

Business

Marketing

1 Semester

½ Credit Hour

Grades: 11, 12

Prerequisite: None

How does one take a product from the idea stage all the way to store shelves? This course will help students to answer this question. It will give students the basics needed to be successful in a business venture. This course is designed to introduce students to the world of business 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. During the semester, students will create a product, a brand, a logo, a marketing plan and much more.

Personal Finance

1 Semester

½ Credit Hour

Grades: 11, 12

Prerequisite: None

How do you manage money, income, debt, and expenses to achieve financial success? This course answers these questions to help students better prepare for their financial futures. It gives them the tools necessary to manage their money effectively in a constantly changing economic environment. Students gain proficiency in personal finance to help them grow into conscientious, independent, and active members of society.

Sports Management

1 Semester

½ Credit Hour

Grades: 11, 12

Prerequisite: None

This semester-long course is designed to introduce students to the interdisciplinary study of sports management. Students will have access to a curriculum that offers an in-depth study of managing a sports team, including, but not limited to, branding, community engagement, corporate social responsibility, teamwork, and leadership. Students will have the opportunity to talk with professionals from the sports field that come in to speak with the class. Students will choose a profession in sports and teach the remainder of the class about the profession.

Business Law

1 Semester

½ Credit Hour

Grades: 10 (with instructor approval), 11, 12

Prerequisite: None

What do you really know about what it takes to start and run a business? What do you need to know in order to run a business legally? Business owners and leaders are accused of crimes, but what does that mean? Businesses are sued for millions. Do they actually have to pay? The Business Law course provides students with answers to these questions, plus the answers to many more. Students in this course study laws that govern our society and how the application of those laws have consequences for both individuals and businesses. Students will explore a wide range of topics including criminal law, tort law, contracts and constitutional law. Students will develop an understanding of how laws may apply to real world situations as they pertain to business and the role businesses play in society.

Advanced Placement Microeconomics

1 Semester

1/2 Credit Hour

Grades: 11 & 12

Prerequisite: None

AP Microeconomics is a college-level course that introduces students to the principles of economics that apply to the functions of individual economic decision-makers. The course also develops students' familiarity with the operation of product and factor markets, distributions of income, market failure, and the role of government in promoting greater efficiency and equity in the economy. Students learn to use graphs, charts, and data to analyze, describe, and explain economic concepts. From personal finance, perspective students will be introduced to the basic functions of managing the financial well-being of an adult who earns currency in exchange for labor. Students will then be asked to apply these functions to and with microeconomic principles. Students have the option to take the National Advanced Placement Examination. Depending on the results of the student's examination grade, colleges may grant advanced placement and/or college credit.