, handouts, schedules for the high school as needed.

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| Length of course: | 2 Semesters |
| Credits per semester | .5 |
| Grade level: | 12 |
| Prerequisite: | Web Page and Interactive Media Development I |

Interrelated Cooperative Education

BU500A/B 900 AVC

Course ID: 22153A001

This course is designed for senior students interested in pursuing careers in occupations related to business, marketing and management. Students are released from school for their paid cooperative education work experience and participate in 200 minutes per week of related classroom instruction. Classroom instruction focuses on providing students with job survival skills, career exploration skills related to the job, as well as improving students' abilities to interact positively with others. For skills related to the job, refer to the skill development course outlines and the task list of the desired occupational program.

A qualified, certified CTE instructor is responsible for supervision. Written training agreements and individual student training plans are developed and agreed upon by the employer, student and coordinator. The coordinator, student and employer assume compliance with federal, state and local laws and regulations.

The course content includes the following broad areas of emphasis: further career education opportunities, planning for the future, job-seeking skills, personal development, human relationships, legal protection and responsibilities, economics and the job, organizations, and job termination. Classroom and worksite instruction is based on the tasks in an occupation.

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| Length of course: | 2 Semesters |
| Credits per semester | 1.5 |
| Grade level: | 12 |
| Prerequisite: | Completion of one credit of skill-specific training in an approved CTE program recommended. |
| Application: | Yes |