



Business and Marketing Courses

Summary of Business Courses Offered at Rosemount High School

Class Name	Keyboarding	Introduction to Business	Business Management	Marketing	Fashion Merchandising	Accounting	Personal Money Management	Start Your Own Business	Investments 101	Advanced Accounting	Sports and Entertainment Marketing	Marketing II	Business and Marketing Internship
Grade Level	9 - 12	9 - 12	10 - 12	10 - 12	10 - 12	10 - 12	10 - 12	10 - 12	10 - 12	11 - 12	11 - 12	11 - 12	12
College Credits Available	3			3		4						3	
Meets Art Standard Requirement				X									
All students attending Rosemount High School	X						X		X				
All students planning on working full-time immediately after high school	X						X		X				
All students planning on attending a 2 - year college	X	X	X	X			X		X				
All students planning on attending a 4 - year college for a non-business-related major	X		X				X		X				
Specific Business Related College Majors													
Entrepreneurship Major	X	X	X	X		X	x	X	x	X		X	X
Accounting / Finance Major	X	X	X			X	x	x	X	X		X	X
Fashion Major	X	X	X	X	X	X	X	x	X	x		X	X
Marketing Major	X	X	X	X	X	X	x	x	X	x	X	X	X
Sports Marketing Major	X	X	X	X		x	x	X	X	x	X	X	X
International Business Major	X	X	X	X		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	X	x			X
Hospitality and Tourism Major	X	X	X	X		X	X	x	X	x	X	X	X

We are in the "business" of preparing students for their future. ALL of our courses are beneficial to all students, college bound or not.

 NOTE: Successful completion of the courses Marketing C: Advertising satisfies the 1 credit "Arts" requirement.

BUSINESS AND MARKETING COURSES

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

It is strongly recommended that all students enroll in a year of keyboarding instruction in order to develop a lifelong skill. The rapid growth of computers in virtually all professions, schools and homes make keyboarding an essential tool in today's world.

- ☘ 0201 Keyboarding and Computer Applications A - Computer Skills for High School Success Grades 9, 10, 11, 12
Prerequisite: None

Keyboarding is a lifelong skill that all students should learn. The average student walks into the classroom with a speed between 20 and 25 words per minute, upon completion increases their speed between 35 and 40 words per minute. Students will receive instruction in the touch method, and proper techniques will be emphasized as students develop speed and accuracy at the keyboard. Students will also utilize Microsoft Word to develop skills in formatting business letterhead, memorandums, personal and business letters, outlines, and MLA reports. It is important for students to have at least the basic skills (at least two trimesters) and be able to word process their own papers in high school and beyond. **Students successfully completing this course 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.**

- ☘ 0202 Keyboarding and Computer Applications B - Computer Skills for High School Success and Beyond Grades 9, 10, 11, 12
Prerequisite: None

This course continues the development of speed and accuracy, while introducing the numbers on the keyboard. Microsoft Word will be utilized to create flyers, brochures, newsletters, and tables to make every school project a breeze. The power behind Microsoft Excel is also introduced. Sorting text, creating formulas, putting data from two documents into one, and formatting numbers are introduced in this class. Excel knowledge is a must for those considering a career in business and can aid in the success of students in math and science courses. **Students successfully completing this course 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.**

- ☘ 0203 Keyboarding and Computer Applications C - Advanced Computer Skills for High School Success and Beyond Grades 9, 10, 11, 12
Prerequisite: None

Students will continue to build on their database knowledge by working with Microsoft Access. Sorting text, creating formulas, and formatting numbers are introduced in this class. Microsoft Publisher, Movie Maker, and Adobe Photoshop are also introduced in this course. Students will be able to utilize the knowledge learned from this course and directly input it into their other classes to enhance projects and presentations. **Students successfully completing this course 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.**

COURSES OFFERED TO STUDENTS IN GRADES 9 AND 10

- ☘ 0225 Introduction to Business and Marketing Grades 9, 10
Prerequisite: None

Do you want to be a doctor? Lawyer? Engineer? CEO? No matter what career you plan to enter, understanding business basics are essential to your career success. This course will give you a broad exposure to business activities including marketing, management, business economics, international business, and entrepreneurship. Topics are introduced through current events, case studies, and group activities. This class is HIGHLY recommended for all business and marketing students.

COURSES OFFERED TO STUDENTS IN GRADES 10, 11, AND 12

- ☘ 0230 IT Exploration Grades 10, 11, 12
Prerequisite: None

There are many careers/opportunities in the industry of Information Technology. System Administration is a career that requires the understanding of computer hardware and how computers work. It also requires an understanding of how computers connect and communicate via networks. Software and Application Development is a career which involves the understanding of programming languages, coding. Information Security is a career which involves the process of protecting information and information systems from unauthorized use. Careers in Business Analytics involves the processing and analysis of raw data into useful reports and information.

BUSINESS AND MARKETING COURSES

Accounting is the language of business. It is recommended that any student planning to pursue a business major or minor after high school complete a FULL YEAR of accounting.

0232 Accounting A

Grades 10, 11, 12
Prerequisite: None

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. **Students successfully completing this course 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.**

0233 Accounting B

Grades 10, 11, 12
Prerequisite: Accounting A

Continue to discover what this successful and rewarding career is all about where 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 afford to even 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. **Students successfully completing this course 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.**

0234 Accounting C

Grades 10, 11, 12
Prerequisite: Accounting B

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.

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. **Students successfully completing this course 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.**

0235 Business Management A- Leading the Way

Grades 10, 11, 12
Prerequisite: None

Mark Zuckerberg, Zygi Wilf, Oprah Winfrey, Bill Gates-what do these individuals have in common? They all lead and inspire! Learn the ropes of what it takes to grow and maintain a successful business and career. Students will have the opportunity to develop skills related to planning, leading, organizing, and controlling and apply them to their own simulated business in this class. In addition, guest speakers from related fields such as entrepreneurs, business partners and business managers bring "real world" experiences to the classroom.

0236 Business Management B-Successful Teams and Personal Strategies

Grades 10, 11, 12
Prerequisite: None


You're in charge! Influence and persuade others to work harder for you. Harness the power of successful and efficient teams while developing skills to excel personally in a business environment. Business communication, project management and team building will be explored in this course while engaging in hands-on learning opportunities. Learn how empowering others to help build your empire can be a win-win situation.

0237 Business Management C-A Global Perspective

Grades 10, 11, 12
Prerequisite: None

China? India? Latin America? Multiply a company's success and impact exponentially by harnessing the opportunities within the U.S. and global. With a focus on efficiency and the bottom-line, learn strategies to help build your own business empire.

BUSINESS AND MARKETING COURSES

-  0238 **Marketing A: An Introduction to Marketing** Grades 10, 11, 12
Prerequisite: None

Have you ever purchased something because it was on sale or waited in line forever to buy a new CD, Book, Video, etc... Have you ever been watching TV and enjoyed the commercials more than the show? If you answered yes to any of these questions, you have been a victim of marketing. What do Amp, Verizon, and Dick's Sporting Goods have in common: they all use marketing and use it well. Whether developing a new energy drink or offering a promotion for the cell phone you cannot live without, marketing focuses on satisfying your needs and wants while making a profit. Be a part of this fun, energetic, current events based class and you will start to learn how to communicate effectively while having the right product at the right time, the right place, and the right price. Students will work in the school store and have the opportunity to participate in DECA (an association of marketing students). **Students successfully completing this course 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.**


-  0239 **Marketing B: Sales** Grades 10, 11, 12
Prerequisite: None

Would you like to get what you want more often? Are you ready to earn more money and be more successful? Isn't it fun when you are able to convince others of your ideas? Could you see yourself getting a better job because you know how easy it is to sell? If you answered yes to any of these questions then this class is a must take for you. Preparation in basic selling is vital to anyone considering a career in business. Participate in informative activities that show you the steps of the sale as well as how to implement them in your everyday life. Discover why Google, Q-Tips and Kleenex have become such strong brands as well as what it takes to make your brand stand out against your competition. Students will work in the school store and have the opportunity to participate in DECA (an association of marketing students). **Students successfully completing this course 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.**


-  0240 **Marketing C: Advertising** Grades 10, 11, 12
Prerequisite: None




Have you ever caught yourself humming an annoying jingle for a company? Why do some companies insist on creating advertisements that you believe are so bad? Do you ever wonder why a company would spend upwards of \$3 million dollars for advertising space during the Super Bowl? Join us to discover how advertising works and how easy it is to create effective advertisements. Students will work in the school store and have the opportunity to participate in DECA (an association of marketing students). NOTE: Successful completion of this course satisfies the 1 credit "Arts" requirement. **Students successfully completing this course 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.**

-  0241 **Fashion Marketing A - An Introduction** Grades 10, 11, 12
Prerequisite: None

Gucci, Prada, Ed Hardy - if you like clothes and shopping you will love this class. Uncover why we buy the clothes we do and how stores get us to buy more and more often. Discover how fashion moves throughout the fashion life cycle, and who really gets hurt when fashions are counterfeited. Students will work in the school store and have the opportunity to participate in DECA.

-  0242 **Fashion Marketing B - The Designer and Industry** Grades 10, 11, 12
Prerequisite: None

You have always loved to sketch clothing...now is the time to learn how to make them better. The real payoff in the class comes when you get to design your own line of clothes. Impress your friends when you compete against each other in Project Runway style activities. Students will work in the school store and have the opportunity to participate in DECA.

-  0243 **Fashion Marketing C - Fashion Buying** Grades 10, 11, 12
Prerequisite: None

Skinny jeans...baby doll dresses...Astor shoulder bags...Utilize your sense of style, knowledge of fashion trends, and understanding of what customers want to create an attractive selection of clothing and accessories for retail stores. If you have ever thought about being a buyer then this class is a must! If you are passionate about design, fashion or art this class will give you practical ways to be ahead of the curve. Explore trends, in particular, what is in store for the fashion world and how to predict them. Students will work in the school store and have the opportunity to participate in DECA.


-  0247 **Personal Money Management A - Career Investigation** Grades 10, 11, 12
Prerequisite: None

What are your plans after high school? No matter your answer, this course is designed to provide students with an understanding of the opportunities available to you after high school. During this course students will determine personal interests, investigate careers, evaluate career choices in relationship to life goals and personal attributes will be explored. Students will also explore different post-secondary education and technical training options. Learn how to nail an interview, and exit this class with a personal portfolio based on your goals. Guest speakers from a variety of careers will come in to answer your questions regarding different career opportunities.

BUSINESS AND MARKETING COURSES

 0244 **Personal Money Management B – Managing Your Money** Grades 10, 11, 12
Prerequisite: None


Almost 10% of individuals under the age of 25 declare bankruptcy. This class is all about the MONEY – how to save it, grow it, and avoid financial disaster. EVERY student should learn how to make smart financial decisions, and this class will give you the power to be financially successful. This course explores the importance of budgeting by exploring how to find the right bank for you, explains what credit is, how to fill out income taxes, buying a car, renting an apartment, and owning a home. Money talks... are you listening?

 0245 **Personal Money Management C – Investing Your Money** Grades 10, 11, 12
Prerequisite: None

Imagine your dream car, and house. This is possible if you invest your money wisely. Every day billions of dollars are traded on the financial market, some come out winners while others losers. Learn how to create a diversified financial portfolio by investing your money in stocks, bonds, and mutual funds. Use your analytical skills, and maximize your wealth by utilizing The Stock Market Game to refine your skills. The road to a million bucks isn't for the lucky, it's for YOU, the educated investor.

 0248 **Start Your Own Business A** Grades 10, 11, 12
Prerequisite: None

Businesses are created everyday by innovative people like you; however, 44% of businesses will fail in the first three years. Learn how to overcome this statistic and be a successful business owner. 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, how to get a loan, criminal and civil law, ethics and values, the state and federal court systems, and youth and the legal system.


 0249 **Start Your Own Business B** Grades 10, 11, 12
Prerequisite: None

Principles of Entrepreneurship introduces students to a wide array of entrepreneurial concepts and skills, including the role of entrepreneurship in our economy, entrepreneurial discovery processes, ideation, and preliminary start-up venture planning. Students also develop an appreciation for marketing's pivotal role in the development and success of a new business. They become acquainted with channel management, pricing, product/service management, and promotion. Students conduct thorough market planning for their ventures: selecting target markets; conducting market, SWOT, and competitive analyses; forecasting sales; setting marketing goals and objectives; selecting marketing metrics; and setting a marketing budget. The capstone activity in the course is the development of detailed marketing plans for students' start-up businesses.

 0250 **Start Your Own Business C** Grades 10, 11, 12
Prerequisite: None

Why did Target fail in Canada, and Best Buy in England? With 95% of the world's population existing outside of the United States, understanding foreign markets is increasing at a dramatic pace. In Start Your Own Business C, students will develop knowledge on taking their business, product, or service on an international venture through learning about the cultures and economics of the world's markets like the European Union, China, and Central America. Explorer how to effectively conduct business on a global scale, not just in your own backyard by examining intercultural communications and etiquette, international business concepts, and gain the necessary skills to deal with the complex international environment.

COURSES OFFERED TO STUDENTS IN GRADES 11 & 12

 0257 **College Preparation Accounting A** Grades 11, 12
0258 **College Preparation Accounting B** Prerequisite: None
0259 **College Preparation Accounting C**

College Preparation Accounting is designed for those students who have successfully completed one year of accounting and wish to continue studying payroll, inventory, partnerships, corporations, and departmentalized accounting. The computer plays an integral part of this class with hands-on applications of accounting problems. Topics covered include general ledger, income tax preparation for individuals, accounts receivable, accounts payable, and business decision-making. The internal uses of accounting data by managers in making business decisions, and in controlling revenue, costs and expenses will be analyzed. Students will have an opportunity to develop self-confidence in accounting using a business simulation and a computerized accounting program. **Students successfully completing this course 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.**

BUSINESS AND MARKETING COURSES

-  0260 Sports and Entertainment Marketing A Grades 10, 11, 12
Prerequisite: None

Sure you know if the Vikings beat the Packers, if the Twins and Wild made the playoffs, and how awesome that concert was last night...but do you know who the real winners are at these events? How much money does Target make from putting its name on the side of a stadium? Who makes money when you buy a piece of merchandise? These are just a few of the questions that can be answered when you discover the ways businesses use sports and entertainment events to increase their profits. Students will participate in hands-on marketing projects, such as Fantasy Sports, and look at sports in a different way, as well as have the opportunity to participate in DECA.

-  0261 Sports and Entertainment Marketing B Grades 10, 11, 12
Prerequisite: None

What happens when your favorite player makes a poor decision off the field? How should a team handle the media? What should they say? Discover that teams who have the best relationships with the media are the ones to make these potentially damaging situations go away virtually unnoticed. Do you think it is fair that the MN Vikings make you purchase a preseason ticket in order to have the right to purchase a Viking vs. Packer ticket? Learn why they do this and the reason behind this policy. What makes the event you're attending so fun? Is it the music, the half time entertainment, the contests, or a combination? Learn what it takes to create value to the fan when the game is not being played. The marketing of a sports team starts well before the game even starts. Learn the simple steps in creating more value by enhancing the fan experience.

COURSES OFFERED TO STUDENTS IN GRADE 12

-  0281 Marketing II A Grade 11, 12
Prerequisite: None

Ever dream of owning your own business? Learn hands on what it takes to develop a new product and bring it to market. Gain a real world corporate perspective with a mentoring opportunity from employees at companies such as General Mills. Unleash your creativity with real life, hands on activities such as creating a product from scratch and developing your own business plan. Students will serve as management team members of the school store and have an opportunity to participate in DECA. **Students successfully completing this course 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.**

-  0282 Marketing II B Grade 11, 12
Prerequisite: None

Discover why customers keep coming back for more. This class is full of intriguing activities on how the brain, brands and emotions drive consumer behavior. Uncover how businesses give back to the community in order to bring you into the store more often. This entertaining hands on class provides you with valuable information to become a better leader along side with the business knowledge and business skills you will need for the rest of your life. **Students successfully completing this course 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.**

-  0283 Marketing II C Grade 11, 12
Prerequisite: None

Showcase your marketing and business knowledge by working with a local business in a unique opportunity to help them grow their business. This course is a valuable experience where your creativity and insight will be put to use in a meaningful activity. **Students successfully completing this course 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.**

-  0284 Advanced Marketing/Business Internship A Grade 12
0285 Advanced Marketing/Business Internship B Prerequisite: Coordinator Approval
0286 Advanced Marketing/Business Internship C

Do you have a job? Would you like to receive credit for working at that job? Are you looking to gain better experiences where you currently work? Take what you have learned in your business classes straight to the real world for an incredible experience. This class is designed for students who have identified a business or marketing occupation as their career objective or would like to explore the world of work in a business setting. Students are placed at a variety of training stations which provide realistic business and marketing experiences. Students earn two credits per trimester for the internship. **NOTE: Students participating in this program must be enrolled in Marketing II and Business Internship at the same time this course is taken.**