

## BUSINESS EDUCATION

| Summary of Business Courses Offered at Eagan                             | Class Name/Grade Level Offered |                |                          |                         |            |                           |           |                   |                                    |          |                            |
|--|--------------------------------|----------------|--------------------------|-------------------------|------------|---------------------------|-----------|-------------------|------------------------------------|----------|----------------------------|
|  | Keyboarding/ Microsoft Office  | IT Exploration | Introduction to Business | Start Your Own Business | Accounting | Personal Money Management | Marketing | Fashion Marketing | Sports and Entertainment Marketing | Yearbook | Note Taking / Study Skills |
|  | 9-12                           | 10-12          | 9-10                     | 10-12                   | 10-12      | 10-12                     | 10-12     | 9-12              | 10-12                              | 12       | 9-12                       |
| <b>Additional Credit and Standards</b>                                   |                                |                |                          |                         |            |                           |           |                   |                                    |          |                            |
| All students attending EHS   | X                              |                |                          |                         |            | X                         |           |                   |                                    |          | X                          |
| All students planning on working full-time immediately after high school | X                              |                |                          |                         | X          | X                         |           |                   |                                    |          | X                          |
| All students planning on attending a 2- year college                     | X                              |                | X                        |                         |            | X                         |           |                   |                                    |          | X                          |
| All students planning on attending a 4- year college                     | X                              |                |                          |                         | X          | X                         | X         |                   |                                    |          | X                          |
|  |                                |                |                          |                         |            |                           |           |                   |                                    |          |                            |
| <b>Meets the Art Requirement</b>   |                                |                |                          |                         |            |                           | X         |                   |                                    | X        |                            |
| <b>Specific Business Related College Majors</b>                          |                                |                |                          |                         |            |                           |           |                   |                                    |          |                            |
| Entrepreneurship Major   | X                              | X              | X                        | X                       | X          | X                         | X         |                   |                                    | X        |                            |
| Accounting / Finance Major   | X                              |                | X                        | X                       | X          | X                         | X         |                   |                                    |          |                            |
| Fashion Major  | X                              |                | X                        | X                       | X          | X                         | X         | X                 |                                    |          |                            |
| Marketing Major  | X                              |                | X                        | X                       | X          | X                         | X         | X                 | X                                  | X        |                            |
| Sports Marketing Major   | X                              |                | X                        | X                       | X          | X                         | X         |                   | X                                  |          |                            |
| International Business Major   | X                              |                | X                        | X                       | X          | X                         | X         |                   |                                    |          |                            |
| Business Administration / Management Major                               | X                              | X              | X                        | X                       | X          | X                         | X         |                   |                                    | X        |                            |
| Hospitality and Tourism Major  | X                              |                | X                        | X                       | X          | X                         | X         |                   |                                    |          |                            |
| Information Tech/Computer Science  | X                              | X              | X                        | X                       | X          |                           | X         |                   |                                    | X        |                            |

**We are in the "business" of preparing students for their future. Business courses are beneficial to ALL students.**

### COURSES FIRST OFFERED TO STUDENTS IN GRADE 9

0201 Keyboarding A/Microsoft Office

Grades 9, 10, 11, 12

Prerequisite: None

Students successfully completing Keyboarding A-C may have the opportunity to earn Articulated College Credit from a post-secondary institution. Please contact the course instructor for more information regarding articulation agreements and participating colleges and universities

Keyboarding A includes instruction in the touch method on the alphabetic and numeric keyboard. Students will learn to format emails, letters and reports as they apply proofreading and correction techniques. Keyboarding A focuses on Microsoft Word & Excel. Keyboarding is a valuable skill for everyone, regardless of their future plans. Microsoft Excel has quickly become the primary tool used to record and analyze data. Knowledge of this powerful program is a must for math and science courses and is one of the most utilized tools in the business environment. Microsoft Excel will be emphasized throughout this course along with the integration of this tool with other programs. A basic understanding of computer hardware and components is included.

## BUSINESS EDUCATION COURSES

### 0202 Keyboarding B/ Microsoft Office

Grades 9, 10, 11, 12

Prerequisite: Keyboarding A

Students successfully completing Keyboarding A-C may have the opportunity to earn Articulated College Credit from a post-secondary institution. Please contact the course instructor for more information regarding articulation agreements and participating colleges and universities.

Keyboarding B focuses on Microsoft Access and Power Point. Learn the tips and tricks in PowerPoint to impress every audience. The ability to understand and create databases is in high demand in today's businesses world. Students will utilize Microsoft Access to explore the world of maintaining, querying and reporting data. Utilize Adobe Photoshop to add pizzazz to any project. Recommended for all students who wish to truly understand the power of the software packages utilized in today's technology oriented business world.

### 0203 Keyboarding C /Advanced Microsoft Office

Grades 9, 10, 11, 12

Prerequisite: Keyboarding A & B

Students successfully completing Keyboarding A-C may have the opportunity to earn Articulated College Credit from a post-secondary institution. Please contact the course instructor for more information regarding articulation agreements and participating colleges and universities.

Keyboarding C integrates Microsoft Word, Excel, Powerpoint and Access. Students will advance their skill, learning more about each of the four software applications.

### 0210 Introduction to Business

Grades 9,10,11,12

Prerequisite: None

This class will be an introduction to business ownership, principles of marketing, promotions, business ethics and business technology. Students will explore the basics of courses offered in the Business Department as they plan for future courses in their high school career.

### 0231 Notetaking/Study Skills

Grades 9,10,11,12

Prerequisite: None

The recipe for learning is having desire, being aware of what you do, having the knowledge to do something about it, and then developing the tools and skills to be effective. This course is designed for students who want to learn efficient study skills for post-secondary or high school use. Emphasis will be placed on developing effective listening, time management, test taking skills, reading speed, vocabulary, notetaking, critical thinking, and writing.

## COURSES FIRST OFFERED TO STUDENTS IN GRADE 10

### 0232 Accounting A

Grades 10,11,12

Prerequisite: None

Students successfully completing Accounting A-C may have the opportunity to earn Articulated College Credit from a post-secondary institution. Please contact the course instructor for more information regarding articulation agreements and participating colleges and universities.

This is a "MUST-TAKE" class for all students who are planning to pursue a Business major in college or start their own business. Students will learn the complete accounting cycle for a service business organized as a proprietorship – everything from journalizing individual transactions using the double-entry method, posting to a general ledger, to the preparation of financial documents.

## BUSINESS EDUCATION COURSES

### 0233 Accounting B

Grades 10,11,12

Prerequisite: Accounting A

Students successfully completing Accounting A-C may have the opportunity to earn Articulated College Credit from a post-secondary institution. Please contact the course instructor for more information regarding articulation agreements and participating colleges and universities.

Students will learn the accounting cycle for a merchandising business organized as a corporation – everything from journalizing purchases, posting to general and subsidiary ledgers, payroll, taxes, distribution of dividends, to the preparation of financial documents.

### 0234 Accounting C

Grades 10,11,12

Prerequisite: Accounting B

Students successfully completing Accounting A-C may have the opportunity to earn Articulated College Credit from a post-secondary institution. Please contact the course instructor for more information regarding articulation agreements and participating colleges and universities.

During the final phase of the Accounting course students will continue using a corporation as they explore asset depreciation, inventory, accrued revenue and expenses, and Statement of Stockholder's Equity.

### 0239 Marketing A--Sales and Promotion

Grades 10,11,12

Prerequisite: None

Students successfully completing Marketing A-C may have the opportunity to earn Articulated College Credit from a post-secondary institution. Please contact the course instructor for more information regarding articulation agreements and participating colleges and universities.

"Nothing happens in our economy until someone sells something--be it product, service, or idea!" Students will be introduced to business terminology. Emphasis will be placed on the proper steps of the selling process, ethics in selling, and career opportunities in sales and sales management. Preparation in basic selling is vital to anyone considering a career in business.

### 0240 Marketing B--Advertising and Display

Grades 10,11,12

Prerequisite: Marketing A

Students successfully completing Marketing A-C may have the opportunity to earn Articulated College Credit from a post-secondary institution. Please contact the course instructor for more information regarding articulation agreements and participating colleges and universities.

The areas to be covered in this course will include: the promotion mix, what makes a good advertisement successful; the setting up of effective displays, and an actual promotional plan for a product/service. Budgeting for profits, pricing strategies, marketing strategies, and an introduction to e-commerce will also be introduced. **THIS CLASS MEETS THE MINNESOTA ARTS STANDARD FOR GRADUATION**

### 0241 Marketing C--Operations

Grades 10,11,12

Prerequisite: Marketing A and B

Students successfully completing Marketing A-C may have the opportunity to earn Articulated College Credit from a post-secondary institution. Please contact the course instructor for more information regarding articulation agreements and participating colleges and universities.

Students will create a virtual business and explore career opportunities in Marketing and Sales by creating a detailed marketing plan. Students will study marketing, management, and the role of business in society. Students will also look at the personal qualities needed to succeed in business ownership.

## BUSINESS EDUCATION COURSES

### 0242 Fashion Marketing A--An Introduction

Grades 10,11,12

Prerequisite: None

Students will explore fashion! Students will study garment history, terminology, fashion promotion and marketing trends and designers. Students will learn the basic fashion essentials and study various careers in the exciting fashion industry.

### 0245 Personal Money Management A

Grades 10,11,12

Prerequisite: None

Students will explore the importance of personal finance and planning for their future by exploring the following choices that they will face in their near future: Career planning, securing their first job, creating a personal budget, banking services, opening and maintaining a checking account, using credit “wisely,” and consumer protection laws.

### 0246 Personal Money Management B

Grades 10,11,12

Prerequisite: None

Students will continue their exploration of personal finance by investigating the following: Purchase of an automobile, housing(renting and owning), insurance (auto, home, and life), saving and investing (stocks, bonds, and mutual funds), and retirement planning.

### 0248 IT Exploration

Grades 10, 11, 12

Prerequisite: None

This introductory course will explore career opportunities in the growing field of Information Technology. Through hands-on activities, students will learn skills necessary in the areas of System Administration, Software Application, Information Security and Business Analytics. Computer Hardware, networks, programming, security and the use of MS Excel for analyzing data are all topics that will be introduced.

### 0249 Sports and Entertainment Marketing

Grades 10,11,12

Prerequisite: None

This class will allow students to investigate careers available in sports and entertainment marketing. It will cover market research techniques, advertising, publicity and new product development. Students will design a marketing plan for a new franchise of their choice.

### 0250 Start Your Own Business A

Grades 11, 12

Prerequisite: None

In Start Your Own Business A, students will create a business, product, or service to take advantage of current market opportunities and develop a plan to get the business up and running. From the creation of a business plan, to learning about the ins and outs of the American legal system, this course is designed to inform students of their rights and obligations as a business owner. Topics will include the process of creating a business plan, financing their startup, business law, ethics and values, and a basic discussion of Accounting for your company.

## BUSINESS EDUCATION COURSES

### 0251 Start Your Own Business B

Grades 11, 12

Prerequisite: Start Your Own Business A

In Start Your Own Business B, students will develop an appreciation for marketing's pivotal role in the development and success of their new business. Students will conduct thorough market planning for their ventures: selecting target markets; conducting market, SWOT, and competitive analyses; forecasting sales; setting marketing goals and objectives; and setting a marketing budget. Students will then take their business, product, or service from Eagan and go international.

### 0264 Yearbook Fall

Grades 10,11,12

Prerequisite: None

Students will learn the appropriate method of yearbook design using curriculum provided by Jostens. Jostens YearTech online software will be utilized to create Eagan High School's yearbook, the **EHS Epilogue**. Students will be expected to be forward thinkers, meet deadlines, work collaboratively and be able to stay on task in an independent environment. Students will need to interview other students and attend school functions in order to accurately detail the school year. **THIS CLASS MEETS THE MINNESOTA ARTS STANDARD FOR GRADUATION**

### 0265 Yearbook Winter

Grades 10,11,12

Prerequisite: None

Students will continue to build Eagan High School's yearbook, the **EHS Epilogue**. During Yearbook Winter students will be completing the remaining three deadlines for our yearbook. Jostens YearTech online software will be utilized. Students will be expected to be forward thinkers, meet deadlines, work collaboratively and be able to stay on task in an independent environment. Students will need to interview other students and attend school functions in order to accurately detail the school year. **THIS CLASS MEETS THE MINNESOTA ARTS STANDARD FOR GRADUATION**

### 0266 Yearbook Spring - ONLINE

Grades 10,11,12

Prerequisite: Yearbook Fall or Winter and Teacher Permission

Students will continue to build Eagan High School's yearbook, the **EHS Epilogue**. During Yearbook Spring students will complete the spring supplement for our yearbook as well as plan for the next school year. Jostens YearTech online software will be utilized. Students will be expected to be forward thinkers, meet deadlines, work collaboratively and be able to stay on task in an independent environment. This class will not meet every day. Students will need to interview other students and attend school functions in order to accurately detail the school year.

### 0284 Eagan AM A

Grades 11,12

### 0285 Eagan AM B

Prerequisite: Teacher Permission

### 0286 Eagan AM C

This course is designed to teach the fundamentals of reporting, shooting and lighting, scripting, editing and production of a television newscast. During the trimester students will learn how to use television news cameras, tripods, lights, and editing equipment. Beginning with the second week of the trimester, students will produce approximately 11 live newscasts each tri that air at Eagan High School and on local cable access. We encourage taking any of the following preparatory courses for application into Eagan AM: Pro Video Technology, Intro to Graphics and Video, CADD, Media Literacy, Speech Performance, and Advanced Public Speaking.

**Projects: Live newscast produced weekly by students.**