

BUSINESS EDUCATION DEPARTMENT



Mr. Fancher

Mrs. Ferlazzo

Ms. Pascucci

Why Take Business Classes?

Learn

- Computer skills (Microsoft Office and Google Apps)
- How to format business documents
- Money management skills
- Great communication skills
- How to be a valued member of a team
- Networking skills
- Ethical practices in business
- How to promote and sell products and services
- Great presentation skills



Have fun! Go on field trips
Lessons are interactive and hands-on
Guest speakers and videos to enhance curriculum

Business Education Course Offerings



Half-Year Courses

- **Microsoft Word Essentials**
- **Career and Financial Management**
- **HVCC Entrepreneurship***
- **HVCC Business and Personal Finance***
- **Web Page Design and Social Media**
- **HVCC Business Communication***
- **HVCC Business and Organization Management***
- **HVCC Computer Concepts and Applications****
- **Career Exploration Internship Program**

Full-Year Courses

- **HVCC Marketing Essentials***
- **Accounting**
- **Business Technical Math**

***HVCC college credit option**

****Prerequisite Microsoft Word**

THREE BUSINESS PATHWAYS

1. **Business Management/Administration**
2. **Accounting/Finance**
3. **Computer Applications for Business**

*Where do you begin? Enroll in the **Microsoft Word Essentials** and **Career and Financial Management** Courses. They are required in all three Pathways.*



BUSINESS MANAGEMENT/ADMINISTRATION PATHWAY

1. Microsoft Word (.5)
2. Career and Financial Management (.5)
3. Entrepreneurship (HVCC) (.5)
4. Marketing Essentials (HVCC) (1.0)
5. Computer Concepts and Applications (HVCC) (.5)
6. Career Exploration Internship Program (.5) or
Organization and Management (HVCC) (.5)

ACCOUNTING/FINANCE PATHWAY

1. Microsoft Word (.5)
2. Career and Financial Management (.5)
3. Entrepreneurship (HVCC) (.5)
4. Business and Personal Finance (HVCC) (.5)
5. Accounting (1.0)
6. Computer Concepts & Applications (HVCC) (.5)
7. Career Exploration Internship Program (.5)

COMPUTER APPLICATIONS FOR BUSINESS PATHWAY

1. Microsoft Word (.5)
2. Career and Financial Management (.5)
3. Business Communication (HVCC) (.5)
4. Marketing Essentials (HVCC) (1.0)
5. Computer Concepts and Applications (HVCC) (.5)
6. Business Technical Math **or** Accounting (1.0)
7. Web Page Design and Social Media (.5) **or**
Career Exploration Internship Program (.5)

Involvement

Community Service...

- ***Future Business Leaders of America*** (FBLA). FBLA is a National Organization. Must be a business student to become a member.
- ***Business and Marketing Honor Society.*** Must have completed three business course credits to become eligible. Must have an overall average of an 88 percent in business classes.



MICROSOFT WORD ESSENTIALS 9-12

- **All students should consider taking this business elective.** Learn desktop computer skills and shortcuts. Finish work first!
- Learn correct keyboarding techniques and Microsoft Word essential concepts.
- Learn to correctly format tables, MLA reports, job application documents, create a resume, memos, emails, and business letters.
- Learn search and replace, margins, tabs, spacing, page numbering, reference tab, special indentions, etc.
- Learn Google Drive, Google Docs, and Gmail capabilities.



CAREER AND FINANCIAL MANAGEMENT 9-12

- **This is a course that teaches career and financial skills for life.**
- Assess your aptitudes, abilities, and skills—match them to potential careers.
- Which of the 16 Career Clusters matches your interests? Explore colleges.
- Gain practical employment skills such as resume writing and interview skills.
- Learn about Personal Financial Management including: Banking (checking/debit), Credit, Insurance, Loans, and Investments.
- Participate in the Junior Achievement Career Skills Program.



ENTREPRENEURSHIP

10-12

HVCC College Credit



- If you are thinking about majoring in business in college—this course is a *must*. This is an introductory business class.
- Great for students who may want to own and operate their own businesses in the future.
- Learn how to write a successful business plan.
- Use Word and Publisher to make logos, business cards, T-shirts...
- Learn Excel to create Inventory and Timesheets for your business.
- Learn about successful entrepreneurs and businesses: Jeff Bezos (Amazon), Rachael Ray, Oprah, Steve Jobs (Apple), Ray Kroc (McDonalds), Sam Walton (Walmart).
- Local business owners visit the class and share their personal entrepreneurial stories.

WEB PAGE DESIGN AND SOCIAL MEDIA 10-12

- Create and design three company web sites
- Learn HTML Coding
- Learn Google Apps and Tools
- Create Social Media Postings



Have you heard of Google Sites, Wix, and Weebly? Are you creative? If so, this is the course for you.

COMPUTER CONCEPTS AND APPLICATIONS

11-12

HVCC College Credits



- Word (word processing)
- Access (database)
- PowerPoint (presentations)
- Excel (spreadsheets)

Prerequisite: Microsoft Word Essentials

BUSINESS AND PERSONAL FINANCE

11-12

HVCC College Credit



Topics Include:

- Analyzing and understanding paychecks and income taxes.
- Budgeting, online banking, checking and savings accounts.
- Employee benefits, insurance options, short and long-term investments.
- Stock and bond markets; mutual funds.
- Appropriate use of credit and borrowing.
- Estate planning, renting an apartment, and purchasing real estate.
- Great for students interested in financial careers.

MARKETING ESSENTIALS

11-12

HVCC College Credit

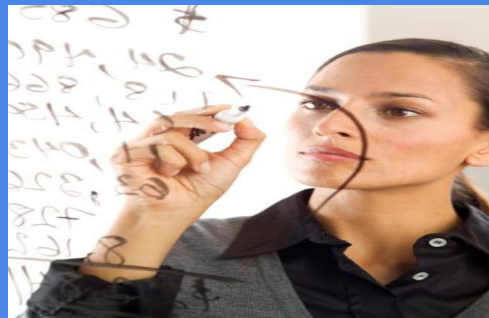
- Learn how to be an effective communicator and grow your network.
- Analyze advertising (television/print).
- Create advertising magazine ads.
- Learn about effective selling strategies.
- Microsoft Excel and PowerPoint programs used for projects.
- Learn the marketing mix and marketing strategies.
- Learn about businesses such as Target, Costco, Netflix, Pepsi, Ikea, Amazon, and Walmart.
- Enjoy this project-oriented class! Consider a creative career in Marketing!



BUSINESS TECHNICAL MATH

11-12

- Learn real-life mathematical applications.
- Topics Include: Income, Taxes, Budgeting, Checking/Savings Accounts, Credit and Loans, Vehicle and Housing Costs, and Investing. Learn Microsoft Excel!
- For students who have successfully passed the required Algebra Regents examination.
- This specialized mathematical applications course may be used to **fulfill one of the three units of mathematics** required for a Regents Diploma with the recommendation of a Guidance Counselor.



ORGANIZATION AND MANAGEMENT

11-12

HVCC College Credit

- Learn effective leadership skills.
- Learn how to become a great public speaker.
- Learn a variety of management skills.
- Learn from leaders in the field.



BUSINESS COMMUNICATION

11-12

HVCC College Credit

Become an effective communicator in your personal and business interactions.

Topics include the following:



- Oral and written communication techniques.
- Appropriate formatting and composition of Emails, memos, business letters, forms, and reports.
- Fun team-building and networking activities.
- Practice and master grammar and number usage rules.
- Microsoft Word and Google Applications are applied in projects.



ACCOUNTING

11-12

Perhaps you are planning on pursuing a career in business? If so, then this course is a *must*.

- Do you enjoy working with numbers and working on a computer? If so, this is the course for you!
- Learn how to analyze the budget and finances for a company.
- Accounting continues to be a “hot track” for career opportunities.
- Students enjoy playing the stock market game and competing on-line with area high schools.
- SEFCU Stock Market Challenge is a fun field trip to UAlbany.
- Learn from experts in the field of Accounting.



CAREER EXPLORATION INTERNSHIP PROGRAM

12

- Non-paid, out-of school intern experience.
- Learn skills to help you become a successful college student and employee.
- Explore college and careers to meet your goals.
- Must be responsible, mature, reliable.
- Must have own transportation.

Dream Big...Dream Business...



Join us next year!