

BUSINESS / MARKETING / FINANCE

Business and industry surveys indicate that economic survival in the 21st century will demand that students know and understand both fundamental and technical concepts of business as well as possess the ability to execute these concepts in nearly any setting. All persons regardless of age, gender, and career aspirations, can benefit from participating in business, marketing, and information technology education. These programs provide a foundation for success for ***all students***.

Looking to the future and adjusting and adapting as innovations emerge, the business, marketing and information technology education curriculum has changed dramatically over the years and now parallels the practices being implemented in business/industry both at home and abroad. As the explosion of technology began impacting businesses in an unprecedented manner, business, marketing, and information technology education quickly adjusted the curriculum to follow suit. When American businesses began to expand their frontiers to include global transactions, business, marketing, and information technology education began incorporating international content into the curriculum. Business, marketing, and information technology education has never been a static, stationary discipline; rather, it is an emerging, expanding, and challenging field.

The mission of Business, Marketing, and Information Technology Education in Indiana is to work cooperatively with business/industry to prepare all individuals to live and work as productive citizens in a changing global society by providing essential business, marketing, and information technology experiences, education, and training. These experiences should actively engage students using instructional strategies that rely on the use of technology and practices that reflect current and emerging business/industry procedures.

“**M**” indicates the course is taught at the McKenzie Center for Innovation and Technology (MCIT).

PRINCIPLES OF BUSINESS MANAGEMENT 4562M

Business, Marketing and Entrepreneurship introduces students to the world of business, including the concepts, functions, and skills required for meeting the challenges of operating a business in the twenty-first century on a local, national, and/or international scale. The course covers business management, entrepreneurship, marketing fundamentals, and business ethics and law. The course further develops business vocabulary and provides an overview of business and the role that business plays in economic, social, and political environments.

- **Recommended Grade Level: Grade 9-12**
- **Credits: 2 semester course, 1 credit each semester, maximum of 2 credit**
- **Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas**
- **Course Aligned with postsecondary courses for Dual Credit**

PRINCIPLES OF MARKETING / SPORTS ENTERTAINMENT 5914M

Principles of Marketing provides a basic introduction to the scope and importance of marketing in the global economy. Emphasis is placed on oral and written communications, mathematical applications, problem solving, and critical thinking skills as they relate to sport event industries, their economic impact and products; advertising/promotion/selling, distribution, financing, marketing-information management, pricing, and product/service management

- **Recommended Grade level: Grade 10-12**
- **Recommended Prerequisites: None**
- **Credits: 2 semester course, 1 credit each semester, maximum of 2 credit**
- **Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas**
- **Course Aligned with postsecondary courses for Dual Credit**

PREPARING FOR COLLEGE & CAREERS 5394M

Preparing for College and Careers addresses the knowledge, skills, and behaviors all students need to be prepared for success in college, career, and life. The focus of the course is the impact of today's choices on tomorrow's possibilities. Topics to be addressed include twenty-first century life and career skills; higher order thinking, communication, leadership, and management processes; exploration of personal aptitudes, interests, values, and goals; examining multiple life roles and responsibilities as individuals and family members; planning and building employability skills; transferring school skills to life and work; and managing personal resources. This course includes reviewing the 16 national career clusters and Indiana's College and Career Pathways, in-depth investigation of one or more pathways, reviewing graduation plans, developing career plans, and developing personal and career portfolios. A project based approach, including computer and technology applications, cooperative ventures between school and community, simulations, and real life experiences, is recommended.

- **Recommended Grade Level: Grade 9**
- **Recommended Prerequisites: None**
- **Credits: 1 credit per semester, maximum of 1 credit**
- **This course qualifies as one of the six FACS courses from which students may choose three to fulfill the required Health and Safety credit—See Rule 511 IAC 6-7-6 (6)**
- **Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas**

MERCHANDISING (FASHION) 5962M

Fashion Merchandising is a specialized marketing course providing instruction of marketing practices that support the sale of products to retail consumers. Emphasis is placed on oral and written communications, problem solving and critical thinking skills as they relate to product design, selling, pricing, distribution, retail promotion, visual merchandising, retail cycles, retail theories, and career opportunities in the retail industry. This course focuses on Fashion Merchandising, sporting goods, or electronics.

- **Recommended Grade Level: 11-12**
- **Recommended Prerequisite: Have taken Principles Of Marketing or Principles Of Management**
- **Credits: 1 credit per semester, 2 semester course**
- **Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas**

INTRODUCTION TO ACCOUNTING 4524M

Accounting introduces the language of business using Generally Accepted Accounting Principles (GAAP) and procedures for proprietorships and partnerships using double-entry accounting. Emphasis is placed on accounting principles as they relate to both manual and automated financial systems. This course involves understanding, analyzing, and recording business transactions and preparing, analyzing, and interpreting financial reports as a basis for decision making.

- **Recommended Grade Level: 10-12**
- **Recommended Prerequisite: At least one other Business Course**
- **Credits: 1 credit per semester, 2 semester course**
- **Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas**
- **Course Aligned with postsecondary courses for Dual Credit**

ENTREPRENEURSHIP & NEW VENTURES 5966M

Entrepreneurship is the process of starting and managing your own business. This class is specifically designed for students who hope to open their own business in the future. Each student will complete a business plan – an actual proposal that describes every part of a new business. This plan is used to obtain financing as well as guide the opening and management of a business. The development of the plan includes self-directed research. Topics covered will include free enterprise, marketing, financing, tax laws, human resource management, and purchasing. Students will have the opportunity to compete in regional, state, and international competitions to earn recognition and scholarships through DECA – an association of marketing students. Successful completion of Entrepreneurship prepares students to continue to Advanced Marketing and Co-op during their senior year where students can learn and earn through a paid internship.

- **Recommended Grade Level: 11-12**
- **Recommended Prerequisite: At least one other Business Course**
- **Credits: 1 credit per semester, 2 semesters course**
- **Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas**
- **Course Aligned with postsecondary courses for Dual Credit**

ADMINISTRATIVE AND OFFICE MANAGEMENT 5268M

(formerly Advanced Business Management)

Administrative and Office Management prepares students to plan, organize, direct, and control the functions and processes of a firm or organization and to perform business-related functions. Students are provided opportunities to develop attitudes and apply skills and knowledge in the areas of business administration, management, and finance. Individual experiences will be based upon the student's career and educational goals.

- **Recommended Grade Level: Grade 11-12**
- **Recommended Prerequisites: At least one prior business course**
- **Credits: 1 credit per semester, 2 semesters course**
- **Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas**
- **Course Aligned with postsecondary courses for Dual Credit**

DIGITAL APPLICATIONS & RESPONSIBILITY (DAR I) 4528MA

DAR I introduces students to the physical components and operation of computers. Technology is used to build students decision-making and problem-solving skills. Students should be given the opportunity to seek an industry-recognized digital literacy certification.

- **Recommended Grade Level: Grade 9*, 10-12**
- **Required Prerequisites for 9th graders* must have passed College & Careers**
- **Credits: 1 credit per semester, maximum of 1 semester, maximum of 1 credit**
- **Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas**

DIGITAL APPLICATIONS & RESPONSIBILITY II (DAR II) 4528MB

Grade Level: 10-12

- **Recommended Prerequisites: DAR I (passing grade)**
- **Credits: 1 credit per semester, maximum of 1 credit**
- **Counts as a Directed Elective or Elective for the General Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas**
- **DAR I and DAR II, together, are aligned with postsecondary courses for Dual Credit.**
- **MOS Certification is connected to DAR II, as well as College Dual Credit opportunities.**
- **Sophomores-Seniors may take this course spring or fall; however, DAR I is a prerequisite for DAR II. MOS Certification is connected to DAR II, as well as College Dual Credit opportunities.**

