

**Business Pathways Description**

Business Pathways at LNHS was designed for students interested in careers in Business, Marketing, and Technology. In Business Pathways courses, students will learn fundamental skills associated with business, which is a good foundation for any career path they pursue. Fundamental skills students will learn are problem-solving, effective communication, project management skills, and computer application skills in Excel, Word, and Google. Students who've completed 6 courses in Business Pathways will have the opportunity to become certified in Word or Excel their senior year. Students will also learn how to create, update, and maintain a resume throughout each course, which they can use when applying for colleges and jobs. Students can select Business Pathways courses during their designated registration timeline.

**Business Pathways Information**

The suggested path for students interested in Business Pathways starts during freshman year with the course *Intro to Business, Marketing, and Technology*. This is an introductory course designed to help students discover the business, marketing, management, and information technology career cluster.

Upon completion of *Intro to Business, Marketing and Technology*, students will choose four or more courses, under the Business Pathways model, over the next three to four years. As they reach their senior year, students will register for the *Capstone: Global Leadership* course. This course is designed to apply standards learned in previous Business Pathways courses that students will use while they are creating a project and completing a job shadow/internship. For the project, students will choose an applied learning problem-solving standard such as designing a product or service, improving a system, or planning and organizing an event or activity at school or in the community.

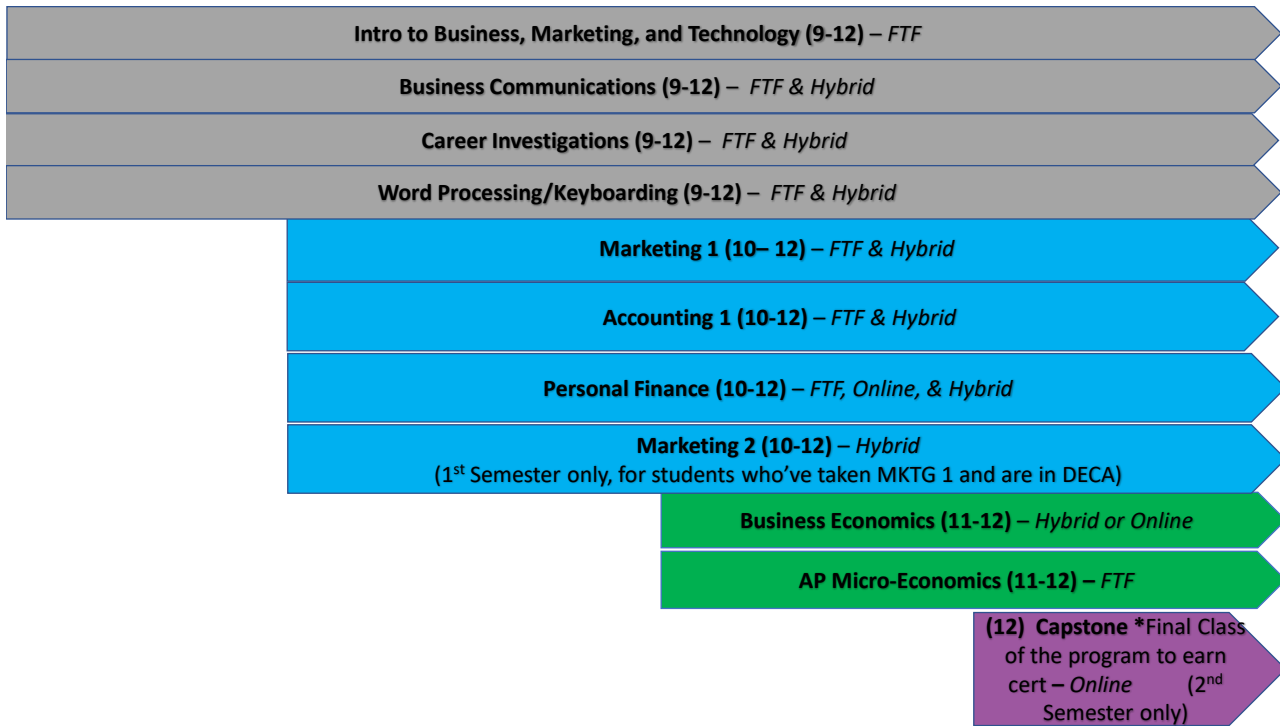
Upon completion of *Intro to Business, Capstone: Global Leadership*, and four or more courses from Business Pathways, students will receive a certificate of program completion, and will be prepared to become certified in Microsoft Word and/or Excel.

Students who complete the suggested courses in Business Pathways will earn the following credits toward high school requirements;

- English Language Arts Media Studies elective credit (*Business Communications*)
- Economics credit (*AP Microeconomics or Business Economics*)
- 2 Math Elective credits (*Personal Finance & Accounting*)
- Arts credit (*Marketing*)
- Potential for college credit (*AP Microeconomics*)

The following are additional benefits from completing the suggested courses in Business Pathways:

- Mentorship/internship experience during *Capstone: Global Leadership* course
- Face-to-Face, Hybrid, and Online learning experiences
- Project based environment
- Potential to be accepted into the National Technical Honor Society
- Earn industry certifications in areas such as Financial Literacy & Sales
- Students enrolled in one Business Pathways course a year can automatically enroll in DECA without try outs



## Introduction to Business, Marketing & Technology

Grade: 9 -12

Instructional Delivery: Face-to-face

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.



### **Business Communications**

#### **Business Communications Hybrid**

Grade: 9-12

Instructional Delivery: Face-to-face or hybrid

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 writing and its processes.

The primary units of study include writing in a variety of formats and for a variety of audiences, speaking informally and formally, and reviewing mechanics of English.

The students will demonstrate learning through various formative and summative writings, peer editing, and presentations.

Course Recommendation: This course is recommended for students who want to increase their writing proficiency while earning their English Language Arts Media Studies elective credit.

Board Approved Primary Resource: TBD

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.



### **Career Investigations**

#### **Career Investigations Hybrid**

Grade: 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 course is the study of evaluating career options 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 career options.

Board Approved Primary Resource:

Investigating Your Career

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

ISBN: 9780538436694

Additional Registration Information: This is a computer-based class and requires the student to be organized and self-motivated. Completion of this course satisfies the Job Shadow and Senior Interview components of the Career Portfolio.



**Word Processing/Keyboarding**

**Word Processing/Keyboarding Hybrid**

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 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.



## **Marketing 1**

### **Marketing 1 Hybrid**

Grade: 10-12

Instructional Delivery: Face-to-face or hybrid

Prerequisite: None

Semester-long course

This course fulfills the Arts or 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 marketing plans, sales, public speaking, management, promotions, distribution, pricing, market research, branding, packaging, & entrepreneurship.

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. Students are encouraged to contact the admissions office of intended colleges to inquire.



**Accounting****Accounting Hybrid**

Grade: 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. This course does not meet the requirements for NCAA approved core courses.

**Personal Financial Management****Personal Financial Management Hybrid****Personal Financial Management Online**

Grade: 10-12

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: This course does not meet the requirements for NCAA approved core courses.



## **Marketing 2 Hybrid**

Grades: 10-12

Instructional Delivery: Hybrid

Prerequisite: Marketing 1, participation in DECA

Semester-long course

This course fulfills the Arts or elective requirement for graduation.

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. Colleges and universities may or may not accept this course as an Arts credit. Students are encouraged to contact the admissions office of intended colleges to inquire.



### **Business Economics Hybrid**

### **Business Economics Online**

Grades: 11-12

Instructional Delivery: Hybrid or online

Prerequisite: None

Semester-long course

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

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: This course is recommended for students highly interested in business to expand their knowledge to economic concepts.

Board Approved Primary Resource: TBD

Additional Registration Information: None



### **AP Microeconomics**

Grades: 11-12

Instructional Delivery: Face-to-face



Prerequisite: None

Semester-long course

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

The Advanced Placement program (AP) provides high school students with the opportunity to take college-level coursework 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 & 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: This class will prepare students for the AP exam given in the spring. This course meets the Rigorous Course Waiver for economics.



### **Capstone: Global Leadership Online**

Grade: 12

Instructional Delivery: Online

Prerequisite: None

Semester-long course

This course fulfills the elective course requirement for graduation.

Course Description: This course is the study of employability, career exploration, leadership and entrepreneurship skills. This is the capstone course of the Business Pathway which is a culmination of the student's business and marketing education throughout high school.

The primary units of study include developing a business plan, business ownership, global leadership and career readiness.

The students will demonstrate learning through daily work activities evaluated jointly by their immediate supervisor at work and by the teacher/coordinator. Students must complete a minimum of 30 hours in an internship and complete an internship manual. Students will complete a project, choosing an applied learning problem-solving standard such as designing a product or service, improving a system, or planning and organizing an event or activity at school or in the community.

Course Recommendation: This course is recommended for students who want to obtain work experience in a specific field and apply standards learned in previous Business Pathways courses.

Board Approved Primary Resource: None

Additional Registration Information: Successful completion of this course satisfies the Senior Job Shadow and Senior Interview component of the Career Portfolio.