



## *BUSINESS & INTEGRATED TECHNOLOGY COURSES and TEACHERS*

### 5160 Accounting 1 - (Mr. Meo)

(18 weeks, 1 credit)

This first-year course will provide students considering careers in the fields of Marketing, Business Administration, Finance, and Accounting with a firm foundation in accounting concepts. Students will learn the language of business, balance a checkbook, and gain an understanding of accounting practices for a sole proprietor or partnership. Course content will be combined with technology to provide real life experience through the completion of business simulations.

### 5260 Accounting 2 - (Mr. Meo)

(18 weeks, 1 credit)

This course is designed to strengthen the skills necessary for students seeking a college degree in business. Students learn about payroll, including commissions, depreciation of plant assets, and other transactions. Students will also learn how to interpret reports and records of a business. Advanced principles of computerized accounting and a business simulation will be used.

**Prerequisite: Accounting 1, C or better.**

### 5062 Personal Finance \* - (Mr. Meo, Mr. Rowan, Mrs. deFonteny, Ms. Oestreich)

(9 weeks, .5 credit)

This practical course allows students the opportunity to evaluate how current decisions impact our long-range financial success. Topics covered include strategies for money management, how to properly budget and save money, preparing income taxes and the necessary skills needed to invest successfully. Students learn about identity theft, credit card debt, funding a college education, their first car, and home ownership all while maintaining a quality credit standing. This course provides 10th – 12th grade students with a solid foundation for making well informed, personal financial decisions leading them towards the goal of financial independence.

### 5163 Business Computer Applications - (Mr. Rowan)

(9 weeks, .5 credit)

This class is strongly recommended for all college-bound students as it will assist them in passing college technology placement tests that many require for admission. Students begin by learning advanced word processing skills using MS Word. They will then learn to use higher-level spreadsheet and database design techniques using MS Excel and MS Access in order to solve problems, organize and calculate data, and make fact-based decisions. This is an excellent class for students to practice these important skills needed to succeed in college and their future careers.

### 5061 Business Today \* - (Mr. Rowan)

(18 weeks, 1 credit)

Business Today is an introductory course that is beneficial to all students interested in learning more about their role as consumers, workers, and citizens. This course is strongly recommended for all students planning a business career. Course topics include banking, insurance, business management, entrepreneurship, career exploration, credit, and more.

### 5667 Sports and Entertainment Marketing - (Mr. Rowan)

(9 weeks, .5 credit)

Students learn how businesses spark interest and gain profits from millions of consumers. Topics build upon introductory concepts covered in the Marketing and Advertising course and include sponsorships, licensing, event marketing, endorsements, TV commercials, and more. Computer simulations help to expand knowledge beyond the traditional classroom setting. Topics covered will include amateur and professional sports teams, the business of entertainment, and special events.

**Prerequisite: Marketing and Advertising Fundamentals, C or better.**

### 5161 Business Administration - (Mrs. deFonteny)

(9 weeks, .5 credit)

This course is designed for students who are planning on, or may be interested in, any business major in college. It provides a foundation in business management for all college business coursework. Course topics include the environment of business, ethical business issues, types of business ownership, and the impact of business management on production, marketing, financial management, human resources, and other management responsibilities.

### 5660 Consumer Law and Business Ethics - (Mrs. deFonteny)

(9 weeks, .5 credit)

This course presents the principles of law that govern the activities of individuals and business. Students will learn the legal rights of consumers, as well as the legal obligations of businesses. Topics include contract law, employment rights and duties, and consumer protection. A field trip to the Bucks County Courthouse, where students will experience the US legal system firsthand, will be used to reinforce course concepts. This course is valuable to both business and non-business students.



## BUSINESS & INTEGRATED TECHNOLOGY COURSES and TEACHERS

### 5170 Entrepreneurship – (Mrs. deFonteny)

(9 weeks, .5 credit)

In this future ready course students will experience the benefits and risks of self-employment and develop a specific competence in starting a small business. Innovative content will allow students the latitude to explore individual interests using 21<sup>st</sup> century skills, personalized learning, and collaborative activities. Students will synthesize advanced business principles in the context of today’s digital society.

### 5661 Marketing & Advertising Fundamentals - (Mrs. deFonteny)

(9 weeks, .5 credit)

This highly interactive, hands-on course provides an overview of marketing in modern organizations. Students will learn basic concepts such as advertising, brand recognition, pricing, and competitive selling techniques. Students will be exposed to the terms, concepts, and frameworks used by practicing marketing managers and will have an opportunity to use newly acquired skills in developing and marketing an innovative product. This course provides an awareness of career opportunities and improves personal consumer knowledge.

### 5668 College & Career Computer Skills - (Ms. Oestreich)

(9 weeks, .5 credit)

Taking this course will enable you to become an expert user of Microsoft Office. Possessing advanced skills in Word, Excel, Publisher, PowerPoint, Photo Story, Movie Maker, and keyboarding will ensure your success in high school, college and the workplace. Exciting projects which also integrate online research, simulations, wikis, blogs, and podcasts allow you to express your creativity in both writing and design, in this dynamic hands-on course.

### 5561 Digital Marketing - (Ms. Oestreich)

(9 weeks, .5 credit)

This course introduces students to the growing world of digital media and commerce. Students will integrate marketing and media design elements in a variety of software and online applications. Students will gain a fundamental understanding of the desktop publishing field using industry standard software, Adobe Creative Suite. Course activities include designing print media, multimedia communications and applying digital marketing concepts to social media platforms including Snapchat, Instagram, and other online applications. **Prerequisite: Marketing and Advertising Fundamentals, C or better.**

### 5526 Gaming Design - (Ms. Oestreich)

(9 weeks, .5 credit)

This course introduces students to the essentials of designing a game using game development software. The intent of this course is to acquaint students to the business of the gaming industry and careers, while understanding and using the applications to plan and develop a game.

### 5525 Web Design \* - (Mr. Meo)

(9 weeks, .5 credit)

This course centers on digital media including web page design and a variety of photo editing techniques. Students will learn a broad range of skills and techniques necessary to design and build a Web presence on the Internet. Design issues specific to web-based presentations will be discussed including the application of different graphics, colors, web page fonts, and the use of CSS formats. Effective web page layout and navigation techniques will be explored and applied while using current industry standard tools. This is a creative, hands-on course that all future business owners should consider.

*\* Denotes CB Cyber School Course Availability*



**Be sure to email or stop by and visit us to have your questions answered.**



Mr. Meo	Room A112	Mmeo@cbsd.org
Mr. Rowan	Room A110	Rrowan@cbsd.org
Mrs. deFonteny	Room A117	Sdefonteny@cbsd.org
Ms. Oestreich	Room A223	Roestreich@cbsd.org