

## Business Academy

Half Hollow Hills Business Academy is a District sponsored diploma program consisting of academic, leadership and project-based components connected to the Business curriculum. Students who choose to participate in the Business Academy will be instructed in the 7 skill areas which ensure the success of all students: Critical Thinking and Problem Solving, Collaboration Across Networks and Leading by Influence, Agility and Adaptability, Initiative and Entrepreneurship, Effective Oral and Written Communication, Accessing and Analyzing Information, Curiosity and Imagination.

Upon completion of the corresponding program requirements students will receive an Associate or Executive designation.

### Program overview:

#### ➤ *Associate Designation*

- o *3 Business credits*
- o *Overall average: 85%*
- o *Active membership for a minimum of one full year in one business club – DECA, FBLA, Business Honor Society*

#### ➤ *Executive Designation*

- o *4 Business credits*
- o *Overall average: 90%*
- o *Active membership for a minimum of one full year in two business clubs – DECA, FBLA, Business Honor Society*
- o *Completion of a senior project. The senior project will be determined at the beginning of each year. Students seeking the Executive Designation will present their project to the HHH School/Business partnership in May of each year.*

### Financial Literacy 6037

<b>½ year</b>	<b>½ credit</b>	<b>Grades: 9, 10, 11, 12</b>
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This course will help students grasp the essentials of personal finance, gives them multiple opportunities for hands on practice of core skills and showcases the real-world impact of the financial decisions they make. Students will learn how to develop personal budgets, handle checking and savings accounts, interpret investment options, manage credit wisely, understand the banking system, evaluate insurance needs and analyze the mortgage process. Participate in a stock market game and learn how to buy, short and sell stocks within a real-time market environment. Most importantly, students will develop the expertise to make informed independent financial decisions.

***Recommended as a prerequisite to all Business Courses***

## **Business Computer Applications 6020**

**½ year**

**½ credit**

**Grades: 9, 10, 11, 12**

In the technology heavy environment of Corporate America it is imperative to have a strong foundation in the software applications used in all small and large businesses. This course will empower students to take charge of learning fundamental concepts, terms and functions of Word Processing, Spreadsheets and Presentation software, with an emphasis on Google Docs. This course will include many authentic application problems and projects that students will solve by applying their newly learned skills.

*\*This course fulfills one of the HHH elective requirements for graduation (beginning with the Class of 2020; recommended to take in 9th grade. This course is Pass/Fail.)*

## **Accounting I 6014**

**1 year**

**1 credit**

**Grades: 9, 10, 11, 12**

Designed to develop occupational competencies in accounting this full-year course is also recommended for students going onto post-secondary accounting training. Course content encompasses the complete accounting cycle, but major emphasis is placed on the accounting process through the trial balance. Financial literacy vocabulary and knowledge is incorporated throughout the course. Financial Statements are covered in this course. Balance Sheet and Income Statement are the two major statements covered as well as important component percentage factors that contribute to the interpretation of these statements to the decision making of businesses.

## **Business Law I 6023**

**1 year**

**1 credit**

**Grades: 9, 10, 11, 12**

Business Law I is designed to introduce students to a wide range of legal issues that influence them personally and professionally. The course will provide an overview of economic systems and the legal forms of business found in each. Additional topics covered include, consumer rights, employment law and legal issues of doing business on the Internet (cyber law). Students will also be introduced to the financial responsibilities and legal aspect of mortgages and home ownership. The material covered in Business Law I will enhance the skills sets necessary to succeed in the 21<sup>st</sup> Century.

## **Advertising 6095**

**½ year**

**½ credit**

**Grades: 9, 10, 11, 12**

Have you ever wondered how important advertising is to a business? Why Super Bowl commercials are so highly regarded in the industry? From television commercials to newspaper advertisements, this course will introduce students into the world of advertising. This half-year course introduces students to a variety of career opportunities in advertising agencies, mass media, and advertising departments in business firms. The students will be given the opportunity to create their own company and/or product. Once the idea is developed, the students will organize an advertising campaign on many different levels to promote and sell their brand.

Students will also have the ability to enter the King of the Hills competition (“Shark Tank”- like challenge) through the School to Business Partnership.

### **E-Commerce and Social Media - How Technology and Teens are Changing 6035**

<b>½ year</b>	<b>½ credit</b>	<b>Grades: 9, 10, 11, 12</b>
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This course is designed to help students master advanced skills in electronic commerce and social media. Businesses worldwide face a fundamental change in the ways that teens interact with brands and each other. Social media has helped give teens and consumers a voice, connect them with their friends and other like-minded consumers, and has given them considerable power over marketers and brands. This course offers an overview of how marketing has changed due to the rise of social media. It will equip students with the relevant knowledge, perspectives, and practical skills required to develop effective marketing strategies. Many of the social media applications used by teens today will be discussed, including Twitter, Facebook, Instagram, YouTube and other relevant applications.

### **Business Ownership And Marketing 6022**

<b>1 year</b>	<b>1 credit</b>	<b>Grades: 9, 10, 11, 12</b>
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This course is designed to appeal to students who may aspire to business ownership or to pursue the study of business administration at the 2-year or 4-year college level upon graduation from high school. The course provides a foundation of content upon which advanced study in business administration can be built. It also provides insights into the major facets of business ownership and management.

### **Sports Marketing 6038**

<b>1 year</b>	<b>1 credit</b>	<b>Grades: 9, 10, 11, 12</b>
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The Business of Sports is the practice of utilizing teams, venues, athletes, sports events, and sports media to separate a brand from its competitors. Sports Marketers understand how to use the assets of sports entities individually, or in combination, to drive consumers to purchase products such as tickets and merchandise. This course will offer the student a framework to understand the sports business industry, and the impact that industry has on our economy. Students will learn through marketing and promotional concepts, how to succeed in sports business and lead their team/business to victory.

### **Fashion Retailing, Merchandising, and Apparel 6040**

<b>½ year</b>	<b>½ credit</b>	<b>Grades: 9, 10, 11, 12</b>
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Seventh Avenue lookout! Get ready to learn about one of the most exciting and competitive businesses in the world! Fashion from all angles! Do you dream of designers such as Calvin Klein, Donna Karan, or Ralph Lauren? Students will be introduced to the terminology and fundamentals of the fashion industry in which marketing and retailing play a vital role. You will be introduced to the retail industry, retailing strategies, store operations, and retailing careers. This course is designed to give you the latest information on the trends which will affect every aspect of how you look and dress.

## Senior Year Experience 6080

**1 year combined with English 12 and Government (2 credits)**

**Grade: 12**

Senior Year Experience is an interdisciplinary class that provides real-world application of the skills and knowledge students acquire prior to entering twelfth grade. In unique and meaningful ways, the course connects the learning that happens in the classroom to the larger world and business community. Senior Year Experience promotes independence, self-discipline, initiative, advocacy, and the ability to be an effective communicator and leader. Students attend a double-period humanities class three days per week and attend an internship of their choosing two days per week. The curricular portion of Senior Year Experience is taught by an English and Social Studies teacher and has been thematically designed around a host of modern global issues that affect students' daily lives. The internship portion of the class gives students hands-on work experience in their chosen profession/interest for a minimum of four hours per week. The curriculum bridges themes students study in class with their internship experiences. By gaining an understanding of these themes and real-world connections, students broaden their background knowledge and strengthen their ability to positively participate in the world around them. This course satisfies the English 12, and Government/Economics requirements, as well as a Business credit for the Business academy.

**Prerequisite:** Successful completion of US History & Government and English 11 and an application process. Applicants for Senior Experience are reviewed and/or interviewed by a committee that may include administrators, teachers and guidance counselors.

**Note:** This course is taken in conjunction with Senior Experience English and Senior Experience Government/Economics.

## College Credit Bearing Courses:

### College Accounting II 6016

**1 year 1 credit (3 college credits are available through Farmingdale University) Grades: \*10, 11, 12**

Pupils will learn fundamentals in accounting theory and practice, as well as analytical skills which can be applied to financial records. The theory of accounts as applied to single proprietorships, partnerships, and corporations will be taught in class. Knowledge of these fundamentals will be advantageous to students who intend to study accounting on a higher level. Corporate accounting is covered in much greater detail in this course. Corporate tax rates, Earning per share ratio, Price-Earnings ratio and Retained earnings are learned. Additional financial statements will also be covered. Those statements include Statement of Stockholders Equity, Post-Closing Trial Balance, Budgeting Worksheet and Cash Flow Statement. Accounting theories are incorporated into real life business decisions and present day examples are covered in class.

**\*10<sup>th</sup> graders only upon recommendation of Guidance Counselor**

**Prerequisite: Accounting I**

## **College Business Law II 6024**

**1 year 1 credit (3 college credits are available through Farmingdale University) Grades: \*10, 11, 12**

College Business Law builds upon the foundation of knowledge and skills acquired from Business Law I. Areas covered include, the legal system, criminal and tort law, contracts, bailments, personal and real property and international law. Students will analyze real world cases and develop their own conclusions based on what they learn in class. Students must be able to distinguish unethical behavior from illegal behavior and to understand the rising importance of social responsibility as an aspect of corporations and organizations in a global society. The material covered in the College Business Law course is reinforced and enhanced through the use of technology, guest speakers, videos and hands-on, project-based activities whenever possible.

*\*10<sup>th</sup> graders only upon recommendation of Guidance Counselor*

*Prerequisite: Business Law I*

## **Marketing Principles – (College Marketing) 6021**

**1 year 1 credit (3 college credits are available through Farmingdale University) Grades: \*10, 11, 12**

Effective marketing is critical for the long-term success of any business. In this course, students will learn marketing principles, strategies, and skills necessary to succeed in the business environment, and at the college/university business level. Course work includes promotional concepts, pricing techniques, place distribution functions, product development and planning strategies, and market segmentation through target markets. SWOT analysis, and market research ideas, will be used to understand the customer, and to succeed in the exciting field of marketing. Marketing principles also incorporates key DECA course materials. Three college credits can be earned upon completion of this course.

*\*10<sup>th</sup> graders only upon recommendation of Guidance Counselor*

*Prerequisite: Advertising, Business Ownership, Marketing or Sports Marketing*

## **The Digital Generation: Creating a Professional Web Presence through Social Media 6045**

**½ year .5 credit (3 college credits are available through Stony Brook University) Grades: 9, 10, 11, 12**

Creating a positive digital profile can be a challenging task for the 21<sup>st</sup> century student. In this course, learn how to utilize the power of the internet and social media to enhance your web presence and digital profile. We will explore a number of topics including building a strong web presence, leveraging social media, creating and uploading video content, blended and distance learning as well as mobile devices as a learning tool. Students will collaborate with other school districts to create culminating final digital project.

All **\*\*starred**  
courses worth 3  
college credits

# Business Courses

**Recommended**  
Financial  
Literacy

**\*Required\***  
Business  
Computer  
Applications

Accounting I

Business Law I

Advertising

Sports  
Marketing

Business  
Ownership &  
Marketing

Fashion Retailing  
Marketing &  
Apparel

**\*\*College  
Accounting  
II**

**\*\*College  
Business  
Law II**

**\*\*College  
Marketing  
II**

**\*Digital  
Generation**

E-Commerce &  
Social Media

Senior  
Experience