

Business

“The Mission of the Business Education Department at South Seneca High School is to provide all students with a fundamental understanding of how the business world functions, and how they, as students, can use this information to make more educated decisions as they relate to their future beyond high school so that they will have the ability to make a positive contribution to our community and society.”

Course Title: College Success Seminar

Credit: ½

Prerequisite: Senior Level Student or Guidance Recommendation

*** Students completing this course with an 85 or better will earn 3 credit hours toward college from TC3 (ACAD 150 equivalent).**

This course promotes students’ personal adjustment and academic success in their first college semester. Topics will include adjusting to college life, developing essential learning and time management strategies, developing goal setting and decision making strategies, learning about college resources, and placement testing. Course material will also include information about the Financial Aid Process and Personal Financial Management.

Course Title: Internet Literacy

Credit: ½

Prerequisite: Freshman standing

Near universal and increasing reliance on the internet for research, global collaboration, media creation and distribution of information offers a wealth of new possibilities. This course serves as an academic introduction to these new resources and tools. Students will use free internet tools to collect, evaluate, synthesize, share and comment on the work of others as well as their own. An overview of internet safety will be followed by a unit exploring effective and varied internet searching with particular emphasis on determining site reliability and relevance. A deeper understanding of copyright and creative commons rules will be developed. Finally, web 2.0 tools such as wikis, blog & microblogs, podcasts, RSS feeds & aggregators, web portals, social networking, and social bookmarking will also be examined and tested in a safe and secure environment. Grading will be based on electronically gathered resources, reflections, collaboration /contribution, class participation and quizzes.

Course Name: Money Matters-Financial Literacy

Credit: ½

Prerequisites: Jr/Sr Standing

Receive an edge in life by learning about personal finance. This course introduces students to personal financial planning. An emphasis will be placed on budgeting, banking and checking accounts, personal income taxes, wise use of credit when it comes to financing. Students will also gain an insight into making wise consumer decisions as they relate to buying an automobile, renting an apartment, and making investment decisions. Students will develop life skills they need for financial success throughout their life time.

Course Title: Keyboarding

Credit: ½

Prerequisite: None

*** Students completing this course with an 85 or better will earn 1 credit hour toward college from TC3 (CAPS 100 equivalent). This credit can be transferred from TC3 to other institutions. Check with institution(s) of choice to insure credit will transfer.**

Designed for high school students who want to improve their accuracy and speed when typing. Students will become acquainted with the computer keyboard and word processing basics as they learn to type effectively and efficiently. Keyboarding is a highly recommended course for all business majors. Course designed for those who want to expand on what they learned in 8th Grade Keyboarding.

Course Title: Introduction to Business

Credit: ½

Prerequisite: None

Students will learn business terminology, business concepts, how businesses are set up and organized. Students will learn about the various economic systems used throughout the world and how they fit into our mixed market economy. Students will explore various career areas and explore what interests they have so that they may make better decisions as they relate to what classes they may want to pursue in high school and beyond. Students will be introduced to how financial markets are set up and operate. Entrepreneurship will also be introduced. An emphasis will be placed on the role that money plays in our economic system. Introduction to Business is a required course for all Business, Family and Consumer Science, Technology, and BOCES majors.

Introduction to Business should be taken prior to taking any other business courses as it introduces the majority of the terminology and concepts used in other advanced business courses.

Course Title: Business Communications

Credit: ½

Prerequisite: Keyboarding or Microcomputer Applications

Business Communications is an essential course for any student whose future may include using a resume and letter writing. Students will become familiar with the Technical Writing process as it relates to professional, real world business documents. The first part of the course will deal with proper punctuation and grammar usage as they relate to communicating in the business world. The second part of the course will spend time developing resumes, cover letters; follow up letters, and the skills used in the job application process. The course will include a section on basic income tax documents and procedures. Business Communications is a required course for all business majors.

Course Title: Technical Writing/English 12

Credit: 1

Prerequisite: Keyboarding, successful completion of English 11 and Teacher Approval.

Technical writing is a senior level class aimed at the student who is planning on joining the workforce after graduation, who is planning on attending a technical school, or having a business related major in college. A variety of styles of writing and technical writing will be covered, including: grammar and punctuation review, letter formats, reports, forms, and resumes. Students will also gain an insight into the realm of public speaking. Students will gain an understanding and appreciation of the writing process used in the workplace through models, practice exercises, and writing assignments related to the actual workplace. Students will learn the “Pyramid Approach” to writing as it relates to every day communications. Technical writing will fulfill the fourth unit of required English as prescribed by the New York State Department of Education.

Course Title: Microcomputer Applications

Credit: ½

Prerequisite: Keyboarding

Through this course students will become familiar with the various applications of Microsoft Office 2007. Students will learn about the Windows 2007 Operating System. Application Software will include Internet Explorer, Microsoft Word, and Excel. Students will gain an insight as to how the various applications can work together. Students will also gain an insight as to the various internal and external parts of a personal computer and how they operate.

Students completing this course with an 85 or better will earn 2 credit hours toward college from TC3 (CAPS 111 and CAPS121 equivalents). This credit can be transferred from TC3 to other institutions. Check with institution(s) of choice to insure credit will transfer.

Course Title: Internship/Career Pathways

Credit: 1

Prerequisite: Senior level student or Guidance Recommendation

Internship/Career Pathways is designed for the senior level student looking to gain on the job experience related to a particular career interest. Upon expressing interest, students will go through a rigorous series of interviews with teacher, administration, guidance, and internship providers. Upon approval from all parties involved the student will be placed in a credit bearing internship that will fit a possible career interest. Students in this program will require high motivation and consistent study habits. Students who are dependable, comfortable working independently, and as team players will do well in this program.

Course Title: Marketing

Credit: 1

Prerequisite(s): None

This course introduces students to the important role that marketing plays in our economic system and examines its effect on our daily lives. Content revolves around the basic marketing functions: selling, promotion, pricing, purchasing, product/service, and idea planning and distribution. Projects, including marketing research, are developed to give students hands-on experience using these functions. Students will be introduced to career opportunities in marketing and the training necessary to obtain them.

Course Title: Digital Media Production

Credit: 1

Prerequisite(s): None

This course serves as an introduction to and exploration of media based communication. Its objective is to provide students with hands-on production experience while also familiarizing them with relevant and controversial debates surrounding media issues. Students will develop basic technical and conceptual skills for production and take a critical look at computer applications and media culture. A variety of media examples including television program excerpts, commercials and movies will be presented for analysis.

Areas of exploration include media literacy, audio editing, storytelling, camera/tripod operation, video editing, and DVD production. This course may be applied as either business or art credit. Students successfully completing the DVD portion of this course will earn 1 credit hour toward college from TC3. This credit can be transferred from TC3 to other institutions.

Course Title: Advanced Digital Media Production

Credit: 1

Prerequisite(s): None

This course continues exploration begun in the basic Digital Media Production class. Students will be expected to build upon concepts and skills learned in previous coursework and to advance both their understanding of, and skills in producing, electronic media-based communication. Students will be given increased project design authority, working in both teams and individually to produce media relevant to themselves, our school, and the local community. Advanced editing and special effects techniques will be explored. Completed projects will be formally presented to an appropriate audience.

This course may be applied as either business or art credit. Students successfully completing the DVD portion of this course will earn 1 credit hour toward college from TC3. This credit can be transferred from TC3 to other institutions.

Course Title: Commercial Art and Design

Credit: 1

Prerequisite(s): Studio Art

This course is designed to increase student understanding of various manual and digital image techniques that are used by designers in commercial art settings. A major focus will be on creative problem solving, and how designers develop ideas for clients that communicate a desired message to a specific audience. Units explored include principles of design and layout, design history, advertising, logo design, typography, and package design, among others. In addition, students will explore professional work-related skills and various careers related to the graphic arts industry. Students will learn different ways to communicate their ideas through discussion, journal writing, critiques, and projects. **This course may be applied as *either* business or art credit.**

Course Title: Web Design

Credit: ½

Web Design is a hybrid course bringing together technical computer skills, business-related marketing concepts, and the aesthetics of design appeal. Students will explore the planning process of web page design including the establishment of logically arranged hierarchies. They will gain an understanding of the mechanics of web page construction including the manipulation of text and graphics, use of hyperlinks, and arrangement of structural frames and forms. In addition, students will demonstrate effective use of the principles of design. Over the course of the semester, students will work individually to design a personal web page to be displayed on the school intranet.

Course Title: Business Law*

Credit: 1

Prerequisite(s): None

The course emphasis is on the individual as he/she encounters business law in personal, family, and occupational life. It is introduced with an overview of what law is, why it is needed, and how it affects both society and the individual. By studying true situations and cases, students will learn how business and personal law impacts the real lives of young people and adults as well. The remainder of the course is a study of the legal rules applicable to business contracts with special emphasis on personal/business liability, sales, payments, renting and owning property, wills, and family law. A mock trial is prepared for and conducted in competition with another school. This is a good preparatory course for a student planning to follow a college business management program. **Business law can be applied towards a 5th credit social studies sequence.** Students will be graded on tests, homework assignments, class participation, case studies, and projects.

***This course will not be offered in 2011-12 school year.**

Course Title: College Accounting*

Credit: 1

Prerequisite(s): Recommended for Juniors & Seniors

Content of this course will parallel the first semester of a college introductory accounting course and involves more analysis than the traditional high school accounting class. The course introduces basic accounting concepts, principles, and practices for a service or merchandising business at an accelerated pace. Students are introduced to accrual based accounting. Emphasis is placed on adjustments, special journals, and financial statements. **Students completing this course with at least an 85 and passing a TC3 exam will earn 4 credit hours from TC3. This credit can be transferred from TC3 to other educational institutions.** As this course is given with college-level expectations, consistent study habits and high motivation are required. Students who are comfortable working independently and who get satisfaction from being accurate can expect to do well in this class.

***This course will not be offered in 2011-12 school year.**

Course Title: Small Business Management*

Credit: 1

Prerequisite: None

This course is designed to provide the student with an introduction to the concepts of business management. The intent is to balance economic and regulatory considerations with management skill development. Through a variety of activities the course content should enable the student/entrepreneur to successfully start and maintain a small business. As a final project, students will develop a real business plan.

***This course will not be offered in the 2011-12 school year.**