

BUSINESS/MARKETING/TECHNOLOGY

All courses in the Business/Marketing/Technology Department meet the Fine & Practical Arts graduation requirement. Students taking business courses acquire (21st Century Workplace Skills) employment skills, personal-use skills and a general business background. Students enrolled in business and marketing classes can participate in the job-training program, Hire Education. Future Business Leaders of America (F.B.L.A.) and DECA are integral components of the Business/Marketing program. Articulation agreements with Community Colleges for students are detailed in the introductory pages of this guide. Business/Marketing/Technology classes are recommended for entry level job training or college preparation. Many business courses are taught on (utilizing) the computer. Due to the computer literacy demands of the Business, Marketing & Technology programs it is recommended that students without a strong computer background enroll in Computer Applications before pursuing other courses in these areas.

Business

This program provides students with business and expertise and employability skills that prepare students to successfully face the challenges and opportunities encountered in today's workplace. Through an active Advisory Committee including members of business and industry, the program is aligned to meet the current demands of today's business organizations. Students have the opportunity to earn Hire Education (On the Job Training) credit while participating in the Business Program.

Marketing

Marketing Education is a career and technical program designed for students who are interested in pursuing a career in business, management, marketing, or are preparing to enter occupations that require skills in areas such as sales, customer service, retailing, marketing management, advertising, and entrepreneurship. DECA, the Marketing club for students enrolled in Marketing courses, provides many opportunities for developing leadership, marketing and business skills through participation in local, regional and national conferences. A variety of club activities, some social and others encouraging community involvement, take place each year.

Technology

This program provides students with essential technology expertise and employability skills students need to successfully face the challenges and opportunities encountered in today's workplace. Through an active Advisory Committee including members of business and industry, the program is aligned to meet the current demands of today's business organizations. Students have the opportunity to earn Hire Education (On the Job Training) credit while participating in the Business Program

BUSINESS AND MARKETING CONTENT STANDARDS

- I. Engage in the transition process from school-to-work
- II. Participate in experiences which integrate academic principles, concepts and skills for personal and occupational life applications
- III. Develop occupational and life skills

TECHNOLOGY CONTENT STANDARDS

- I. Students discuss and demonstrate knowledge of the impact of technology on life and society, and access information related to post-secondary options and opportunities
- II. Students use technology tools to enhance learning, increase productivity, and promote creativity
- III. Students use telecommunications to retrieve and exchange information which supports and enhances District 12 curriculum frameworks
- IV. Students use instructional software to enhance learning in content areas
- V. Students communicate visually, graphically and artistically

***Students taking Advanced (College) Marketing can earn free college credit through Front Range Community College.**



Want to become a member of DECA? You must take Marketing, International Marketing, Advanced Marketing, or Management/Entrepreneurship to become involved.



Business

INTRODUCTION TO BUSINESS – 7330

9, 10, 11, 12 .5 credit

Introduction to Business will expose students to the business program at Horizon High School.

Students will learn basic business principles, business economics, personal and business finance, consumer credit and banking, business law, entrepreneurship, management and marketing. This course will provide a broad foundation on which to build as students move into other business courses as well as practical business knowledge that can be applied to students' roles as employees, consumers, and citizens.

Future Business Leaders of America (FBLA): Participation in Future Business Leaders of America (FBLA) is available for students. Students who participate in FBLA learn valuable leadership and social skills and can earn extra credit in the class.

Hire Education: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Hire Education. Students **DO NOT** enroll in Hire Education as a separate class. Interested students will be enrolled in Hire Education **AFTER** the class has begun by your class instructor. For more information, see the course description for Hire Education.



ACCOUNTING – 7340

(SEMESTER 1: ACCOUNTING PRINCIPLES 1)
(SEMESTER 2: FUNDAMENTALS OF ACCOUNTING)
10, 11, 12 1.0 Credit

Does money interest you? Would you like to learn how to manage a business's money? What career are you interested in – professional sports, music, engineering, entrepreneurship, hospitality? All businesses require accounting services. Accounting is the nuts and bolts of running a business. One in four Chief Executive Officers (CEO's) come from the Accounting field!

Learn entry level skills for the many job opportunities available in the bookkeeping/accounting field. An excellent foundation in accounting skills will be established for continuing your education in business. Students will learn how to enter transactions in the general journal, post to the general ledger, prepare financial statements, complete the adjusting and closing processes, and manage staff payroll.

Prerequisite: Completed and passed Math 1

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FINANCE – 7335 (PERSONAL FINANCE)

10, 11, 12 .5 credit

This is a personal finance course. "It's about money; earning it, investing it, and spending it." (*Money Magazine*) This course is designed for students who want to learn about money management and investing. Students will learn about the different types of investments, such as stocks, mutual funds, and bonds. The course also explores portfolio diversification, rate of return, and the time value of money. An emphasis is placed on financial planning and budgeting to achieve financial goals for individuals. Students will look at careers in the field of finance, study the banking system, and learn about how the economy affects our personal finances. Other topics will include personal credit and risk management. A combination of student projects, guest lectures, teacher lecture, and textbook study will be utilized in this course.

Prerequisite: Completed and passed Math 1

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Hire Education: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Hire Education. Students **DO NOT** enroll in Hire Education as a separate class. Interested students will be enrolled in Hire Education **AFTER** the class has begun by your class instructor. For more information, see the course description for Hire Education.



BUSINESS LAW – 7300 (LEGAL ENVIRONMENT OF BUSINESS)

10, 11, 12 .5 credit

This course is designed to help students understand current legal issues. Methods of teaching will include authentic/hands on activities, classroom discussion of current legal events (which will include reading and writing), taking topic related field trips, and being introduced to guest speakers. This is a perfect course for students who would like to pursue a career in business, law, or law enforcement. Topics will include but will not be limited to: basic business law



principles, civil and tort law, consumer law, contract law, criminal law, and alternative dispute resolution. There will be an emphasis on correlating legal principles with everyday problems facing individuals and society.

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Hire Education: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Hire Education. Students **DO NOT** enroll in Hire Education as a separate class. Interested students will be enrolled in Hire Education **AFTER** the class has begun by your class instructor. For more information, see the course description for Hire Education.

Marketing

MARKETING – 7210

(SEMESTER 1: BUSINESS & MARKETING ESSENTIALS)

(SEMESTER 2: PRINCIPLES OF MARKETING)

10, 11, 12

1 credit

Marketing is a yearlong class designed to introduce students to the diverse world of business and marketing. The principles and concepts taught give every student a fundamental understanding of business and marketing and the role it plays in our community, national economy and society. Regardless of a student's career choice, an understanding of business and marketing principles is an integral part of most jobs and professions. Marketing students are members of DECA, where students learn valuable leadership and social skills. DECA also provides students with various opportunities for travel, competitions, community involvement, scholarships, and much more. Marketing courses are designed to be co-curricular with the student organization, DECA. Therefore a \$20 fee for the course is required for the payment of DECA state and national dues. Students will also have the opportunity to join and participate in FBLA (Future Business Leaders of America).

Hire Education: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Hire Education. Students **DO NOT** enroll in Hire Education as a separate class. Interested students will be enrolled in Hire Education **AFTER** the class has begun by your class instructor. For more information, see the course description for Hire Education.

ADVANCED MARKETING -7230

(SEMESTER 1: CONSUMER BEHAVIOR)

(COLLEGE MARKETING)

(SEMESTER 2: STRATEGIC MARKETING)

1 HHS credit (3 college credits through FRCC)

10, 11, 12

Business/Marketing Teacher Recommendation Form required to register for this course.

Advanced (College) Marketing is a yearlong class covering advanced topics of Marketing. Advanced Marketing is a yearlong course that presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, marketing research and their applications to business and the individual consumer.

A college textbook is utilized for this course.

Marketing courses are designed to be co-curricular with the student organization, DECA. Therefore a \$20 fee for the course is required for the payment of DECA state and national dues.

College Now Program: College Marketing is offered through the College Now Program with Front Range Community College. Students will be concurrently enrolled at Front Range Community College. Student must complete all required admission and paperwork steps for Front Range Community College. Additional concurrent enrollment information will be handed out and completed in class.

PRE-REQUISITE: Business teacher recommendation required before enrollment in the course, please see Mrs. Valentine (Room EO506 or down stairs staff center or send her an email to get in touch).

Hire Education: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Hire Education. Students **DO NOT** enroll in Hire Education as a separate class. Interested students will be enrolled in Hire Education **AFTER** the class has begun by your class instructor. For more information, see the course description for Hire Education.

INTERNATIONAL MARKETING – 7245

(SEMESTER 1: INTERNATIONAL MARKETING & BUSINESS)

(SEMESTER 2: BUSINESS COMMUNICATIONS)

11, 12

1 credit

International Marketing is exciting, dynamic, challenging, and a key to success in a highly competitive global marketplace. Whatever you plan to do in life, an understanding of business and marketing principles will benefit you. International Marketing is a year-long class designed to further develop student's understanding of marketing and marketing-related skills. Advanced



areas of marketing not covered in Marketing will be studied. An emphasis will be placed on applying business and marketing concepts to foreign countries and economies. Students will complete various projects in each unit studied. A cumulative, on-going International Business Plan will be completed. Marketing students are members of DECA, where students learn valuable leadership and social skills. DECA also provides students with various opportunities for travel, competitions, community involvement, scholarships, and much more! Marketing courses are designed to be co-curricular with the student organization, DECA. Therefore a \$20 fee for the course is required for the payment of DECA state and national dues. Students will also have the opportunity to join and participate in FBLA (Future Business Leaders of America).

RECOMMENDED PREREQUISITE: Marketing or Advanced Marketing

Hire Education: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Hire Education. Students **DO NOT** enroll in Hire Education as a separate class. Interested students will be enrolled in Hire Education **AFTER** the class has begun by your class instructor. For more information, see the course description for Hire Education.

MANAGEMENT/ENTREPRENEURSHIP – 7265
(SEMESTER 1: ENTREPRENEURSHIP)
(SEMESTER 2: PRINCIPLES OF MANAGEMENT)

11, 12

1 credit



This course is designed for students interested in starting and operating a small business and/or business management. Learn what it's like to create and manage a business. You will get a chance to learn about and meet successful entrepreneurs who have launched and run very profitable businesses. Learn what it takes to be successful and become a leader in business. Students will also learn how to:

- Develop a business plan for their own business
- Learn principles of management and study effective management practices

Management/Entrepreneurship students are members of DECA, where students learn valuable leadership and social skills. DECA also provides students with various opportunities for travel, competitions, community involvement, scholarships, and much more! Marketing courses are designed to be co-curricular with the student organization, DECA. Therefore a \$20 fee for the course is required for the payment of DECA state and national dues.

Future Business Leaders of America (FBLA): Participation in Future Business Leaders of America (FBLA) is available for students. Students who participate in FBLA learn valuable leadership and social skills and can earn extra credit in the class.

RECOMMENDED PREREQUISITE: Marketing or Advanced Marketing

Hire Education: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Hire Education. Students **DO NOT** enroll in Hire Education as a separate class. Interested students will be enrolled in Hire Education **AFTER** the class has begun by your class instructor. For more information, see the course description for Hire Education.

Technology

COMPUTER APPLICATIONS – 7420
(INTRODUCTION TO PC APPLICATIONS)

9, 10, 11, 12

.5 credit



This computerized course is designed to help students develop word processing and technology skills for personal and/or business use. Students will learn:

- to utilize the features and functions of Microsoft Word, Excel, and PowerPoint
- to create and properly format a variety of documents that will be utilized in core classes, elective courses, and on the job
- to key accurately and efficiently by touch
- to utilize email as a professional correspondence tool

Future Business Leaders of America (FBLA): Participation in Future Business Leaders of America (FBLA) is available for students. Students who participate in FBLA learn valuable leadership and social skills and can earn extra credit in the class.

Hire Education: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Hire Education. Students **DO NOT** enroll in Hire Education as a separate class. Interested students will be enrolled in Hire Education **AFTER** the class has begun by your class instructor. For more information, see the course description for Hire Education.

WEB DESIGN – 7375
(WEB DESIGN 1)



10, 11, 12

.5 credit

This is an introductory web site development course. Students learn to create, design and publish informational content on the Internet. You will become proficient in web page basics using HTML.

RECOMMENDED PREREQUISITE: Computer Applications (Introduction to PC Applications)

Future Business Leaders of America (FBLA): Participation in Future Business Leaders of America (FBLA) is available for students. Students who participate in FBLA learn valuable leadership and social skills and can earn extra credit in the class.

Hire Education: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Hire Education. Students **DO NOT** enroll in Hire Education as a separate class. Interested students will be enrolled in Hire Education **AFTER** the class has begun by your class instructor. For more information, see the course description for Hire Education.

INTRODUCTION TO COMPUTER SCIENCE – 7451

9, 10, 11, 12

1 Credit

This is a one-year introductory course to computer science. In this course students will learn the fundamentals of programming using processing, a Java-based, visually-oriented language. Students will write programs that will draw pictures, run animations, create basic algorithms, simulate basic 2D games/applications, and learn language for expressing computations-JAVA. Topics to be covered in this course include variables, conditionals, loops, arrays, and classes. Students will also learn how to use computational tools to help model and understand data.

Prerequisite: Enrolled or completed Math 1

AP COMPUTER SCIENCE PRINCIPLES - 7357

10, 11, 12

1 Credit

AP Computer Science Principles is a one-year course in that introduces students to the central ideas of computer science, instills the ideas and practices of computational thinking and invites students to understand how computing changes the world. This rigorous course promotes deep learning of computational content, develops computational thinking skills, and engages students in the creative aspects of the field. Students are encouraged to apply creative processes when developing computational artifacts and to think creatively while using simulations to explore questions that interest them. Rather than teaching a particular programming language or tool, the course focuses on using technology and programming as a means to solve computational problems and create exciting and personally relevant artifacts. Students design and implement innovative solutions using an iterative process similar to what artists, writers, computer scientists, and engineers use to bring ideas to life. This course highlights the relevance of computer science by emphasizing the vital impact advances in computing have on people and society. By focusing the course beyond the study of machines and systems, students have the opportunity to investigate the innovations in other fields that computing has made possible and examine the ethical implications of new computing technologies.

Students will develop a range of skills such as using computational tools to analyze and study data and work with large data sets to analyze, visualize and draw conclusions from trends. Students will also develop effective communication and collaboration skills, work individually and collaboratively to solve problems, and discuss and write about the importance of these problems and the impacts to their community, society and the world.

Future Business Leaders of America (FBLA): Participation in Future Business Leaders of America (FBLA) is available for students. Students who participate in FBLA learn valuable leadership and social skills and can earn extra credit in the class.

Prerequisite: Successful Completion (C or better) of MATH 1. It is recommended that a student registering for the AP Computer Science Principles course should have successfully completed a first-year high school algebra course with a strong foundation in basic algebraic concepts dealing with function notation, such as $f(x) = x + 2$, and problem-solving strategies that require multiple approaches and collaborative efforts. In addition, students should be able to use a Cartesian (x, y) coordinate system to represent points on a plane. It is important that students and their advisors understand that any significant computer science course builds on a foundation of mathematical reasoning that should be acquired before attempting such a course.

Other Career and Technical Credit Option

FOOD BEVERAGE MANAGEMENT*

9,10,11,12

.25 - .5 credit

Get hands-on retail experience while working in Horizon's Hawks Nest. You will learn cash register operations, cash handling, inventory management, customer service, merchandising, and food handling. Interested students need to complete an application, and in some cases, an interview before they are added to the class. Daily attendance is crucial to the Hawks Nest and student success in this class. Contact Mr. Schrader, Ms. Valentine, or Mr. Wilke for more information.

PREREQUISITE: Complete an application at registration or contact Mr. Schrader, Ms. Valentine, or Mr. Wilke.

Food Beverage Management credit may be included and count toward the required 6 credit total!

Hire Education: Students have the opportunity to earn elective credit while enrolled in this course for working in paid positions in any business and/or marketing career field within the community by enrolling in Hire Education. Students **DO NOT** enroll in Hire Education as a separate class. Interested students will be enrolled in Hire Education **AFTER** the class has begun by your class instructor. For more information, see the course description for Hire Education.

HIRE EDUCATION

Variable Credit

9, 10, 11, 12

Want to earn credit for your part time job? Interested students who are enrolled in a Business, Marketing, or Technology course may choose to participate in HIRE Education (workplace experience). In HIRE Education, students have the opportunity to apply their knowledge and skills in the workplace. Students should not enroll in HIRE Education as a separate class on the course registration form. The teacher will sign students up after courses have begun each semester.



- Students must work a minimum of 125 documented hours to earn .5 credit and 250 documented hours for 1.0 credit. A student cannot earn more than .5 credit of HIRE Education per semester; 1.0 per school year.
- A student may not be enrolled in and/or receive credit for more than one HIRE Education (on-the-job-training) course at a time.
- A student may not count more than 2.0 HIRE Education (on-the-job-training) credits toward graduation requirements.
- Students must provide proof of hours worked with copies of official documents such as pay stubs.

Only two credits can be earned during a student’s 4 years at Horizon (a maximum of 1.0 credit can be earned during any one school year).

Hire Education credit should not be included in nor does it count toward the required 6 credit total!

Horizon Business/Marketing Department Course Pathways

| | Business | Finance / Accounting | Marketing | Management / Entrepreneurship | Technology |
|-----------------|------------------------------|-----------------------------|---|---|--|
| Grade 9 | Introduction to Business | Computer Applications | Computer Applications and/or Introduction to Business | Computer Applications and/or Introduction to Business | Computer Applications |
| Grade 10 | Marketing | Introduction to Business | Marketing | Finance or Accounting & Marketing | Web Design |
| Grade 11 | Accounting | Finance | International Marketing | Marketing or Advanced Marketing | AP Computer Science Principles (Bollman) |
| Grade 12 | Management/ Entrepreneurship | Accounting | Advanced Marketing | Management / Entrepreneurship | AP CSP(Bollman) |

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|--------------------------------|---|---|---|---|---|
| <p>Possible Careers</p> | <p>Any job related to business, this pathway will provide a solid foundation.</p> <p><i>This is the suggested pathway for students interested in pursuing a major in business.</i></p> | <p>Accountant/CPA Auditor Budget Analyst Retail Banking Investment Banker Financial Analyst Financial Controller Financial Advisor Financial Planner Financial Consultant Chief Financial Officer Treasurer</p> | <p>Advertising Account Executive Market Researcher Media Buyer Media Planner Public Relations Account Executive Event Planner Brand Planner Sales Representative Social Media Manager Marketing Manager</p> | <p>Chief Executive Officer Entrepreneur Executive Financial Manager Franchise Manager Human Resources Manager Logistics Manager Marketing Manager Public Relations Manager Retail Manager Sales Manager</p> | <p>Computer Programmer Software Developer Database Administrator Computer Hardware Engineer Computer Systems Analyst Computer Network Architect Web Developer Information Security Analyst Computer & Information Systems Manager Project Manager</p> |
| <p>Extra</p> |  <p>Students enrolled in: Marketing, Advanced Marketing, International Marketing and Management/Entrepreneurship are members of DECA</p> |  <p>Students who take any business course have the opportunity to participate in FBLA</p> |  <p>Students who are enrolled in a business/marketing course have the opportunity to work in the Hawk Haven Café.</p> | | |