

# **Business-Management & Business Academy**

\*DECA-Open to all students that are currently taking or have taken a Management & Business Academy course.

## ***CINS/IVY TECH DUAL CREDIT***

**0269/0270**

***(Formerly known as Digital Applications & Responsibilities)***

**1 Semester 1 Credit Grades: 9-12**

**Prerequisites: None**

**Fees: \$3.00**

**This course is weighted on a 4.5 scale Ivy Tech Dual Credit**

**COURSE DESCRIPTION:** [IDOE 4564] Do you need to brush up on your computer skills? Would you like to be proficient in Microsoft Office? Look no further, you can take CINS here at Penn and learn those skills, which will make you a more competitive person in the job market! Students will use Microsoft Word, Excel, and Access software to create and produce letters, tables, reports, graphics applications, spreadsheets, and database projects. Students will also create projects using PowerPoint. Along with the skills acquired in this course, students will complete a professionalism unit that can be incorporated and utilized throughout a student's high school, college, and professional experience. Not open to students who have taken 2327. Dual credit is available with qualifying scores.

## ***WEB DESIGN***

**0205 or 0206**

**1 Semester 1 Credit Grades: 9-12**

**Prerequisite: None**

**Fee: \$10.00**

**COURSE DESCRIPTION:** [IDOE 4574] Web Design is a one -semester course that provides instruction in the principles of web design using current/emerging software programs such as Dreamweaver. Areas of instruction include audience analysis, design techniques, and software integration. Photoshop and Animate will be used to create and edit images and to create animations to enhance the web pages.

## ***SPORTS & ENTERTAINMENT MARKETING***

**0255 or 0256**

**1 Semester 1 Credit Grades: 10-12**

**Prerequisites: None**

**Fee: \$6.00**

**COURSE DESCRIPTION:** [IDOE 5984] Students taking this course will build upon their prior knowledge of marketing and learn how to apply it directly to sports, recreation and entertainment industries. Students will apply what they are learning directly to marketing sports and entertainment activities here at Penn High School for a more hands-on learning experience. Optional participation in the Career and Technical Student Organization of DECA will be made available.

## ***PRINCIPLES OF MARKETING***

**0229 or 0230**

**1 Semester 1 Credit Grades 10-12**

**Prerequisite: None**

**Course Fee: \$2.00**

**Possible Additional Cost: Voluntary Membership in a Marketing Club (DECA)**

**COURSE DESCRIPTION:** [IDOE 5914] Principles of Marketing take place every day of your life and in every job you will hold. This is a class designed to teach students not only about the various functions of marketing, but also how each function fits with the others. Throughout the course, students will learn about marketing in a global economy, sports and entertainment marketing, fashion merchandising, E-commerce, developing a new product, professionalism, and also will be able to create an advertising campaign and learn about possible careers in Marketing.

**PERSONAL FINANCIAL RESPONSIBILITY****(Formerly Personal Finance)****0207 or 0208****1 Semester 1 Credit Grades: 10-12****Prerequisite: None****Fee: \$2.00****Quantitative Reasoning Course**

**COURSE DESCRIPTION: [IDOE 4540]** This is a personal finance course that introduces students to banks and the use of banking services (checking accounts, savings accounts, etc.) It also introduces students to the world of credit, how to use credit and the actual costs of using credit. Students will also be introduced to insurance. Students will learn about vehicle, banking, homes, budget, debt and investments.

**PRINCIPLES OF BUSINESS MANAGEMENT****0237/0238****Recommended Grade Level: 10-12****Recommended Prerequisites: Introduction to Business****1 Semester 1 Credit per semester****2 credits maximum****Counts as a Directed Elective or Elective for all diplomas****Fee: \$5.00**

**COURSE DESCRIPTION: [IDOE 4562]** (BUS MGMT) Principles of Business Management focuses on the roles and responsibilities of managers as well as opportunities and challenges of ethically managing a business in the free-enterprise system. Students will attain an understanding of management, team building, leadership, problem-solving steps and processes that contribute to the achievement of organizational goals. The management of human and financial resources is emphasized.

**INTRODUCTION TO ENTREPRENEURSHIP****(Formerly Entrepreneurship & New Ventures)****0211 or 0212****1 Semester 1 Credit Grades: 10-12****Prerequisite: None****Course Fee: \$5.00****Possible Additional Cost: Voluntary Membership in a Marketing Club (DECA)**

**COURSE DESCRIPTION: [IDOE 5967]** Do you dream of owning your own business someday? Do you want to learn what it's like to run your own business? Well, now you can, if you take the Introduction to Entrepreneurship class here at Penn. Introduction to Entrepreneurship is designed to give students the skills they need to effectively plan, market, finance, and manage a small business. This course covers topics such as: planning, knowing customers and competitors, finding a location, developing a marketing plan, small business assistance, franchising and finances. Students will create an original business plan throughout the semester for the business of their choice.

**BUSINESS LAW & ETHICS****0209 or 0210****1 Semester 1 Credit Grades: 10-12****Prerequisite: None****Textbook: None Fee: \$3.00**

**COURSE DESCRIPTION: [IDOE 4560]** Business and Personal Law is a business course that provides an overview of the legal system. Topics covered include: Basics of the Law, Contract Law, Employment Law, Personal Law, and Consumer Laws and Rights. Both criminal and civil trial procedures are presented. Instructional strategies should include mock trials, case studies, field trips, guest speakers, and Internet projects.

**INTRODUCTION TO BUSINESS****0235 or 0236****1 Semester 1 Credit Grades: 9-10****Prerequisite: None****Textbook: None Fee: \$5.00**

**COURSE DESCRIPTION: [IDOE 4518]** A great introductory course for any students interested in business. This course will briefly cover economics, entrepreneurship, management, marketing, law, risk management, banking, personal finance, and careers in business. The importance and application of business etiquette and ethics are included. Introduction to Business will include– problem-based projects and group work.

**INTRODUCTION TO ACCOUNTING****0213****2 Semesters 2 Credits Grades: 10-12****Prerequisite: None****Additional Costs: Workbook Purchased: 40.00****Practice Set Purchased: 35.00**

**COURSE DESCRIPTION: [IDOE 4524]** This course presents the complete accounting cycle for keeping records for both a service-type business and a merchandising business. Instruction is given on the principles and methods of recording business transactions, preparation of financial reports, and interpretation of records. Other topics included are petty cash, sales tax, bad debts, depreciation, and notes and interest. A practice set is also included. Students will find this course helpful in keeping business records as well as their own personal financial records. It provides knowledge that can be applied in the workforce or education beyond high school. The software program Excel is used throughout the course. Provide students with accounting knowledge that is essential for any business degree or profession. Students will have the opportunity to interview with a local accounting firm for an internship.

**INTRODUCTION TO COMPUTER SCIENCE (PLTW)****0203/204****1 Semester 1 Credits Grade: 9-10****Prerequisite: None****Fee: \$3.00****This course is weighted on a 4.5 scale.****COURSE DESCRIPTION: [IDOE 4803]**

Introduction to Computer Science allows students to explore the world of computer science. Students will gain a broad understanding of the areas composing computer science. Designed to be the first computer science course for students who have never programmed before, Introduction to Computer Science is a good starting point of the Computer Science Pathway. Students work in teams to create apps for mobile devices using MIT App Inventor®. They explore the impact of computing in society and build skills in digital citizenship and cyber-security. Beyond learning the fundamentals of programming, students build computational-thinking skills by applying computer science to collaboration tools, modeling and simulation, and data analysis. In addition, students transfer the understanding of programming gained in App Inventor to text-based programming in Python® and apply their knowledge to create algorithms for games of chance and strategy. Counts as a Directed Elective or Elective for all diplomas.

**COMPUTER SCIENCE I****0217****(Formerly Computer Programming I)****2 Semesters 2 Credits Grades: 9-12 (9<sup>th</sup> grade with permission from instructor)****Prerequisite: Completion of, or present enrollment in, Algebra I with a "C" average or above****Textbook: None****Fee: \$3.00**

**COURSE DESCRIPTION: [IDOE 4801]** This course is designed for students with no previous programming experience, who are good problem solvers, who have acquired basic Windows skills and are interested in computer science or related career fields. This course will help students learn how to plan, create and debug their own interactive Windows applications and games using the programming language, Visual Basic 2012.

**COMPUTER SCIENCE II: PROGRAMMING**

**0219**

**2 Semesters 2 Credits Grades: 10-12**

**Prerequisites: Computer Programming I and teacher recommendation**

**Textbook: None**

**Fee: \$3.00**

***Quantitative Reasoning Course***

**This course is weighted on a 4.5 scale.**

**Ivy Tech Credit. Must have earned dual credit from CSI.**

**COURSE DESCRIPTION: [IDOE 5236]** This course is designed for students with a greater interest in computer science and related career fields. This course will develop and explore various techniques from previous programming classes and apply them using the programming language, C++ in a console environment using Visual Studio 2015. This course qualifies for the Technical Honors Diploma.