



Business and Marketing Courses

Summary of Business Courses Offered at Eastview	Class Name/Grade Level Offered														
	Keyboarding/ Microsoft Office	Introduction to Computer Programming	IT Exploration	Introduction to Business	Business Management	Marketing	Fashion Merchandising	Accounting	Personal Money Management	Business and Personal Law	International Business and Marketing	Advanced Accounting	Sports and Entertainment Marketing	Advanced Marketing and Business	Business and Marketing Internship
	9-12	9-12	10-12	9-10	10-12	10-12	9-12	10-12	10-12	10-12	10-12	11-12	10-12	12	12
Additional Credit and Standards															
Students successfully completing the identified courses may be able to earn Advanced Standing Credit from a local post-secondary institution(s).	X					X		X							
College Credit Exam Opportunity through Kansas State University												X			
Meets Art Standard Requirement						X									
Seniors Only															
Learn and Earn Students may earn high school credit and earn money through an on-the-job internship program.														X	X
Specific Business Related College Majors															
Entrepreneurship Major	X	X	X	X	X	X		X		X	X	X		X	X
Accounting/Finance Major	X			X	X			X			X	X		X	X
Fashion Major	X			X	X	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	X
International Business Major	X			X	X	X		X						X	X
Business Administration/ Management Major	X	X	X	X	X	X		X		X	X	X		X	X
Pre-Law Major	X							X	X	X					
Hospitality and Tourism Major	X			X	X	X		X			X			X	X
Information Tech/Computer Science	X	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.

MN GRAD
STANDARD

Successful completion of the course: Marketing C – Advertising satisfies the one credit “Arts” graduation requirement.

COURSES OFFERED TO STUDENTS IN GRADES 9, 10, 11 and 12

0201 Introduction to Business Grades 9, 10
Prerequisite: None

I-Pod's! Nintendo Wii! Jeep Wrangler! How have these products entered our lives? This course will introduce you to the world of business! This is the beginning level course that will serve as the background for other business and marketing courses you can take in high school and college! This course is a hands-on project based class and guest speakers will be invited into the classroom!

0202 Introduction to Computer Programming Grades 9, 10, 11, 12
Prerequisite: None

What is coding? If you have never attempted coding or programming and would like to learn about this valuable 21st century skill, basic programming concepts, and careers in the IT industry, this class is for you. Introductory programming and coding will be introduced utilizing a variety of tools which may include but not limited to: MIT Scratch, MIT App Inventor, and MS Small Basic.

1507 Keyboarding A/Microsoft Word Essentials Grades 9, 10, 11, 12
Prerequisite: None

Students successfully completing Keyboarding/Computer Applications A-D may be able to earn Advanced Standing Credit from a local post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating post-secondary institutions. Keyboarding A includes instruction in the touch method on the alphabetic and numeric keyboard. Students will learn to format memorandums, letters and reports as they apply proofreading and correction techniques. Keyboarding is a valuable skill for everyone, regardless of his or her future plans. **This course is a STEM Course and is also listed in the Engineering and Technologies Across the Curriculum Department.**

1508 Keyboarding B/Advanced Microsoft Word, and Adobe Photoshop Fun Grades 9, 10, 11, 12
Prerequisite: Keyboarding A/MS Word Essentials

Students successfully completing Keyboarding/Computer Applications A-D may be able to earn Advanced Standing Credit from a local post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating post-secondary institutions. Create professional documents such as brochures, business cards, flyers, invitations and newsletters to make every school project a breeze. Utilize Adobe Photoshop to add pizzazz to any project. This course will be very helpful for students who have an interest in advertising or journalism, enjoy using the computer, or plan a career in graphics or business. A basic understanding of computer hardware and components is included. **This course is a STEM Course and is also listed in the Engineering and Technologies Across the Curriculum Department.**

1509 Keyboarding C /Microsoft PowerPoint Extras and Microsoft Excel Essentials Grades 9, 10, 11, 12
Prerequisite: Keyboarding A/MS Word Essentials

Students successfully completing Keyboarding/Computer Applications A-D may be able to earn Advanced Standing Credit from a local post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating post-secondary institutions. Learn the tips and tricks in PowerPoint to impress every audience. 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 ~~tools~~ tool with other programs. **This course is a STEM Course and is also listed in the Engineering and Technologies Across the Curriculum Department.**

**1510 Keyboarding D /Microsoft Office Integration,
Microsoft Access Basics, Cloud Computing
and Web 2.0 Tools**

Grades 9, 10, 11, 12

Prerequisite: Keyboarding A/MS Word Essentials

Students successfully completing Keyboarding/Computer Applications A-D may be able to earn Advanced Standing Credit from a local post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating post-secondary institutions. 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. A capstone project will allow students to integrate several software packages to create professional documents for their own business. Recommended for all students who wish to truly understand the power of the software packages utilized in today's technology oriented business world. **This course teaches internet basics, safety and responsibility. This course is a STEM Course and is also listed in the Engineering and Technologies Across the Curriculum Department.**

0248 Fashion Marketing

Grades 9, 10, 11, 12

Prerequisite: None

Clothes! Shoes! Jewelry! Purses! Have you ever thought about where and how fashion started? Students will discuss the history of fashion, current industry trends, the fashion cycle, and customer buying behaviors. This course will allow students the opportunity to dive into the World of Fashion! Students will gain insight into the retailing aspect of the fashion industry.

COURSES OFFERED ONLY TO STUDENTS IN GRADES 10, 11, and 12

0239 International Business

Grades 10, 11, 12

Prerequisite: None

How much many of the products you use on a daily basis traveled the globe to reach you? Why must you bring a gift to a business meeting in some countries and not others? What kind of dress is appropriate at meetings with members of various cultures? This course will examine international business concepts, intercultural communications and etiquette, marketing across cultures, trade theories and patterns, and the management skills necessary to deal effectively with the complex international business environment.

0240 IT Exploration A

Grades 10, 11, 12

0241 IT Exploration B

Prerequisite: None

This two-quarter 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. Guest Speakers in the field of IT will enhance career exploration. Students must request both 0240 and 0241 IT Exploration A and B.

0242 Accounting 1 A

Grades 10, 11, 12

Prerequisite: None

Students successfully completing Accounting1 A-D may be able to earn Advanced Standing Credit from a local post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating post-secondary institutions.

Begin your journey as one of the highest paid entry level positions out there in business today. Think about where you shop most often... Dick's Sporting Goods, Buckle, Chipotle they all have a score card that tells you how they are doing. Do you know if your favorite store is actually successful or not. In this hands-on class you will discover which businesses are going to make it and which ones are not. If you ever wanted to be pursue a career in advertising, sales, fashion, finance or sports marketing you need to have an understanding of where the company's money is being spent as well as how much it really earns. No matter what other types of businesses rise and fall, there will always be a need for accountants and this class will only make you more marketable.

NOTE: Accounting A, B, C, D is designed as a year-long course. Students are encouraged to register for the entire year. Every student interested in business should take this course.

0243 Accounting 1 B

Grades 10, 11, 12

Prerequisite: Accounting 1 A

Students successfully completing Accounting1 A-D may be able to earn Advanced Standing Credit from a local post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating post-secondary institutions.

Continue to discover what this successful and rewarding career is all about and starting salaries are among the highest of all university graduates and the potential for promotion and advancement are better than most degrees. When business is good everyone is happy.

When it is not many companies cut jobs in various areas. One area of business that will always thrive is accounting. When our economy goes through difficult times, businesses need to make some tough decisions; can they afford to hire you or to continue to offer your parents as much vacation time? You probably have heard the statement “it is nothing personal it is just business” now you will completely understand what that means.

0244 Accounting 1 C

Grades 10, 11, 12

Prerequisite: Accounting 1 B

Students successfully completing Accounting1 A-D may be able to earn Advanced Standing Credit from a local post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating post-secondary institutions.

Do you know what has made McDonald’s Corp. so successful? You need to look further past the burgers, fries and shakes on the financial statements to realize it is actually real estate!!! More CEOs have undergraduate or graduate degrees in accounting than any other area of study because they know it is “the language of business.” Would you like to read financial statements like a CEO or a savvy investor does? Even if your ultimate goal has nothing to do with accounting, for those who wish to make it big in any industry, accounting is an essential place to begin.

0245 Accounting 1 D

Grades 10, 11, 12

Prerequisite: Accounting 1 C

Students successfully completing Accounting1 A-D may be able to earn Advanced Standing Credit from a local post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating post-secondary institutions.

Apple vs. Microsoft? Who is the top corporation in the industry? Whether you want to work for a successful corporation or invest in one, knowledge of financial ratios can increase your earning potential and ability to make educated comparisons. Possessing the knowledge obtained in a full-year of accounting will benefit you both personally and professionally. “Possession of the ball is the key to winning in football, basketball and the game of life.” – Laing Burns Jr.

Today’s accountant is a key member of the management team for all private, public, non-profit and governmental organizations. Accounting provides excellent career opportunities and a strong foundation for upward, career mobility. If you want to rise through the ranks of the business world, a working knowledge of accounting is a requirement.

0246 Personal and Business Law A

Grades 10, 11, 12

Prerequisite: None

Why is downloading music from shareware against the law? Why can school officials search my locker? Can I copy a picture from the internet for my PowerPoint? What are my rights as a student, a citizen and a consumer? Laws governing the following topics will answer these questions and more: use of others property, crimes, torts, trespassing, procedural law, constitutional law and business ethics. The effects of the law on minors will also be emphasized. Guest speakers involved in the legal profession and real life case studies will provide students with the opportunity to see the law in action.

0247 Personal and Business Law B

Grades 10, 11, 12

Prerequisite: None

Do agreements between two people have to be written to be legal? When can I legally get married? What do I do if treated unfairly at my job? This course will include the legal aspects in contracts: marriage, employment, insurance, wage laws, sales agreement, real estate, leasing apartments, wills and a legal research project. Guest speakers involved in the legal profession and real life case studies will provide students with the opportunity to see the law in action.

0252 Marketing A - An Introduction

Grades 10, 11, 12

Prerequisite: None

Students successfully completing Marketing A-D may be able to earn Advanced Standing Credit from a local post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating post-secondary institutions. This hands-on course is designed as an exploratory class for all students who have an interest in pursuing a business or marketing related career. Students will learn about a variety of introductory marketing concepts including: the marketing functions, market research techniques, the components of the marketing mix, and new product development. Students will have the opportunity to work in the school store. **Students are recommended to register for Marketing A, B, C, and D as a full-year sequence of courses.**

0253 Marketing B - Sales and Promotion

Grades 10, 11, 12

Prerequisite: None

Students successfully completing Marketing A-D may be able to earn Advanced Standing Credit from a local post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating post-secondary institutions. “Nothing happens in our economy until someone sells something, be it a product, service, or idea!” Emphasis will be placed on the promotional mix, the proper steps of the selling process, student sales presentations, ethics in selling, and career opportunities in sales. Preparation in basic selling is vital to anyone considering a career in business. Students will have the opportunity to work in the school store.

0254 Marketing C - Advertising

Grades 10, 11, 12

Prerequisite: None

Students successfully completing Marketing A-D may be able to earn Advanced Standing Credit from a local post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating post-secondary institutions. . This class will answer some of the student’s questions about the work world of advertising. The areas covered will include: advertising techniques, ethics, and different forms of print and broadcast media. Practical experience will be integrated with classroom instruction by having students create advertising layouts and campaigns. Students will have the opportunity to work in the school store. **This course meets the “Minnesota Arts Standard” requirements.**

0255 Marketing D - Social Media Marketing

Grades 10, 11, 12

Prerequisite: None

Students successfully completing Marketing A-D may be able to earn Advanced Standing Credit from a local post-secondary institution. Students should contact the course instructor for more information regarding articulation agreements and participating post-secondary institutions. Social media is no longer a buzzword; it is transforming how businesses market and communicate to consumers. This course will explore emerging social media technologies and examine how a company can effectively engage consumers from a marketing perspective. Emphasis will be placed on developing a Marketing Plan which will incorporate the use of current social media and traditional marketing strategies.

0256 Money Management: The Essentials

Grades 10, 11, 12

Prerequisite: None

Have you read the news lately - bankruptcies, foreclosures, financial problems? Prepare now for your financial future. This course is designed to make students aware of the financial challenges confronting them in day to day living. Students will compare services of financial institutions, explore the ups and downs of credit, manage a checking account, research current cost of living and prepare a one-month realistic budget. Guest speakers and hands-on projects will provide students with a wealth of information they can refer to now and in the future.

0257 Money Management: Financial Future

Grades 10, 11, 12

Prerequisite: None

Ride the roller coaster of the stock market first hand. Personal Money Management B will introduce students to the basic principle of investing for the future. Students will engage in a stock market simulation where they will research, purchase stock, and track current investment trends. Students will also analyze and complete the steps in making major purchasing decisions such as personal insurance and consumer electronics. Purchasing automobiles will be explored via a web quest taking students through the steps and costs of purchasing and maintaining an automobile of their choice. Guest speakers and hands-on projects will provide students with a wealth of information they can refer to now and in the future.

0258 Business Management A

Grades 10, 11, 12

Prerequisite: None

Are you a leader or a follower? Do you like to be in charge? What kind of manager/leader are you? This course will explore a variety of management theories and ideas that are current trends in the world of business. Students will gain an understanding of how business structures work together and operate. Hints and tips on how to score the big job will be addressed! Guest speakers will be invited into the classroom to give a real-world look into businesses from around the area.

0259 Business Management B

Grades 10, 11, 12

Prerequisite: None

Communication! Team Work! Running your own business! In this course you will produce a business plan to begin the process of owning your own company! This course will teach students how to communicate in the work force, making decisions, dealing with conflict, and many other management issues and topics! Students will leave this course with a deeper understanding of managing themselves, others, and a company! Guest speakers will be invited into the classroom to give real-world experience!

0260 Sports and Entertainment Marketing A

Grades 10, 11, 12

Prerequisite: None

Students will have a unique opportunity to investigate careers available in sports and entertainment marketing. This course will involve studying the five P's of marketing, market research techniques, advertising, publicity, and new product development. Students will participate in hands-on marketing projects such as Fantasy Football and the development of a marketing plan for an entertainment or sporting event. Students will have the opportunity to work in the school store.

0261 Sports and Entertainment Marketing B

Grades 10, 11, 12

Prerequisite: None

This course will provide a more in-depth opportunity to research, study and experience Sports and Entertainment Marketing. Students will participate in a virtual business simulation where they operate their own football franchise. This hands-on class will give students the opportunity to make decisions regarding pricing, staffing, research, promotion, and financing of their franchise all while competing against the other teams in class. Students will have the opportunity to work in the school store.

0262 Sports and Entertainment Marketing C

Grades 10, 11, 12

Prerequisite: None

Students will participate in hands-on marketing projects by developing an actual stadium or entertainment facility. They will be responsible for all aspects of development, design, location, product planning, pricing, marketing and more. Guest speakers and a field trip will enhance student learning.– Students will have the opportunity to work in the school store.

0361 Yearbook A

Grades 11, 12

0362 Yearbook B

Prerequisite: By Application

0363 Yearbook C**0364 Yearbook D**

Students will create and design the *Lightyear*; EVHS's yearbook! Students will work directly with advanced software applications such as Photoshop, Picnik and other multimedia software. Students who are interested in taking pictures, interviewing students and staff, designing pages, advertising and marketing, should register for this class. The content of this course has many business applications that can assist in future employment in our ever-growing technological society. Though not required it is recommended that students register for four quarters of Yearbook. See Ms. Phelps with questions. This course is also listed in the English Department.

NOTE: Yearbook class requires students to be self directed and responsible for creating specific portions of the yearbook using multimedia and web-based graphic design software. Students considering this class should be self motivated, self-directed, task oriented, and be able to complete tasks in a timely fashion. These characteristics are critical to the development of our school's yearbook. Students will engage in midterm evaluations each quarter to determine if they are satisfying the expectations of the class. Based on the midterm review; the teacher will make recommendations to determine if the yearbook class is an appropriate placement for them.

COURSES OFFERED ONLY TO STUDENTS IN GRADES 11 and 12**0265 Advanced Accounting A**

Grades 11, 12

0266 Advanced Accounting B

Prerequisite: Accounting 1A, B, C, D

0267 Advanced Accounting C**0268 Advanced Accounting D**

College credit may be obtained through optional final examination given through Kansas State University. So you think business may be a career path for you? Possibly an accountant in the making with all the opportunities this career choice offers? Get a jump on your peers by taking college-level accounting now in high school. This course will introduce financial and managerial accounting concepts that are essential for business majors.

COURSES OFFERED ONLY TO STUDENTS IN GRADE 12

0280	Advanced Business & Marketing A	Grade: 12
0281	Advanced Business & Marketing B	Prerequisite: None
0282	Advanced Business & Marketing C	
0283	Advanced Business & Marketing D	

The Advanced Business and Marketing program combines classroom and employment as an opportunity for students to "Learn While You Earn" at such places a corporate offices, insurance agencies, retail establishments, banks, medical offices, and restaurants. It is designed for students who have identified a business or marketing occupation as their career objective or who would like to explore the business world. Students must register for Advanced Business and Marketing and Business and Marketing Internship during each quarter.

Seventh Hour Release:

0290	Business and Marketing Internship A	Grade 12
0291	Business and Marketing Internship B	Prerequisite: Enrolled in Advanced Business & Marketing
0292	Business and Marketing Internship C	
0293	Business and Marketing Internship D	

Sixth Hour Release:

0294	Business and Marketing Internship A	Grade 12
0295	Business and Marketing Internship B	Prerequisite: Enrolled in Advanced Business & Marketing
0296	Business and Marketing Internship C	
0297	Business and Marketing Internship D	

Students will begin their employment during the summer or fall quarter. The internship coordinator will help arrange for job contacts and interviews. In order to maximize the benefit and value of the training experience, the student must select his/her job on the basis of individual abilities and job interests. The hours spent at the place of employment will earn you up to 1.5 credits toward graduation and a salary. Credits may be earned through work after school, in the evenings, or on weekends. Students must be enrolled in Advanced Business & Marketing at the same time this course is taken.