

Business, Management & Marketing Course Descriptions By Program of Study:
ACCOUNTING

1. Introduction To Business

Offered Each Fall Semester

Grade Level: 10-12

Class Length: Semester

Course #: 032300

Credits: 5

Prerequisite: None

Description: This course is designed to introduce students to the Business, Marketing, & Management Career Field, which focuses on organization, economics, management, marketing, financial management, & operations. Career opportunities & technology will also be used & discussed.

OR

1. Personal Finance

Offered Each Spring Semester

Required For Graduation

Grade Level: 12

Class Length: Semester

Course #: 033000

Credits: 5

Prerequisite: None

Description: The goal of Personal Finance is to help students to become financially responsible, conscientious members of society. To reach that end, this course develops student understanding & skills in such areas as income, money management, budgeting, financial goal attainment, the wise use of credit, insurance, & investments.

2. Accounting I

Offered Each Fall Semester

Grade Level: 10-12

Class Length: Semester

Course #: 030501

Credits: 5

Prerequisite: None

Description: This 1-semester course covers a service business organized as a sole proprietorship, which will include accounting principles involved in the preparation & maintenance of financial records concerned with business management & operations. It is a comprehensive introduction to basic accounting including recording, summarizing & reporting, principles of income measurement & asset valuation, & accounting systems & controls. Students are exposed to careers in the accounting field & are given the opportunity to perform accounting applications using technology.

3. Accounting II

Offered Each Spring Semester

Grade Level: 10-12

Class Length: Semester

Course #: 030502

Credits: 5

Prerequisite: Accounting I

Description: This one-semester course covers concepts of a merchandising business, which will include accounting principles involved in the preparation & maintenance of financial records concerned with business management & operations. It is a comprehensive introduction to basic accounting including payroll, related career opportunities, application of generally-accepted accounting principles related to recording, summarizing & reporting, principles of income measurement & asset valuation, & accounting systems & controls. Students are exposed to careers in & related to the accounting field & are given the opportunity to perform accounting applications using technology. Accounting I is a recommended prerequisite to this course.

Business, Management & Marketing Course Descriptions By Program of Study:
ADVANCED ACCOUNTING

1. Accounting III

Offered Each Fall Semester

Grade Level: 11-12

Class Length: Semester

Course #: 030503

Credits: 5

Prerequisite: Accounting II

Description: This is a one-semester course that includes partnership and corporate accounting, departmentalized accounting, adjustments in inventory control systems, and further enhancement of accounting skills. Accounting 1 and Accounting 2 are recommended prerequisites to this course.

2. Accounting IV

Offered Each Spring Semester

Grade Level: 11-12

Class Length: Semester

Course #: 030504

Credits: 5

Prerequisite: Accounting III

Description: This is a one-semester course that includes further enhancements of accounting skills in partnership and corporate accounting. These skills include examining different types of accounting principles within different organizations, adjustments in inventory control systems, and budgetary control systems. Accounting 1, Accounting 2, and Accounting 3 are recommended prerequisites to this course.

3. Advanced Accounting Work-Based Learning

Offered Each Semester

Grade Level: 12

Class Length: 1-2 Semesters

Course #: 320705

Credits: 5-10

Prerequisite: Accounting IV

Description: This is a class that provides the opportunity to connect what they learn in school with worksite application. Students are placed in an occupation that relates to the accounting area. The school and business community work together to plan activities that will enable each student to apply the knowledge, attitudes, and skills learned in the classroom to actual business situations and positions. This course must be a part of a Work-based Learning Program. The coordinator for this program must have the Supplemental Work-based Learning Endorsement. The Nebraska Department of Education recommendations for implementation of a high-quality work-based learning program are available for successful programming.

Business, Management & Marketing Course Descriptions By Program of Study:

ENTREPRENEURSHIP**1. Introduction To Business**

Offered Each Fall Semester

Grade Level: 10-12

Class Length: Semester

Course #: 032300

Credits: 5

Prerequisite: None

Description: This course is designed to introduce students to the Business, Marketing, & Management Career Field, which focuses on organization, economics, management, marketing, financial management, & operations. Career opportunities & technology will also be used & discussed.

2. Accounting I

Offered Each Fall Semester

Grade Level: 10-12

Class Length: Semester

Course #: 030501

Credits: 5

Prerequisite: None

Description: This 1-semester course covers a service business organized as a sole proprietorship, which will include accounting principles involved in the preparation & maintenance of financial records concerned with business management & operations. It is a comprehensive introduction to basic accounting including recording, summarizing & reporting, principles of income measurement & asset valuation, & accounting systems & controls. Students are exposed to careers in the accounting field & are given the opportunity to perform accounting applications using technology.

3. Entrepreneurship

Offered Each Fall Semester

Grade Level: 10-12

Class Length: Semester

Course #: 032370

Credits: 5

Prerequisite: None

Description: This 1-semester class has an emphasis on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The role of entrepreneurial businesses in the U.S. and the impact on the national and global economy will be explored. Work-based learning strategies could be included through the development of a business plan, operation of school-based enterprise, or actual creation of a student-run business.

Business, Management & Marketing Course Descriptions By Program of Study:

MANAGEMENT**1. Introduction To Business**

Offered Each Fall Semester

Grade Level: 10-12

Class Length: Semester

Course #: 032300

Credits: 5

Prerequisite: None

Description: This course is designed to introduce students to the Business, Marketing, & Management Career Field, which focuses on organization, economics, management, marketing, financial management, & operations. Career opportunities & technology will also be used & discussed.

2. Entrepreneurship

Offered Each Fall Semester

Grade Level: 10-12

Class Length: Semester

Course #: 032370

Credits: 5

Prerequisite: None

Description: This 1-semester class has an emphasis on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The role of entrepreneurial businesses in the U.S. and the impact on the national and global economy will be explored. Work-based learning strategies could be included through the development of a business plan, operation of school-based enterprise, or actual creation of a student-run business.

3. Management and Leadership

Offered Each Spring Semester

Grade Level: 10-12

Class Length: Semester

Course #: 032802

Credits: 5

Prerequisite: None

Description: This course emphasizes the basic concepts of management and leadership within a business or organization. It addresses characteristics, organization, and operation of business as major sectors of the economy. Students will investigate management issues involved in planning, organizing, leading and controlling an organization. They will also acquire essential leadership skills in the areas of emotional intelligence: time management, stress management, professional growth and development, communication, and relationship skills.

Business, Management & Marketing Course Descriptions By Program of Study:

BUSINESS TECHNOLOGY COMMUNICATIONS**1. Information Technology Applications I**

Offered Each Fall Semester

Grade Level: 9-10

Class Length: Semester

Course #: 270501

Credits: 5

Prerequisite: None

Description: Students will explore emerging technologies as it applies to their success for high school, college & career. The focus will be on the importance of digital citizenship, professional communication practices, advanced document processing, professional presentations, and intermediate spreadsheet and database applications used personally and professionally.

2. Information Technology Applications II

Offered Each Spring Semester

Grade Level: 9-10

Class Length: Semester

Course #: 270502

Credits: 5

Prerequisite: Information Technology I

Description: Students will focus on skill development in data science using spreadsheet, database, and integration of applications utilizing advanced features. Students taking both Information Technology Applications I & II may be eligible for industry certifications in Microsoft Office Applications.

3. Business Communications

Offered Each Fall Semester

Grade Level: 12

Class Length: Semester

Course #: 030600

Credits: 5

Prerequisite: None, Information Technology II Helpful

Description: This course will emphasize creating cover letters and resumes, and practicing interviewing techniques for scholarship and employment opportunities. Students will reinforce communication skills needed in business, management and administrative occupations. Students will also be composing and reading written and digital communications, developing and delivering formal and informal presentations, applying active listening skills to obtain and clarify information, and exhibiting interpersonal skills to deal positively with diverse individuals. Students will use tables, charts and figures to support written and oral communication, and locate, organize and reference written information from various sources to communicate effectively.

MARKETING**1. Marketing**

Offered Each Spring Semester

Grade Level: 10-12

Class Length: Semester

Course #: 038100

Credits: 5

Prerequisite: None

Description: This course develops basic student understanding and skills in the function of marketing, including channel management, marketing-information management, market planning, product/service management, project management, promotion, pricing, and selling. Emphasis is placed on marketing strategies, the selling process, the use of data in marketing decision-making, and career opportunities in marketing. Fundamental economic concepts are also integrated in the course.

2. Marketing Management

Offered Each Fall Semester

Grade Level: 10-12

Class Length: Semester

Course #: 038101

Credits: 5

Prerequisite: None, Marketing Helpful

Description: This course furthers student understanding and skills in various marketing functions, including channel management, marketing-information management, market planning, pricing, product/service management, and promotion. Marketing plans, branding, the product life cycle, project management principles and professional and ethical standards in marketing are also emphasized in this course.

3. Advanced Marketing

Offered Each Spring Semester

Grade Level: 10-12

Class Length: Semester

Course #: 038200

Credits: 5

Prerequisite: Marketing

Description: This course focuses on the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs, and marketing concepts and the role of marketing in the organization and society. Topics include market segmentation, product development, promotion, distribution and pricing, external environment, economics, politics, government, marketing research, international marketing, cultural diversity, ethics, project management and emerging promotional technologies.

MARKETING ENTREPRENEURSHIP**1. Marketing**

Offered Each Spring Semester

Grade Level: 10-12

Class Length: Semester

Course #: 038100

Credits: 5

Prerequisite: None

Description: This course develops basic student understanding and skills in the function of marketing, including channel management, marketing-information management, market planning, product/service management, project management, promotion, pricing, and selling. Emphasis is placed on marketing strategies, the selling process, the use of data in marketing decision-making, and career opportunities in marketing. Fundamental economic concepts are also integrated in the course.

2. Marketing Management

Offered Each Fall Semester

Grade Level: 10-12

Class Length: Semester

Course #: 038101

Credits: 5

Prerequisite: None, Marketing Helpful

Description: This course furthers student understanding and skills in various marketing functions, including channel management, marketing-information management, market planning, pricing, product/service management, and promotion. Marketing plans, branding, the product life cycle, project management principles and professional and ethical standards in marketing are also emphasized in this course.

3. Entrepreneurship

Offered Each Fall Semester

Grade Level: 10-12

Class Length: Semester

Course #: 032370

Credits: 5

Prerequisite: None

Description: This 1-semester class has an emphasis on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The role of entrepreneurial businesses in the U.S. and the impact on the national and global economy will be explored. Work-based learning strategies could be included through the development of a business plan, operation of school-based enterprise, or actual creation of a student-run business.

OTHERBusiness Law

Offered In Class Or Independent Study As Needed

Grade Level: 11-12

Class Length: Semester

Course #: 030900

Credits: 5

Prerequisite: None

Description: In this course, students develop an understanding of laws and regulations that impact business. Topics included are contracts, environmental, and employment law. Students also acquire knowledge of business torts, sources of law, and the United States judicial system and legal procedures.

Business MathYear-Long Class, Started Fall Semester
Meets A Math Graduation Requirement

Grade Level: 11-12

Class Length: 2 Semesters

Course #: 111800

Credits: 5

Prerequisite: Algebra I

Description: This course is designed to prepare students for various life roles by offering multiple opportunities to develop and use mathematical skills. Computational skills are essential for citizens, consumers, wage earners, employers, investors, and entrepreneurs. The objectives of this course are to improve computational skills and apply them to personal business situations. Areas of study include mathematical problems dealing with interest, percentages, loans, installment buying, insurance, savings and investments, depreciation, markup and markdown, payroll, taxes, real estate and retirement.

Business Management Work-Based Learning Experience

Offered Each Semester

Grade Level: 12

Class Length: Semester

Course #: 320705

Credits: 5

Prerequisite: Business, Management & Marketing Program of Study (3 Courses)

Description: This course allows the district to award credit for a Business, Management and Administration work-based learning experience. This course must be a part of a Work-based Learning Program.