

The #1 selected college major on the ACT test is business. Are you interested in a career in business, marketing, or technology? Courses in the Business, Marketing, and Technology department will help to prepare you for this career. The objective of any firm is to manage, market, and sell its products or services profitably. A wide variety of jobs are necessary to accomplish this goal.

The Business, Marketing and Technology Department will help you acquire the skills needed to be successful in the world of work AND/OR ready for college. Advertising, accounting, sales, personal finance, sports marketing, employability, keyboarding, office applications, entrepreneurship, public relations, and market research are just a sampling of the skills and areas that you will learn about in the Business, Marketing and Technology Department.

Check for our courses that offer college credit through articulated credits. Also, all students in business, marketing, and technology courses are invited to join the DECA club and have the potential to compete at the local, state, and national career development conferences.



### **Accounting 1**

#### **Accounting 1 Hybrid**

#### **Accounting 1 Online**

Grades: 10-12

Instructional Delivery: Face-to-face or hybrid

Prerequisite: None

Semester-long course

This course fulfills the Math elective or elective requirement for graduation.

Course Description: This course is the study of accounting procedures for starting a business and creating financial statements for a service and merchandising business. Students will experience the accounting cycle using computers to simulate accounting transactions.

The primary units of study include the accounting cycle for a proprietorship and corporation including payroll and cash controls.

The students will demonstrate learning through projects, daily work, tests, and participation in class.

Course Recommendation: This course is designed for those students interested in majoring in business or owning their own business.

Board Approved Primary Resource:

Century 21 Accounting: Multicolumn Journal

Claudia Bienias Gilbertson - Mark W. Lehman - South-Western Cengage Learning – 2009 – Print

ISBN: 9780538447058

Additional Registration Information: Students in this course have the opportunity to earn high school credit as well as college credit(s) through Articulated Credit. The course is offered at LSHS only. LNHS students provide their own transportation.

**Accounting 2****Accounting 2 Hybrid****Accounting 2 Online**

Grades: 10-12

Instructional Delivery: Face-to-face or hybrid

Prerequisite: Accounting 1

Semester-long course

This course fulfills the Math elective or elective requirement for graduation.

Course Description: This course is the in-depth study of accounting theory, including procedures for starting a business and creating financial statements for merchandising business. Students will experience the accounting cycle using computers to simulate accounting transactions.

The primary units of study include the accounting cycle for a manufacturing business organized as a corporation including uncollectible accounts, plant assets, depreciation, inventory, notes payable and receivable, accruals, and internet sales.

The students will demonstrate learning through projects, daily work, tests, and participation in class.

Course Recommendation: This course is designed for those students interested in majoring in business or owning their own business.

Board Approved Primary Resource:

Century 21 Accounting: Multicolumn Journal

Claudia Bienias Gilbertson - Mark W. Lehman - South-Western Cengage Learning – 2009 – Print -ISBN:  
9780538447058

Additional Registration Information: Students in this course have the opportunity to earn high school credit as well as college credit(s) through Articulated Credit. The course is offered at LSHS only. LNHS students provide their own transportation.

**Advanced Placement Microeconomics**

Grades: 10-12

Instructional Delivery: Face-to-face

Prerequisite: None

Semester-long course

This course fulfills the economics requirement for graduation.

The Advanced Placement program (AP) provides high school students with the opportunity to take college-level course work and exams while still in high school, with each course culminating in a rigorous, optional exam to earn potential college credit. AP provides motivated and academically prepared students with the opportunity to develop the study skills, habits of mind, and critical thinking skills that they will need in college.

Course description: This course is the study of the principles of economics that apply to the functions of individual decision makers, both consumers and producers, within the economic system.

The primary units of study include the nature and functions of product markets including the study of factor markets and of the role of government in promoting greater efficiency and equity in the economy.

The students will demonstrate learning through class participation, written assignments, written and oral projects, as well as written tests and quizzes.

Course Recommendation: Students wishing to pursue a post secondary degree in business or economics should take this course.

Board Approved Primary Resource:

Principles of Microeconomics

N. Gregory. Mankiw - South-Western Cengage Learning – 2009 – Print

ISBN: 9780324589986

Additional Registration Information: Students will be expected to complete readings prior to the start of the course and will be assessed on those readings during the first of the course. This class will prepare students for the AP exam given in the spring. This course meets the Rigorous Course Waiver for economics. The course is offered at LSHS only. LNHS students provide their own transportation.



**Business Communication**

**Business Communication Hybrid**

**Business Communication Online**

Grades: 10-12

Instructional Delivery: Face-to-face, hybrid or online

Prerequisite: None

Semester-long course

This course fulfills the English Language Arts media studies elective or elective requirement for graduation.

Course Description: This course is the study of the role of communication in organizations and the various skills needed to become more effective as individuals in organizational settings.

The primary units of study include the communication contexts of correspondence, proposals, interviews, meetings, teamwork, and presentations. Additional topics will include organizational culture and change, cultural and ethical issues, interpersonal relations, and conflict and negotiation.

The students will demonstrate learning through the creation of business correspondence using various print and digital media.

Course Recommendation: This course is recommended for students who have a business focus.

Board Approved Primary Resource:

Business Communication 2nd Edition

Thomas L Means - Dianne S Rankin - South-Western Cengage Learning – 2010 – Print

ISBN: 9780538449472

Additional Registration Information: Students in this course have the opportunity to earn high school credit as well as college credit(s) through Articulated Credit. This course does not meet the requirements for NCAA approved core courses. See your Dean for more information. The hybrid course is offered at LSHS only. LNHS students provide their own transportation. The course is offered at LSHS only. LNHS students provide their own transportation.



**Business, Marketing & Technology**

**Business, Marketing & Technology Hybrid**

**Business, Marketing & Online**

Grades: 9-12

Instructional Delivery: Face-to-face or hybrid

Prerequisite: None

Semester-long course

This course fulfills the elective requirement for graduation.

Course Description: This is an introductory course designed to help students discover the business, marketing, management and information technology career clusters.

The primary units of study include the basics of business operations, management, international business, the fundamentals of marketing, and the use of technology in business.

The students will demonstrate learning through assignments, presentations, and participation.

Course Recommendation: This course is recommended for students interested in exploring all aspects of business.

Board Approved Primary Resource:

Business Principles and Management

Jim Burrow - Brad Alan Kleindl - Kenneth E. Everard - Thomson Learning – 2008 – Print

ISBN: 9780538444682

Additional Registration Information: Students in this course have the opportunity to earn high school credit as well as college credit(s) through Articulated Credit. The course is offered at LSHS only. LNHS students provide their own transportation.



### **Business, Marketing & Technology Internship Hybrid**

Grades: 11-12

Instructional Delivery: Hybrid

Prerequisite: None

Semester-long course

This course fulfills the elective requirement for graduation.

Course Description: This course is the study of career options and employable skills.

The primary units of study include career research and work experience.

The students will demonstrate learning through daily work activities evaluated jointly by their immediate supervisor at work and by the teacher/coordinator.

Course Recommendation: This course is recommended for students who want to obtain work experience in a specific field.

Board Approved Primary Resource: None

Additional Registration Information: Class is taught hybrid one hour and students are released for internship an additional hour. Students must work an average of ten hours per week and complete an internship manual. The course is offered at LSHS only. LNHS students provide their own transportation.



### **Career Investigations**

**Career Investigations Hybrid**

**Career Investigations Online**

Grades: 9-12

Instructional Delivery: Face-to-face or hybrid

Prerequisite: None

Semester-long course

This course fulfills the senior interview and job shadow requirement and the elective requirement for graduation.

Course Description: This course is the study of evaluating postsecondary educational options and careers while developing career skills such as job searching and interviewing.

The primary units of study include eMentoring, post secondary options, job searching and interviewing skills.

Students will demonstrate learning through assignments, presentations, participation, and a career portfolio. This class will provide an opportunity to connect (eMentor) with professionals in the workplace.

Course Recommendation: This course is recommended for students interested in exploring their college and career options.

Board Approved Primary Resource:

Investigating Your Career

Ann Jordan – Lynne Whaley – South-Western Cengage Learning – 2003 – Print

ISBN: 9780538436694

Additional Registration Information: Students in this course have the opportunity to earn high school credit as well as college credit(s) through Articulated Credit. This course is offered at LSHS. LNHS students provide their own transportation. It is a computer-based class and requires the student to be organized and self-motivated.



**Computer Applications for College**

**Computer Applications for College Hybrid**

**Computer Applications for College Online**

Grades: 10-12

Instructional Delivery: Face-to-face or hybrid

Prerequisite: None

Semester-long course

This course fulfills the Arts or elective requirement for graduation for the Class of 2020, 2021, and 2022.

This course fulfills the elective requirement for graduation for the Class of 2023.

Course Description: This course is the study of Microsoft Office applications including Word, Access, Excel, PowerPoint, Outlook, and Publisher.

The primary units of study include computer-based production and publishing, online learning software.

The students will demonstrate learning through integrating employability skills for document processing of reports, presentations, databases, and spreadsheets, daily work, projects, and tests.

Course Recommendation: This course is recommended for students considering a career that uses computers, designed for individual learning with a focus on technical reading.

Board Approved Primary Resource:

Microsoft Office 2007: Introductory Course

William Robert Pasewark - Course Technology – 2008 – Print

ISBN: 9781423903987

Additional Registration Information: Students in this course have the opportunity to earn high school credit as well as college credit(s) through Articulated Credit. The hybrid course is offered at LSHS only. LNHS students provide their own transportation. Colleges and universities may or may not accept this course as an Arts credit for admission purposes. The course is offered at LSHS only. LNHS students provide their own transportation.



**Digital Media: Game and Web Development**

**Digital Media: Game and Web Development Hybrid**

**Digital Media: Game and Web Development Online**

Grade: 10-12

Instructional Delivery: Face-to-face or hybrid

Prerequisite: None

Semester-long course

This course fulfills the Arts and elective requirement for graduation.

Course Description: This course is the study of developing interactive media. Students learn introductory skills using industry standard software to create, edit, and process digital media content for use in specific applications such as an interactive game and website.

The primary units of study include the fundamentals of programming and graphic development with respect to game and web development.

The students will demonstrate learning through creating projects and presenting media-based websites.

Course Recommendation: This course is recommended for students who are interested in exploring game development and web design.

Board Approved Primary Resource: Industry Software

Additional Registration Information: Students in this course have the opportunity to earn high school credit as well as college credit(s) through Articulated Credit. This course is offered at LSHS only. LNHS students provide their own transportation. Colleges and universities may or may not accept this course as an Arts credit for admission purposes.

**Marketing 1****Marketing 1 Hybrid****Marketing 1 Online**

Grades: 9-12

Instructional Delivery: Face-to-face, hybrid or online

Prerequisite: None

Semester-long course

This course fulfills the Arts and elective requirement for graduation.

Course Description: This course is the study of developing skills and competencies needed for careers in marketing, merchandising, and management.

The primary units of study include sales, employability skills, public speaking, economics, and leadership.

The students will demonstrate learning through in class activities, projects, presentations and unit tests.

Course Recommendation: This course is recommended for students who are interested in DECA, “hands-on” learners who plan on continuing their education in business & marketing at the college level, as well as those who wish to enter the job market upon completion of high school.

Board Approved Primary Resource:

Marketing Essentials

Lois Farese - Grady Kimbrell - Carl A.Woloszyk - Glencoe/McGraw-Hill – 2009 – Print

ISBN: 9780078769047

Additional Registration Information: Students in this course have the opportunity to earn high school credit as well as college credit(s) through Articulated Credit. Colleges and universities may or may not accept this course as an Arts credit for admission purposes. The course is offered at LSHS only. LNHS students provide their own transportation.

**Marketing 2****Marketing 2 Hybrid****Marketing 2 Online**

Grades: 9-12

Instructional Delivery: Face-to-face, hybrid or online

Prerequisite: Marketing 1

Semester-long course

This course fulfills the Arts or elective requirement for graduation for the Class of 2020, 2021, and 2022.

This course fulfills the elective requirement for graduation for the Class of 2023.



Course Description: This course is the study of National DECA's Public Relations, Free Enterprise, Civic Consciousness, Creative Marketing, and Learn and Earn Chapter Projects, as well as skills and competencies needed for success in DECA's competitive events program at the district, state, and national levels.

The primary units of study include advanced marketing concepts, merchandising, management and leadership skills as they run and/or help campaign for local, district, and state DECA office positions.

The students will demonstrate learning through participation and completion of the DECA projects.

Course Recommendation: This course is recommended for students who are "hands-on" learners in DECA, who plan on continuing their education in business and marketing at the college level, as well as those who wish to enter the job market upon completion of high school.

Board Approved Primary Resource:

Marketing Essentials

Lois Farese - Grady Kimbrell - Carl A.Woloszyk - Glencoe/McGraw-Hill – 2009 – Print

ISBN: 9780078769047

Additional Registration Information: Students in this course have the opportunity to earn high school credit as well as college credit(s) through Articulated Credit. The course is offered at LSHS only. LNHS students provide their own transportation.



### **Personal Financial Management**

#### **Personal Financial Management Hybrid**

#### **Personal Financial Management Online**

Grades: 9-12

Instructional Delivery: Face-to-face, hybrid or online

Prerequisite: None

Semester-long course

This course fulfills the Math elective or elective requirement for graduation.

Course Description: This course is the study of the financial world and how to become rational, competent decision makers; informed, effective consumers; wise savers and investors; and responsible citizens.

Primary units of study include banking creation and implementation, budget development and usage, comparison shop for a major purchase, credit (advantages and disadvantages), tax returns, loan and mortgage applications.

The students will demonstrate learning through various hands-on learning opportunities, projects, simulations, daily work, tests, and participation in class.

Course Recommendation: This course is recommended for students who desire life-long financial skills.

Board Approved Primary Resource:

Managing Your Personal Finances

Joan S. Ryan - South-Western Cengage Learning – 2010 – Print

ISBN: 9780538449373

Additional Registration Information: Students in this course have the opportunity to earn high school credit as well as college credit(s) through Articulated Credit. The hybrid course is offered at LSHS only. LNHS students provide their own transportation. The course is offered at LSHS only. LNHS students provide their own transportation.



**Retail Merchandising: School Store Operations**

**Retail Merchandising: School Store Operations Hybrid**

Grades: 11-12

Instructional Delivery: Face-to-face

Prerequisite: DECA experience and/or instructor approval

Semester-long course

The course fulfills the elective requirement for graduation.

Course Description: This course is the study of planning, marketing, management, and accounting activities for the school store. Students will have the opportunity to work on leadership skills as they operate the school store.

Primary units of study include daily operations of the school store.

Students will demonstrate learning through active participation and individual projects.

Course Recommendation: This course is recommended for students interested in retail, marketing, merchandising, and management.

Board Approved Primary Resource:

Marketing Essentials

Lois Farese - Grady Kimbrell - Carl A. Woloszyk - Glencoe/McGraw-Hill – 2009 – Print

ISBN: 9780078769047

Additional Registration Information: The course is offered at LSHS only. LNHS students provide their own transportation.

**Word Processing/Keyboarding****Word Processing/Keyboarding Hybrid****Word Processing/Keyboarding Online**

Grades: 9-12

Instructional Delivery: Face-to-face

Prerequisite: None

Semester-long course

This course fulfills the elective requirement for graduation.

Course Description: This course is the study of efficient keyboarding and the effective use of word processing software (Microsoft Word).

The primary units of study include computer operations; alphabetic, numeric and keypad keyboarding; and document production including outlines, tables, email, personal and business letters, reports, composition and English skill usage.

Students will demonstrate learning through daily work, timings and projects.

Course Recommendation: This course is strongly recommended for all students because of the frequent daily use of computers.

Board Approved Primary Resource:

Century 21 Computer Applications and Keyboarding

Jack Hoggatt - Jon A Shank - South-Western Cengage Learning – 2010- Print

ISBN: 978058449069

Additional Registration Information: Students in this course have the opportunity to earn high school credit as well as college credit(s) through Articulated Credit. The course is offered at LSHS only. LNHS students provide their own transportation.