

BUSINESS AND MARKETING



- ✓ Counts for SBOE Recommended HS Program.
- 📖 **Minimum Graduation Program only**
- 📖 **DC- Dual Credit Course for College**
- 📖 **SBOE Recommended Technology Course**

All courses are not available every semester. Each campus offers courses based on student interest.

Note: The Advanced Technical Credit (ATC) Program can help students earn college credit, taught by a teacher who has had special training.

BUSINESS MANAGEMENT AND ADMINISTRATION

Principles of Business, Marketing & Finance X24700

Students gain knowledge and skills in economies and private enterprise systems, the impact of global business, marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. 2 semesters (1 credit).

Grade 9-12

📖 Practicum in Business Management (WBL) BCTAL X25611/ X25600

Students apply project management skills to improve work flow and minimize costs. Students will apply technical skills through word-processing, spreadsheet, database, and electronic presentation software. 2 semesters (3 credits).

Grade 11-12

📖 Practicum in Business Management II X25605

Students implement personal and interpersonal skills to strengthen individual performance in the workplace and post secondary education. Students will apply complex technical skills through word-processing and spreadsheet, and developing electronic presentations using multimedia software. 2 semesters (3 credits)

Grade 11-12

Business Law X21100

Students analyze the evolution and development of laws that govern business in our society. Students apply technical skills to address business applications of contemporary legal issues and analyze the social responsibility of business and industry. 2 semesters (1 credit).

Grade 11-12

📖 Business English X21200

Students enhance reading, writing, computing, communications, and reasoning skills and apply them to the business environment. Students plan, draft, and complete written compositions on a regular basis and edit their papers for clarity, engaging language, and the correct use of conventions and mechanics of written English. 2 semesters (1 credit).

Grade 12

Global Business X21300

Students will study the global, competitive nature of business and develop reading, writing, communication and reasoning skills and apply them to the business environment. The skills obtained will assist them in making a successful transition to the workforce or post secondary study. 2 semesters (1/2 credit).

Grade 10-12

Virtual Business X21400

Students identify steps needed to locate customers, set fees and develop client contracts. Students provide administrative, creative, and technical services using advanced technological modes of communication and data delivery. Students build a functional website that incorporates the essentials of a virtual business. 1 semester (1/2 credit).

Grade 10-12

Touch System Data Entry X23600

Students apply technical skills to address business applications of emerging technologies. Students enhance reading, writing, computing, communication, and reasoning skills through use of proper keyboarding technique while developing speed and accuracy. 1 semester (1/2 credit).

Grade 9-12

📖 Business Information Management I X25300

Students implement personal and interpersonal skills to strengthen individual performance in the workplace for successful transition to the workforce and post secondary education. Students will apply technical skills through word-processing, spreadsheet, database, and electronic presentation software. 2 semesters (1 credit)

Grade 9-12

📖 Business Information Management II X25400

Students design solutions to mathematical business problems using technology and apply technical skills to address business applications of emerging technologies. Student will learn to minimize project errors, and manage a project team. 2 semesters (1 credit).

Grade 10-12

FINANCE

Principles of Business, Marketing, & Finance X24700

Students are introduced to knowledge and skills of economics and private enterprise a systems, impact of global business, marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. 2 semesters (1 credit).

Grade 9-12

Accounting

Accounting I **X20600**

Students investigate how accounting is impacted by industry standards, economic, financial, technological, international, social, legal, and ethical factors. Students formulate and interpret financial information for use in management decision making. 2 semesters (1 credit)

Grade 10-12

Accounting II **X27000**

Students use accounting tools, strategies and systems in real-world situations to maintain, monitor, control and plan the use of financial resources. Students communicate how accounting procedures affect financial statements and implement the information in assigned projects.

Grade 11-12

Accounting I/ Accounting II/ Banking & Financial Services BLK **X20620/X25710**

Students incorporate a broad base of knowledge that includes the operations, sales, and management of banking institutions to gain a complete understanding of how banks function within society. Evaluates role of banking in modern economy, operation of Federal Reserve Bank and use of gold or silver standard in monetary policy. 2 semesters (2 credits).

Grade 10-12

Accounting I/ II *Dual Credit Block* **X20620/X20710**

Students earn credit for Accounting with Tarrant County College as well as gain credit for Accounting at the high school level. Students incorporate a broad base of knowledge that includes the operations, sales, and management of banking institutions to gain a complete understanding of how banks function within society. 2 semesters (2 credits).

Grade 12

✓ **Statistics and Risk Management** (*Math credit*) **X20500**

Students use probability as a tool to forecast data within business models, numerical techniques to analyze patterns and departures from patterns to identify and manage risk and maintain, monitor, control, and plan the use of financial resources to ensure business stability. 2 semesters (1 credit).

Prerequisite: Accounting I, Algebra II.

Grade 11-12

MARKETING

Principles of Business, Marketing, & Finance **X24700**

Students are introduced to knowledge and skills of economics and private enterprise systems, impact of global business, marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. 2 semesters (1 credit)

Grade 9-12

Marketing Dynamics (WBL) **X24810/X24811**

Students will integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions. 2 semesters (3 credits)

Grade 11-12

Marketing

Practicum in Marketing Dynamics (WBL) **X24910/ X24911**

Students secure a job for the school year, which is evaluated by the classroom instructor and their work supervisor. Students are required to work a minimum of 15 hours per week, with 10 of the hours worked Monday-Friday and the job must be in marketing, sales, or retail. Enrichment activities include special projects, guest speakers, and field trips. Students get paid for their job and receive classroom credit. 2 semesters (3 credits)

Grade 12

Entrepreneurship **X24400**

Focuses on the options for business ownership, steps for starting a business, sources of information and technical assistance, types of business plans, qualities, importance, and the advantages and disadvantages of owning one's own business.

Grade 9-12

Fashion Merchandising and Marketing **X09150**

Students in Fashion Marketing gain a working knowledge of promotion, textiles, merchandising, mathematics, selling, visual merchandising, and career opportunities. 2 semesters (1 credit).

Grade 9-12

Sports and Entertainment Marketing **X24600**

This growing industry employs athletes, musicians, stage crews, advertising agents, promotion agents, event planners, and numerous other related professions. Course features guest speakers, design of logos for sports teams and entertainment groups (musicians, stars, athletes, etc.) and design of stadiums, organization of sports camps, and field trips to appropriate entertainment facilities. 2 semesters (1 credit)

Grade 11-12

Advertising and Sales Promotion **X24200**

Students will discover the goals and objectives of various types of advertising and promotion, identify and analyze advertisements and promotional campaigns, select media and develop advertisements, measure the effectiveness of that media and determine the costs involved, learn the promotional mix and importance of public relations. 2 semesters (1 credit).

Grade 10-12

Problems and Solutions- Marketing Education **X25000**

This research activity course allows students to develop advanced technical knowledge and skills in problem solving in the marketing industry. Successful completion of this course qualifies as an advanced measure of the Distinguished Achievement Program.

Grade 11-12