GRADES 9-12 INTRODUCTION TO BUSINESS

DESCRIPTIVE OVERVIEW

This class is designed to introduce students to the world of business. A variety of learning activities and applications will be used to cover topics such as the role of business in our economy, the business cycle, entrepreneurship, business ownership, business management, leadership, marketing and advertising, financial management and accounting, personal finance, information technology, and career planning. Group work, discussions, journaling, projects, and online simulations will be used to authenticate the learning process. Interest in many areas can be explored further in additional business offerings. This course is especially geared towards freshmen and sophomores that have an interest in business.

GOALS

Our program's goals are centered on two living documents: The National Standards for Business Education (NBEA) and the Massachusetts Frameworks for Digital Literacy & Computer Science. The NBEA is based on a comprehensive curriculum model that integrates eleven content areas: accounting, business law, career development, communication, computation, economics & personal finance, entrepreneurship, information technology, international business, management, and marketing. Learners are not only introduced to concepts and realistic simulations, but also are expected to use higher-order thinking as they are guided towards the development of skills needed to be effective consumers, citizens, workers, and business leaders. In all of our courses, students are expected to participate actively, think critically, and work independently and cooperatively as part of a team. Our overarching goal has been to build a better student and to prepare students for success in business and life.

OBJECTIVES

1. *Identify, analyze and solve problems* – demonstrated by
    - Analyzing information and making decisions based on data
    - Drawing conclusions based on information
    - Explaining how business and technology topics affect them at an individual, community or societal level.
2. *Communicate Effectively* by
    - Completing oral presentations and reflective writing assignments
    - Participating in small group and classroom discussions pertaining to business topics
3. *Work independently and cooperatively* by
    - Managing aspects of a team project to ensure efficiency and adherence of deadlines
    - Demonstrating project management skills through the completion of a group or individual project.

INSTRUCTIONAL MODEL

Method of instruction includes cooperative group, project-based learning, media presentations, lectures, guest speakers, field trips and student-led discussions. This course includes various instructional strategies and utilizes an experiential learning methodology in which students are expected to learn through active participation and reflection. Teachers are encouraged to engage learners in student-centered activities that focus on content meaningful to the student. The teacher incorporates questioning techniques which elicit and guide critical and independent thinking. Students are questioned in a manner that elicits a response that demonstrates he/she understands content-specific concepts, various points of view, and advantages/disadvantages within the decision-making process. Students are encouraged to share one's opinion and support their position based on their line of reasoning.

ASSESSMENT

All assignments are graded according to specific, clearly stated expectations and rubrics detailing the evaluation process. Teachers assess student progress through a variety of strategies intended to determine students' knowledge, competencies, and growth. These strategies include but are not limited to classroom participation, individual and small group projects, presentations, quizzes, and tests. All students are evaluated based on a Professional Attitude Rubric that assesses their participation, engagement and effort. Performance-based projects require students to apply what they have learned in new contexts and draw upon existing resources when attempting to solve problems.

RESOURCES

Various readings and resources selected by the teacher

GRADES 10-12 BUSINESS MANGEMENT

DESCRIPTIVE OVERVIEW

This course examines entrepreneurship and the components of starting and operating a business. It also focuses on the role of the entrepreneur in our economy and our community. Students will be exposed to the major aspects of business management and entrepreneurship. It is designed to provide a solid foundation for students contemplating studying business in college. Topics include but are not limited to entrepreneurship, business communication, business ownership, business plans, financial reports (Income Statement, Profit-Loss Statement, Balance Sheet), economic concepts, marketing, human resource management, information technology, and ethics.

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RESOURCES

Various readings and resources selected by the teacher

GRADES 10-12 FINANCIAL ACCOUNTING

DESCRIPTIVE OVERVIEW
In this course, students are introduced to the "language" of business. The course provides an understanding of the responsibilities that are required for entry-level accounting jobs. Students are introduced to basic accounting principles, examine the importance of ethics in business, and utilize accounting software and electronic spreadsheets for a hands-on approach to learning. This course is highly recommended for all students thinking about majoring in business administration or accounting.

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RESOURCES
Various readings and resources selected by the teacher

GRADES 10-12 PERSONAL FINANCE

DESCRIPTIVE OVERVIEW

This course examines the elements of living on your own in the "real world." Students will be introduced to a variety of personal finance topics including career exploration, budgeting, banking and investing, credit, and major expenditures. This course examines the many elements of managing money, living independently, and being a responsible consumer. In addition to independent and collaborative assignments, students will be required to participate in regular class discussions and will take part in real-world personal finance simulations. Class participation is an important element of this course and will be reflected in students' grades.

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RESOURCES

Various readings and resources selected by the teacher

GRADES 10-12 A WALK DOWN WALL STREET: FUNDAMENTALS OF INVESTING

DESCRIPTIVE OVERVIEW

This course will introduce students to the world of wealth management. Students will take an in-depth look at financial securities such as stocks, bonds, mutual funds, real estate, and speculative investments. Students will learn about diversification and how to create a diversified portfolio using stock market simulators. The class will explore popular investment approaches and philosophies. After taking the course, students will understand the role of the stock market in everyday life, develop responsible strategies for managing current savings, and help make better future financial decisions.

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RESOURCES

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GRADES 10-12 MARKETING

DESCRIPTIVE OVERVIEW

Marketing is an essential function in all types of businesses and organizations. This course provides a comprehensive view of the marketing field. Topics covered include marketing in the 21st century, market segmentation, the marketing mix, and market research and analysis. Students will learn about the multiple aspects of marketing goods and services in the U.S. and global economies. Students will participate in a variety of collaborative activities and discussions. Students will authenticate the learning process with a project based learning experience in conjunction with the Hingham Downtown Association.

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RESOURCES

Various readings and resources selected by the teacher

GRADES 10-12 SPORTS & ENTERTAINMENT MARKETING

DESCRIPTIVE OVERVIEW

This course is designed for students that want to pursue their interest in marketing and the sports and entertainment industry. This course emphasizes the fundamental marketing concepts and will include an introduction to the sports and entertainment industry. Some topics that will be covered in the course include marketing strategies, sponsorship, pricing, marketing research, endorsements, and promotions. By completing real-world tasks, students will gain a variety of 21st century skills including critical thinking, communication, and problem solving. This course offers students an advantage if pursuing marketing or sports management degrees at the collegiate level. Guest speakers, case studies, journaling, field trips, videos, and computer-integrated simulations will be incorporated into the class.

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RESOURCES

Various readings and resources selected by the teacher

DESCRIPTIVE OVERVIEW

This course examines the current programs and applications that are used in the world of business. Students will apply Microsoft Office and Google productivity applications to projects and assignments they will face in everyday life. This class progressively builds on previously established computer applications and concepts. Students will also learn about software and Web 2.0 tools that can be used for their academic coursework and in the workplace. Additionally, students will practice 21st century skills by collaborating with others to problem solve and develop proper communication and presentation techniques. Students will be introduced to the concept of digital citizenship and the importance of maintaining their online "self." Students will be required to participate in daily class work assignments to demonstrate their understanding and application proficiency. This course is especially geared for freshmen and sophomores eager to learn about applying technology to academic, work, and personal life.

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OBJECTIVES

1. *Identify, analyze and solve problems* – demonstrated by
   - Assisting other students proactively with technical problems
   - Troubleshooting personal computer problems
   - Explaining computer application topics through the use of their respective vocabularies
   - Using software features appropriately within an application
   - Developing individual learning strategies to solve problems and learn new software
2. *Communicate Effectively* by
   - Delivering oral presentations using presentation software as a visual aid
   - Participating in small group and classroom discussions pertaining to technology topics
   - Using software features appropriately within an application
3. *Work independently and cooperatively* by
   - Working independently and cooperatively to understand technology topics within software

INSTRUCTIONAL MODEL

Method of instruction includes cooperative group, blended learning, project-based learning, media presentations, lectures, student-led discussions and student-centered activities. This course includes various instructional strategies and utilizes an experiential learning methodology that is performance-based.

ASSESSMENT

All assignments are graded according to specific, clearly stated expectations and rubrics detailing the evaluation process. Teachers assess student progress through a variety of strategies intended to determine students' knowledge, competencies, and growth. These strategies include but are not limited to classroom participation, daily assignments, individual and small group projects, presentations and quizzes. All students are evaluated based on a Class Participation Rubric that assesses their participation, classroom behavior and their ability to work independently through the completion of daily assignments.

RESOURCES

Various readings and resources selected by the teacher