

Business Literacy

Marketing

1 Semester ½ Credit Hour Grades: 11, 12 Prerequisite: None

This semester-long course is designed to introduce students to the world of business education through the lens of marketing. Students will learn the meaning of business marketing, study its various forms, and investigate the different types of business ownership. Students will demonstrate their knowledge of marketing as a fluid combination of planning, pricing, promoting, selling, and distributing goods and services by creating a business plan for a small company of their own.

Personal Finance

1 Semester ½ Credit Hour Grades: 11, 12 Prerequisite: None

This semester-long course is designed to introduce students to the fundamental concepts and tools necessary to manage their money effectively in a constantly changing economic environment. Students will gain proficiency in personal finance, with a focus on the tools necessary to growing into a conscientious, independent, active member of society, such as budgeting, managing credit, charitable giving, investing, and saving.