

## BUSINESS EDUCATION DEPARTMENT

GRADE LEVELS INDICATED IN COURSE DESCRIPTIONS ARE SUGGESTED GRADE LEVELS ONLY  
OTHER SCHEDULING OPTIONS ARE AVAILABLE.

ANY OF OUR ENTRY-LEVEL COURSES MAY BE TAKEN BY NON-BUSINESS MAJORS AS ELECTIVES

### COURSE

### COURSE LENGTH

### CREDIT

#### COMPUTER ESSENTIALS (0660)

sem

½

This course is a highly recommended elective for **ALL** high school students and should be taken as soon as scheduling allows. It is designed for those students who wish to develop keyboarding skills and word processing skills for personal and professional use and is taught using Microsoft Word and MicroType Pro (interactive keyboarding software). Recent graduates report that this is one of the most important and practical courses they have taken in high school—a course most likely to lead them to success in college and the workplace. **Recommended for mature students who have an interest in developing good typing techniques; successful completion of this course requires being able to key without looking.**

#### INFORMATION PROCESSING (0664)

sem

½

Using the Microsoft Office Professional suite of software, students will have the opportunity to develop skills in four major topics: word processing/desktop publishing using *Word*, spreadsheets using *Excel*, database management using *Access*, and presentations using *PowerPoint*. A program of study will be designed and structured based on a student's academic/personal needs and abilities. This elective course is *highly* recommended for juniors and seniors. It would be the ideal course to take as a follow-up to the Computer Essentials course listed above, and it was the second course mentioned by our former graduates as most helpful to them in college and in the workplace.. *Students completing this course would have the skills needed to meet the requirements for the **Microsoft Office Specialist (MOS) Certification** exams. Achieving MOS Certification gives students the marketable skills necessary to set them apart in the competitive job market.*

**PREREQUISITE:** Successful completion of Computer Essentials.

#### WEB WIZARDS (0696)

sem

½

A course for the new millennium: *Web Wizards!* This is a course that provides an introduction to the fast-growing world of web page design. Using Microsoft's FrontPage software, students will have an opportunity to explore their creative talent and learn how to create a web page (or gain experience in web page design). As a final project, each student will be asked to research a business in the community and assist them in developing a web page design unique to that business. Interact with our business community and enjoy the personal rewards of a job well done and of helping others. Join us for this exciting and challenging course.

**PREREQUISITE:** Successful completion of Computer Essentials.

#### CAREER & FINANCIAL MANAGEMENT (0600)

year

1

This is a full year course offered by the Business Department that will prepare students for the rapidly changing nature of the workplace. An emphasis on workplace skills, human relation skills, technology, banking, financial literacy, and career planning makes this course a strong foundation for future coursework. Students will develop an understanding of skills and competencies needed for success in the workplace and explore a variety of careers. Career exploration develops awareness of various job and career opportunities. As a final exam project, students will create a career portfolio that can help them develop a realistic understanding of the relationship between education and the world of work. *This is a required course for **ALL** 5 unit sequences in any area of Career and Technical Education.*

**COURSE****COURSE LENGTH    CREDIT****HIGH SCHOOL FRESHMAN SEMINAR (0676)**

year

½

High School Freshman Seminar is a course designed to promote a successful transition between middle school and high school. Too many students enter high school without the necessary skills or knowledge of what will be expected of them socially and academically as they move through the high school curriculum toward graduation. This course is designed to help students practice the study, note-taking, time management, social and human relations skills they need every day in their major academic subjects and in their “real” lives outside of school. This course will provide students with opportunities for academic enrichment and assistance, as well as the chance to improve organizational and communication skills. In addition, part of the course is dedicated to preparation for college and career choices. This course will assist students in meeting with success in high school. *This course is recommended for freshmen and will be offered as an alternate day course.*

**DESKTOP PUBLISHING (0608)**

sem

½

Desktop Publishing combines the skills of graphic design as part of the layout and production of a variety of published products. This course is designed for students already familiar with the basic features of Microsoft Word and will use Word’s advanced features and design concepts to create a variety of desktop publications such as: letterheads, brochures, newsletters, agendas, promotional flyers, business cards, and presentation materials. A portfolio will be utilized to assess student performance.

**PREREQUISITE:** Successful completion of Computer Essentials.

**FASHION MARKETING (0650)**

sem

½

Fashion is a part of our everyday lives. Everyone wears clothes and buys clothes. Styles change from year to year and from season to season creating new trends and demand for certain fashions. It is important to recognize the impact the fashion industry has on our lives. Fashion Marketing will introduce students to the marketing strategies used to develop, distribute, and showcase today’s fashion and will learn how marketing shapes the fashion industry. Field trips will be incorporated into the course with possible trips to Fashion Institute of Technology and Macy’s Herald Square. *Recommended for grades 10-12.*

**SPORTS AND ENTERTAINMENT  
MARKETING (0652)**

year

1

This full-year course will introduce students to principles of marketing utilizing the specific environments of the sports and entertainment industries. Students enrolled in this course will create and manage their own sports team using the "Fantasy Sports Pro" software program and design and manage their own theme park utilizing the "Roller Coaster Tycoon" software program. Students work on continuous projects encompassing research, event promotion, merchandising, packaging, product marketing, promotion, publicity and sales. Real-life scenarios allow students to participate in decision-making and event marketing. Guest speakers, hands-on experience, and relevant field trips are all a part of this exciting course.

**ACCOUNTING (0628)**

year

1

This course is designed to develop occupational competencies in bookkeeping. It is an introduction to the keeping of business and financial records. Course content encompasses the complete accounting cycle and provides opportunities for incorporation of computer utilization into the instruction. It is an excellent elective for students majoring in the office technologies or marketing. ACADEMIC students planning on majoring in Accounting or Business Administration in college will find this course extremely beneficial. Upon completion of this course the student should be able to keep a simple set of books. Recommended for any student planning on majoring in business in college.

<u>COURSE</u>	<u>COURSE LENGTH</u>	<u>CREDIT</u>	<u>WEIGHT</u>
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<b><u>FINANCIAL MATH (0685)</u></b>	year	1	
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Financial Math is a *specialized* interdisciplinary course related to the MST and the Career Development and Occupational Studies NYS Learning Standards. This course is designed to prepare students for college level business programs and to understand the complex financial world they will encounter during their lives both personally and professionally.

**PREREQUISITE:** Open to juniors and seniors who have successfully completed the first two years of math requirements for graduation. *Can be taken for math or business credit.*

<b><u>BUSINESS LAW (0636)</u></b>	year	1	
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Business Law is a course that will offer you insight into the legal aspects of topics that will definitely be part of your future. It will help you become a more careful and astute consumer by becoming knowledgeable about leases, contracts, insurance, employment, marriage, and many other legal documents. Your legal rights and obligations will be explored and explained. You will acquire the confidence and knowledge necessary to contend with legal problems you may encounter in business or your personal life. For these reasons, Business Law is a course you will find practical, and interesting. Guest speakers and field trips offer enriched learning experiences. *Recommended for upperclassmen who have the ability to read at grade level.*

<b><u>WALL STREET: Investing in a Global Economy (0680)</u></b>	sem	1/2	
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Start building your own portfolio NOW; become your own investment banker. Enroll in our Wall Street Investment course to find out how to buy and sell stocks, read a company's earnings report and financial statement, research companies to discover potential moneymakers, and handle your personal budgeting and banking. This course will teach you practical money management techniques in addition to the strategies and fundamentals you will need to know to build financial wealth. Ask yourself, "How early do I want to retire, and how do I go about making that happen?" Internet-based Stock Market simulations and projects, as well as banking management software are among the tools we will use to learn how to manage money wisely. *(recommended for upperclassmen)*

**SUGGESTED PREREQUISITE:** Career and Financial Management,

<b><u>COLLEGE FRESHMAN SEMINAR - for seniors (0678)</u></b>	fall	1/2	
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College Freshman Seminar is recommended for seniors who plan to attend college. This course was created to ensure your success in college and the future workplace. It will also help you in the college decision making, planning, and application process. Topics to be explored include: college selection, choosing a college major, financial aid and scholarships, critical thinking (what it is and how it works), your attitude and willingness to work, task and time management, setting priorities, using research tools, making decisions, independent living, and knowing your own best learning style. Study faster, better and smarter; learn how to take notes in an efficient and effective manner. *Successful completion of this course may be used when attending Suffolk County Community College to fulfill the requirement for OS 15.*

<b><u>COLLEGE FRESHMAN SEMINAR - for juniors (0690)</u></b>	spring	1/2	
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College Freshman Seminar is recommended for juniors who plan to attend college. This course was created to ensure your success in college and the future workplace. It will also help you in the college decision making, planning, and application process. Topics to be explored include: college selection, choosing a college major, financial aid and scholarships, critical thinking (what it is and how it works), your attitude and willingness to work, task and time management, setting priorities, using research tools, making decisions, independent living, and knowing your own best learning style. Study faster, better and smarter; learn how to take notes in an efficient and effective manner. *Successful completion of this course may be used when attending Suffolk County Community College to fulfill the requirement for OS 15.*

<u>COURSE</u>	<u>COURSE LENGTH</u>	<u>CREDIT</u>	<u>WEIGHT</u>
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<b><u>CAREER CONNECTIONS (0684)</u></b>	sem	1/2	
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*Career Connections* is a course that will assist students in the decision-making process and planning for their post-secondary education. Students will be better prepared for both college and a future career. This career preparation course will provide students with essential career-related skills and abilities. Students will have the opportunity to develop transferable skills needed to support employment, learn about internships, and job shadowing experiences. Students will engage in discussions about body language, sexual harassment in the workplace, resume writing, professional correspondence, job applications, labor laws, business etiquette and occupational internet-based research. This course will be a mix of face-to-face instruction as well as an opportunity to engage in *web-based distance learning* experiences. ***Students will submit assignments electronically and attend some classes in cyberspace.***

**PREREQUISITE OR CO-REQUISITE:** This course will be offered to ***juniors or seniors*** as a culminating component to the career planning process. It can be taken in conjunction with the Cooperative Work Experience program or the Senior Internship program. It can also be taken as a stand-alone course for students who want to obtain work-based learning skills for later use.

<b><u>SENIOR INTERNSHIP PROGRAM (0694)</u></b>	sem	1/2	
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This new and exciting program is designed to give students a clearer picture of a career they wish to pursue and thus be better prepared to make responsible choices in their selection of a college and major course of study. Students will be involved in a non-paid internship (*70 hours after school or on weekends*) in a career of **their** choice. For a semester they will have an opportunity to work closely with a mentor in a chosen field of study. They will receive hands-on experience, as well as learn what skills and education are needed to be successful in that career. They will also gain an understanding of the importance of positive work ethics, timeliness, teamwork and human relations. Seminar time with an internship coordinator is required, and transportation to and from the internship site is the responsibility of the student.

**PREREQUISITE/COREQUISITE:** Students must have taken **Career Connections** or are concurrently enrolled while in an Internship or Work Experience. To qualify to participate in this program, students must have an 85 average. Acceptance is by application and interview only. Placements are limited and, therefore, competitive.

<b><u>COOPERATIVE WORK EXPERIENCE (0698)</u></b>	sem	1/2	
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Cooperative work experience opportunities are available to those students enrolled in Business Education, Technology, and Family and Consumer Sciences courses. Students may earn up to one additional credit per year by participating in the work experience program if they are employed in a *related* field. In the work experience program, the student can use the knowledge gained in the classroom in an actual job setting.

**PREREQUISITE/COREQUISITE:** Students must have taken **Career Connections** or are concurrently enrolled while in an Internship or Work Experience.

<b><u>COOPERATIVE WORK EXPERIENCE (0699)</u></b>	year	1	
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Cooperative work experience opportunities are available to those students enrolled in Business Education, Technology, and Family and Consumer Sciences courses. Students may earn up to one additional credit per year by participating in the work experience program if they are employed in a *related* field. In the work experience program, the student can use the knowledge gained in the classroom in an actual job setting.

**PREREQUISITE/COREQUISITE:** Students must have taken **Career Connections** or are concurrently enrolled while in an Internship or Work Experience.

<u>COURSE</u>	<u>COURSE LENGTH</u>	<u>CREDIT</u>	<u>WEIGHT</u>
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<b><u>COLLEGE ACCOUNTING (0634)</u></b>	year	1	1.15
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College Accounting is a college level course for academically talented and highly motivated students. This is an accelerated accounting course particularly of value for students who plan to study business administration or a related field while in college and who wish to enter their freshman year with Advanced Placement. It includes analysis, interpretation and preparation of financial statements for proprietorships, partnerships, and corporations. Homework and practice sets are an integral part of the course requirements. Students enrolled in College Accounting will have the option of receiving three undergraduate credits in conjunction with *Dowling's Early College Program*. (\$66.00/credit 08-09)

**PREREQUISITE:** Open to juniors and seniors who have maintained an overall average of at least 85, have the ability to read on grade level, **AND** have received the recommendation of their business or math teacher.

<b><u>COLLEGE MARKETING (0654)</u></b>	year	1	1.15
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College Marketing is a college level course for academically talented and highly motivated students. This is an accelerated marketing course particularly of value for students who plan to study business marketing, sports marketing, business administration, or related fields. College Marketing will provide students with a comprehensive understanding of marketing practices and principles at both the retail and industrial level to stress the importance of marketing in the business world. Each student will develop an employability portfolio which can be taken to a prospective employer to demonstrate the student's marketing knowledge and general skills needed to succeed in a business career. Relevant field trips to local businesses will also be incorporated. Students enrolled in College Marketing will have the option of receiving three undergraduate credits in conjunction with *Dowling's Early College Program*. (\$66.00/credit 08-09)

**PREREQUISITE:** Open to juniors and seniors who have maintained an overall average of at least 85, and who have the ability to read on grade level.

<b><u>COLLEGE COMPUTING 101 (0670)</u></b>	sem	½	1.15
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College Computing 101 is a college level computer applications course designed for students planning to attend college. This course will focus on the need to understand how computers are used on campus and in their future careers to enrich both their personal and professional life. To assist students with the reports and documents they will need to generate in college, they will have an opportunity to become familiar with *Microsoft Office Professional Suite* software. This course will provide students with the skills needed to meet the requirements for the **Microsoft Office Specialist (MOS) Certification** exams. Achieving MOS Certification gives students the marketable skills necessary to set them apart in the competitive job market. Students enrolled in College Computing 101 will have the option of receiving three undergraduate credits in conjunction with *Dowling's Early College Program*. (\$66.00/credit 08-09)

**PREREQUISITE:** Successful completion of Computer Essentials. Open to juniors and seniors who have maintained an overall average of at least 85, **AND** who have the ability to read on grade level.

<u>COURSE</u>	<u>COURSE LENGTH</u>	<u>CREDIT</u>	<u>WEIGHT</u>
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<b><u>COLLEGE INTRODUCTION TO BUSINESS (0683)</u></b>	year	1	1.15
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College Introduction to Business is a college level course designed to introduce the concepts and skills needed to understand and manage businesses. It examines the complex environment in which business organizations function, integrates the study of Management within the traditional liberal arts curriculum, and prepares the student for more advanced courses in Business and Economics. The pace will be rapid and intense, but the dedicated student will be rewarded with a *wealth* of knowledge about the functioning of today's business world and current trends. Students will work as a team to create a BUSINESS PLAN as a final assessment. Internet-based activities will be an integral part of this course. Students enrolled in Introduction to Business will have the option of receiving three undergraduate credits in conjunction with *Dowling's Early College Program*. (\$66.00/credit 08-09)

**PREREQUISITE:** Open to *juniors* and *seniors* who have maintained an overall average of at least 85 **and** who have the ability to read on grade level.

<b><u>COLLEGE BUSINESS COMMUNICATIONS (0637)</u></b>	year	1	1.15
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College Business Communications is a college level course for academically talented and highly motivated students. In today's highly technical and competitive environment the ability to express yourself may perhaps be the greatest skill you possess. Students who communicate effectively are better prepared to contribute more positively to both their current work environment and to their career plans. Course content includes proper usage of grammar, writing memoranda, letters, resumes, and electronic messages; delivering oral presentations and developing interpersonal skills. Critical thinking and problem solving skills are emphasized. Development of these skills is integrated with the use of technology. Students enrolled in Business Communications will have the option of receiving three undergraduate credits in conjunction with *Dowling's Early College Program*. (\$66.00/credit 08-09)

**PREREQUISITE:** Successful completion of Computer Essentials and Information Processing or College Computing. Open to *juniors* and *seniors* who have maintained an overall average of at least 85, **AND** who have the ability to read on grade level.

<b><u>COLLEGE BUSINESS LAW (0610)</u></b>	year	1	1.15
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College Business Law is a college level accelerated law course particularly of value for students who plan to study business, business administration, or related fields. Businesses operate within a clear but quite complex legal environment and to become an effective business leader, one needs to understand that environment. In this course, students will be introduced to the important concepts of torts, contracts, agency, business structures, develop legal reasoning skills and a solid appreciation for the business benefits and constraints of our legal system. Students will learn the basics of court and trial procedure and how to minimize their business's legal risks, prepare legal plans and learn how to maximize legal protections by participating in a mock trial. Students enrolled in Introduction to Business will have the option of receiving three undergraduate credits in conjunction with *Dowling's Early College Program*. (\$66.00/credit 08-09)

**PREREQUISITE:** Open to *juniors* and *seniors* who have maintained an overall average of at least 85 **and** who have the ability to read on grade level.

**5-UNIT SEQUENCES**  
**BUSINESS AND MARKETING EDUCATION**

<b><u>All must include:</u></b> Career and Financial Management (0600)			1 Credit
<b>Computer Technology Cluster</b>		<b>Credits</b>	<b>Credits</b>
Computer Essentials or Keyboarding/Business Communications	½ - 1	Information Processing	½
Web Wizards	½	College Computing	½
Desktop Publishing	½	College Introduction to Business	1
Cooperative Work Experience	½ - 1	College Business Communications	1
Career Connections	½	Senior Internship	½
<b>Accounting / Finance Cluster</b>			
Computer Essentials or Keyboarding/Business Communications	½ - 1	Information Processing and / or College Computing	½ - 1
Accounting	1	College Accounting	1
Business Law and / or College Business Law	1	Wall Street	½
Financial Math	1	College Introduction to Business	1
Cooperative Work Experience	½ - 1	College Business Communications	1
Career Connections	½	Senior Internship	½
<b>Marketing Cluster</b>			
Computer Essentials or Keyboarding/Business Communications	½ - 1	Information Processing and / or College Computing	½ - 1
Fashion Marketing	½	College Marketing	1
Sports and Entertainment Marketing	1	College Accounting	1
Accounting	1	College Introduction to Business	1
Career Connections	½	College Business Communications	1
Cooperative Work Experience	½ - 1	Senior Internship	½
Business Law and / or College Business Law	1		
<b>Business Administration Cluster</b>			
Computer Essentials or Keyboarding/Business Communications	½-1	Information Processing and / or College Computing	½ - 1
Business Law and / or College Business Law	1	College Marketing	1
Cooperative Work Experience	½ - 1	College Introduction to Business	1
Career Connections	½	College Business Communications	1
Senior Internship	½	College Accounting	1