

# Business, Marketing, and Finance Course Descriptions

## Principles of Business, Marketing and Finance TEA # 13011200 Course # 0534

Grade Placement: 9-12

Credit: 1

In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance.

## Accounting I TEA # 13016600 Course # 0536

Grade Placement: 11–12

Credit: 1

**Recommended Prerequisite: Principles of Business, Marketing, and Finance**

In Accounting I, students will investigate the field of accounting, including how it is impacted by industry standards as well as economic, financial, technological, international, social, legal, and ethical factors. Students will reflect on this knowledge as they engage in the process of recording, classifying, summarizing, analyzing, and communicating accounting information. Students will formulate and interpret financial information for use in management decision making. Accounting includes such activities as bookkeeping, systems design, analysis, and interpretation of accounting information.

## Accounting II Honors TEA # 13016700 Course # 0535

Grade Placement: 11–12

Credit: 1

**Prerequisite: Accounting I**

In Accounting II, students will continue the investigation of the field of accounting, including how it is impacted by industry standards as well as economic, financial, technological, international, social, legal, and ethical factors. Students will reflect on this knowledge as they engage in various managerial, financial, and operational accounting activities. Students will formulate, interpret, and communicate financial information for use in management decision making. Students will use equations, graphical representations, accounting tools, spreadsheet software, and accounting systems in real-world situations to maintain, monitor, control, and plan the use of financial resources.

**Note: This course can satisfy a math credit requirement for students on the Foundation High School Program. Students are encouraged to meet with their Academic Counselor to ensure they are following the appropriate mathematics course sequence and can apply this course to their math graduation requirements.**

## Advertising TEA # 13034200 Course # 0528

Grade Placement: 11-12

Credit: 0.5

**Local Prerequisite: Marketing**

**Recommended Prerequisite: Principles of Business, Marketing, and Finance**

Advertising is designed as a comprehensive introduction to the principles and practices of advertising. Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital media. The course explores the social, cultural, ethical, and legal issues of advertising, historical influences, strategies, media decision processes as well as integrated marketing communications, and careers in advertising and sales promotion. The course provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge.

## Business Information Management I TEA # 13011400 Course # 0532

Grade Placement: 10-12

Credit: 1

In Business Information Management I, students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and make a successful transition to the workforce and postsecondary education. Students apply technical skills to address business applications of emerging technologies, create word-processing documents, develop a spreadsheet, formulate a database, and make an electronic presentation using appropriate software.

## **Business Information Management II**

**TEA # 13011500**

**Course # 0550**

**Grade Placement: 11-12**

**Credit: 1**

**Prerequisite: Business Information Management I**

In Business Information Management II, students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and make a successful transition to the workforce or postsecondary education. Students apply technical skills to address business applications of emerging technologies, create complex word-processing documents, develop sophisticated spreadsheets using charts and graphs, and make an electronic presentation using appropriate multimedia software.

## **Business Law**

**TEA # 13011700**

**Course # 0544**

**Grade Placement: 10-12**

**Credit: 1**

Business Law is designed for students to analyze various aspects of the legal environment, including ethics, the judicial system, contracts, personal property, sales, negotiable instruments, agency and employment, business organization, risk management, and real property.

## **Business Management**

**TEA # 13012100**

**Course # 0537**

**Grade Placement: 11-12**

**Credit: 1**

Business Management is designed to familiarize students with the concepts related to business management as well as the functions of management, including planning, organizing, staffing, leading, and controlling. Students will also demonstrate interpersonal and project-management skills.

## **Entrepreneurship**

**TEA # 13034400**

**Course # 0538**

**Grade Placement: 10–12**

**Credit: 1**

**Recommended Prerequisite: Principles of Business, Marketing, and Finance**

Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services.

## **Entrepreneurship II**

**TEA # N1303423**

**Course # 0543**

**Grade Placement: 11–12**

**Credit: 1**

**Prerequisite: Entrepreneurship**

The purpose of the course is to prepare students with the knowledge and skills needed to become a successful entrepreneur within an innovative marketplace. The goal and outcome of the course is for students to have their business launched by the end of the course or have the tools necessary to launch and operate their business. Students are encouraged to work in close cooperation with local industry leaders, community members, and educators to develop ideas and objectives, complete a business model canvas, pitch to potential investors, register with governmental agencies, develop their brand identity, and participate in local chamber of commerce meetings and events. The recommended participants are students in the CTE Entrepreneurship program of study, students in grades 11-12, and those interested in starting a business.

**Global Business****TEA # 13011800****Course # 0541****Grade Placement: 11-12****Credit: 0.5**

Global Business is designed for students to analyze global trade theories, international monetary systems, trade policies, politics, and laws relating to global business as well as cultural issues, logistics, and international human resource management.

**Human Resources Management****TEA # 13011900****Course # 0545****Grade Placement: 11-12****Credit: 0.5**

Human Resources Management is designed to familiarize students with the concepts related to human resource management, including legal requirements, recruitment, and employee selection methods, and employee development and evaluation. Students will also become familiar with compensation and benefits programs as well as workplace safety, employee-management relations, and the impact of global events on human resources management.

**Insurance Operations****TEA # 13016500****Course # 0539P****Grade Placement: 10-12****Credit: 1****Prerequisite: None****Recommended Prerequisite: Principles of Business, Marketing, and Finance**

In Insurance Operations, students will understand the laws and regulations to manage business operations and transactions in the insurance industry.

**Note: This course is only offered once every three years and has a competition requirement.**

**Marketing****TEA # N1303424****Course # 0533****Grade Placement: 10-12****Credit: 1****Recommended Prerequisite: Principles of Business, Marketing and Finance**

Marketing explores the seven core functions of marketing which include: marketing planning – why target market and industry affect businesses; marketing-information management – why market research is important; pricing – how prices maximize profit and affect the perceived value; product/service management – why products live and die; promotion – how to inform customers about products; channel management – how products reach the final user; and selling – how to convince a customer that a product is the best choice. Students will demonstrate knowledge in hands-on projects which may include conducting research, creating a promotional plan, pitching a sales presentation, and introducing an idea for a new product/service.

**Money Matters****TEA # 13016200****Course # 0546P****Grade Placement: 10-12****Credit: 1****Recommended Prerequisite: Principles of Business, Marketing, and Finance**

In Money Matters, students will investigate money management from a personal financial perspective. Students will apply critical-thinking skills to analyze financial options based on current and projected economic factors. Students will gain knowledge and skills necessary to establish short-term and long-term financial goals. Students will examine various methods of achieving short-term and long-term financial goals through various methods such as investing, tax planning, asset allocation, risk management, retirement planning, and estate planning.

**Note: This course is only offered once every three years and has a competition requirement.**

**Practicum in Entrepreneurship****TEA # N1303425****Course # 0549 & 2549****Grade Placement: 11-12****Credits: 2****Recommended Prerequisites: Entrepreneurship and Entrepreneurship II**

The Practicum in Entrepreneurship provides students the opportunity to apply classroom learnings and experiences to real-world business problems and opportunities, while expanding their skill sets and professional relationships as a real or simulated business owner versus the experience one would have as an employee. Students will prepare for an entrepreneurial career in their area of interest in their career cluster and build on and apply the knowledge and skills gained from courses taken in an array of career areas. Practicum experiences occur in a paid or unpaid arrangement and a variety of locations appropriate to the nature and level of the student's need for work-based learning experience. Students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and to make a successful transition to the workforce or postsecondary education. It is recommended that students are paired with local business owners or employers in their specific industry program of study.

## Securities and Investments

TEA # 13016400

Course # 0547P

**Grade Placement: 10-12**

**Credit: 1**

**Recommended Prerequisite: Principles of Business, Marketing, and Finance**

In Securities and Investments, students will understand the laws and regulations to manage business operations and transactions in the securities industry.

**Note: This course is only offered once every three years and has a competition requirement.**

## Social Media Marketing

TEA # 13034650

Course # 0529

**Grade Placement: 11-12**

**Credit: 0.5**

**Local Prerequisite: Marketing**

**Recommended Prerequisite: Principles of Business, Marketing, and Finance**

Social Media Marketing is designed to look at the rise of social media and how marketers are integrating social media tools in their overall marketing strategy. The course will investigate how the marketing community measures success in the new world of social media. Students will manage a successful social media presence for an organization, understand techniques for gaining customer and consumer buy-in to achieve marketing goals, and properly select social media platforms to engage consumers and monitor and measure the results of these efforts.

## STC Introduction to Computing Dual Credit

TEA # 13011500

Course # 0995D

**Grade Placement: 10-12**

**Credit: 1**

**Prerequisite: Meet South Texas College acceptance criteria**

STC COSC 1301 Introduction to Computing - This is a dual credit course giving students the opportunity to obtain a Business Information Management II high school credit and a South Texas College (STC) COSC 1301 Introduction to Computing college credit. The STC Introduction to Computing course is an overview of computer systems-hardware, operating systems, the internet, and application software including word processing, spreadsheets, presentation graphics, and databases. Current topics such as the effect of computers on society, and the history and use of computers in business, educational, and other interdisciplinary settings are also studied. This course is not intended to count toward a student's major field of study in Business or Computer Science.