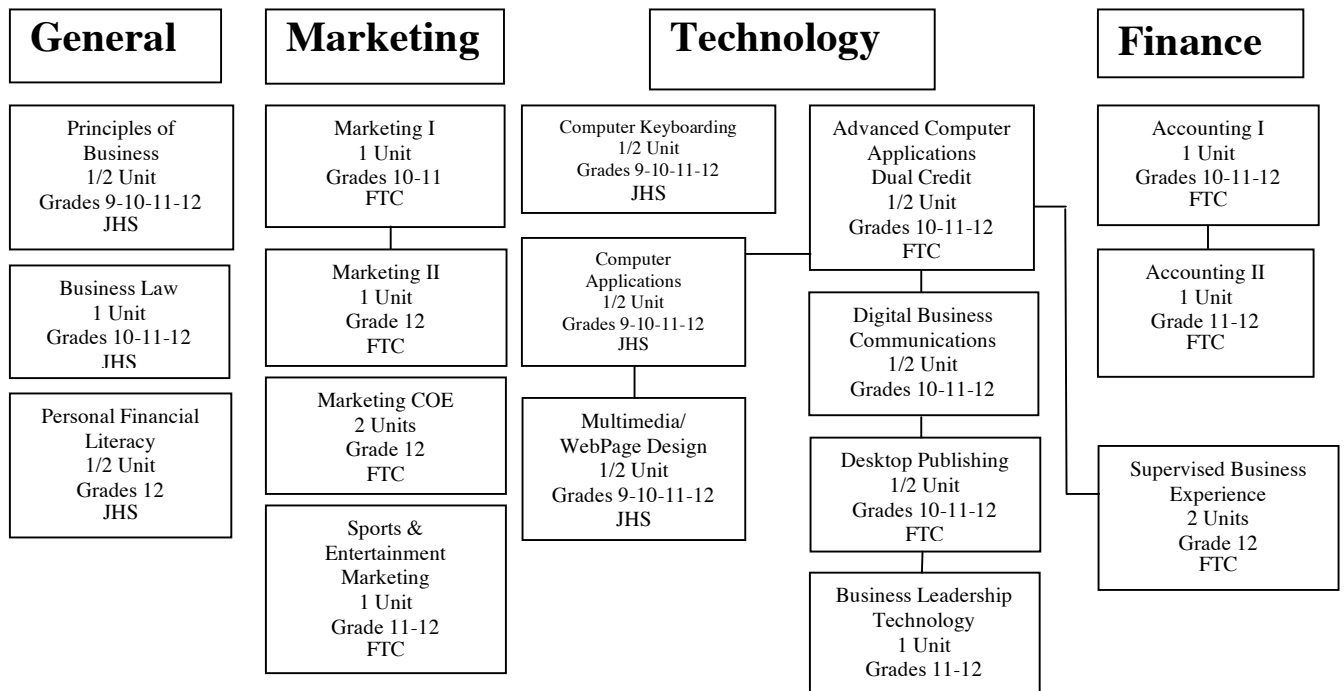


# SCOPE AND SEQUENCE

## FOR

### BUSINESS AND MARKETING EDUCATION COURSE OFFERINGS



## **PRACTICAL ARTS - BUSINESS EDUCATION COURSE OFFERINGS**

ACCOUNTING I	MARKETING I
ACCOUNTING II	MARKETING II
ADVANCED COMPUTER APPLICATIONS DC	MARKETING COOPERTIVE EDUCATION (COE)
BUSINESS LAW	MULTIMEDIA/WEBPAGE DESIGN
BUSINESS LEADERSHIP TECHNOLOGY	PERSONAL FINANCE LITERACY
COMPUTER APPLICATIONS	PRINCIPLES OF BUSINESS
COMPUTER KEYBOARDING	SPORTS & ENTERTAINMENT MARKETING
DESKTOP PUBLISHING	SUPERVISED BUISNESS EXPERIENCE
DIGITAL BUSINESS COMMUNICATIONS	

### **ACCOUNTING I (10-11-12) 1 Unit**

Students taking business classes are required to join FBLA; dues will be the responsibility of the student. Student Organizations are intra-curricular and are required by the Department of Elementary and Secondary Education. Programs have fundraisers to help offset costs of requirements for courses.

Students will understand and apply the concept of the accounting equation in relationship to sole proprietorship and partnership using proper forms. A variety of methods will be utilized including manual entry and automated computer processing. Job seeking and job readiness skills will be demonstrated throughout the course. This class may be taken in conjunction with Supervised Business Experience. Students are strongly encouraged to have completed Computer Applications I.

### **ACCOUNTING II (11-12) 1 Unit**

Articulated College Credit – Ozarks Technical Community College.

Students taking business classes are required to join FBLA; dues will be the responsibility of the student. Student Organizations are intra-curricular and are required by the Department of Elementary and Secondary Education. Programs have fundraisers to help offset costs of requirements for courses.

Advanced Accounting will provide experience with corporate accounting procedures and forms. Students will practice manual and automated computer processing methods. They will demonstrate knowledge of terminology, proper format and procedures. Students will be given the opportunity to further explore financial tracking software, spreadsheet programs and their applications. Knowledge obtained provides a solid foundation for skills needed in an entry-level accounting position, or for success in a beginning college-level accounting course. This one-year, one-hour class may be taken concurrently with Supervised Business Experience.

Prerequisite: Accounting I

### **ADVANCED COMPUTER APPLICATIONS (10-11-12) (Dual Credit) 1 Unit**

Articulated College Credit – MSU-2 hours. Dual Credit Option through Missouri State University (certain program requirements must be met).

Students taking business classes are required to join FBLA; dues will be the responsibility of the student. Student Organizations are intra-curricular and are required by the Department of Elementary and Secondary Education. Programs have fundraisers to help offset costs of requirements for courses.

Students need to be able to use technological tools and other resources to locate, select, and organize information and ideas, and solve problems. Students will do advanced activities in word processing, desktop publishing, presentations, communications, spreadsheet, and database applicable to the business environment. Students will improve their skills of creating quality business documents and publications. Students will learn Windows operating systems and file management techniques. They will also be introduced to current technology such as Internet, e-mail, scanner, digital camera, network, and more.

Prerequisite: Computer Applications I or Permission of Instructor, GPA of 2.75 (minimum grade of C)

### **BUSINESS LAW (10-11-12) 1 Unit**

Business Law is a one-unit of credit, one-year course. The basics of everyday law concerning buying and selling, entering into contracts, business crimes, torts, functions of courts, and many other areas of life are emphasized. Business law is designed to inform students of some of their rights and responsibilities as citizens, consumers, and employees

### **BUSINESS LEADERSHIP TECHNOLOGY (11-12) 1 Unit**

Articulated College Credit – Crowder College 7 hours

Student will perform business management and support skills through correspondence processing, team projects, and identification of future workplace trends. Advanced computer skills and presentation software skills will be covered. Students will also become skilled at the technology of voice recognition, palm pilots, and podcasting. Employability skills will be

gained by mock interviewing for a job, preparing a resume, filling out job applications and preparing an employment portfolio. Students taking business classes are required to join FBLA. Dues will be the responsibility of the student. FBLA is intra-curricular and required by the Department of Elementary and Secondary Education. Programs have fundraisers to help offset costs of requirements for courses.

Prerequisite: Advanced Computer Applications, Medical Office Technology, Digital Communications, Desktop Publishing or Permission of Instructor.

### **COMPUTER APPLICATIONS (9-10-11-12)**

**1/2 Unit**

This course is designed to help student's master beginning and advanced skills in the areas of word processing, database management, spreadsheet applications, desktop publishing, multimedia, Internet usage, and integrated software applications. Using various software applications, students will learn basic business document formatting, spreadsheet formulas and functions, and graphics layout and design. Course is offered to students 9-12, this is a 1-hour, 1-semester class.

### **COMPUTER KEYBOARDING (9-10-11-12)**

**1/2 Unit**

Computer Keyboarding is an introductory level course designed to familiarize the student with basic keyboarding skills. Instruction is given in the mastery of the keyboard by touch, with emphasis on the development of technique, accuracy and speed. Only students that have little or no typing experience should consider taking this class. Word processing skills using letters, memos, and reports will be emphasized.

### **DESKTOP PUBLISHING (10-11-12)**

**1/2 Unit**

Students will perform business management and support skills through team projects and identification of future workplace trends. This course introduces concepts of desktop publishing. It includes an overview of word processing, graphics, and desktop publishing softwares. Emphasis will be on creation of student projects including newsletters, business reports, brochures, and promotional materials. Principles of layout and design will be practiced. Students taking business classes are required to join FBLA. Dues will be the responsibility of the student. FBLA is intra-curricular and required by the Department of Elementary and Secondary Education. Programs have fundraisers to help offset costs of requirements for courses.

Prerequisite: Digital Business Communications and High School Computer Applications

### **DIGITAL BUSINESS COMMUNICATIONS (10-11-12)**

**1/2 Unit**

Students will develop the qualities, knowledge, and skills necessary for employment in one of the largest major occupational groups—administrative support. Students will demonstrate information processing and management skills through a variety of applications including electronic visual presentations, transcription, and document processing. This area of instruction benefits students by enhancing their word processing, information processing, written and oral communication competencies needed by administrative support professionals. Student will perform business management and support skills through electronic calculator proficiency, administration of filing systems, telephone and customer service, meeting and travel arrangements, and identification of future workplace trends. Student will become familiar with voice recognition software and palm pilots while practicing and implementing business grammar skills. Students taking business classes are required to join FBLA. Dues will be the responsibility of the student. FBLA is intra-curricular and required by the Department of Elementary and Secondary Education. Programs have fundraisers to help offset costs of requirements for courses.

Prerequisite: Keyboarding Skills and High School Computer Applications.

### **MARKETING I (10-11)**

**1 Unit**

Students taking marketing classes are required to join DECA, dues will be the responsibility of the student. Student Organizations are intra-curricular and are required by the Department of Elementary and Secondary Education. Programs have fundraisers to help offset costs of requirements for courses.

Students will study the foundations of marketing with an emphasis in: personal selling, pricing, distribution, technology skills, and communication skills. Students enrolled will have the opportunity to be involved in DECA, a co-curricular organization emphasizing leadership and teamwork skills.

### **MARKETING II (12)**

**1 Unit**

Students taking marketing classes are required to join DECA, dues will be the responsibility of the student. Student Organizations are intra-curricular and are required by the Department of Elementary and Secondary Education. Programs have fundraisers to help offset costs of requirements for courses.

Marketing II is a one-year, one-unit course for seniors interested in a career in the field of marketing. Students will study communication skills, business ethics, branding and packaging, target marketing, consumer behavior and independent marketing research. The DECA organization is a co-curricular organization emphasizing leadership and teamwork skills.

Prerequisite: Marketing I or permission of instructor

**MARKETING COOPERATIVE EDUCATION (COE) (12)****2 Units**

Students taking marketing classes are required to join DECA, dues will be the responsibility of the student.

Student Organizations are intra-curricular and are required by the Department of Elementary and Secondary Education.

Programs have fundraisers to help offset costs of requirements for courses.

Marketing Cooperative Education is a one-year, one-unit course for seniors interested in the field of marketing. Seniors must be enrolled in the Marketing II course in order to receive credit in the Marketing COE work experience. Students are employed in a training station that directly contributes to the development of the marketing competencies necessary for successful employment in the field of marketing. The student may earn up to two credits for their on-the-job experience based on an average of 20 hours of work per week. A maximum of 3 credit hours may be earned for Marketing II/Marketing COE. Students should have accumulated a 2.5 GPA and 90% attendance before they apply for the program in the spring of their junior year.

**MULTIMEDIA/WEBPAGE DESIGN (9-10-11-12)****1/2 Unit**

Students will work with multimedia software to develop electronic presentations. They will learn how to manipulate text, art and graphics, photography, animation, audio, and video for presentations in various media formats. This course will also include the use of Web programming languages, graphics applications, and other Web authoring tools to design, edit, launch, and maintain Web sites and pages. Course is offered to students 9-12, this is a 1-hour, 1-semester class.

Prerequisite: High School Computer Applications

**PERSONAL FINANCIAL LITERACY (12)****1/2 Unit**

Personal Financial Literacy is a one-semester course. Students discover ways to identify needs and wants, to be able to manage resources to reach short and long term goals. Students explore the uses of credit and learn how to make wise spending and investment decisions. Insurance, checking accounts, and budgeting are also emphasized.

**PRINCIPLES OF BUSINESS (9-10-11-12)****1/2 Unit**

Principles of Business is a one-semester, one half-unit of credit course offered primarily to freshmen for the purpose of introducing business students to the fundamentals of business knowledge. Its specific objectives are to prepare students to use business services wisely, to develop an understanding of money and banking systems, to learn wise use of credit, and to aid students in discovering and developing their interest along business lines.

**SPORTS & ENTERTAINMENT MARKETING (11-12)****1 Unit**

This course will help students develop a thorough understanding of the marketing concepts and theories that apply to sports and sporting events. The areas this course will cover include basic marketing, target marketing and segmentation, sponsorship, event marketing promotions, sponsorship proposals, and implementation of sports marketing plans. This course will also delve into promotion plans, sponsorship proposals, sports marketing plans, and event evaluation and management techniques.

Students taking sports marketing should have the opportunity to participate in DECA (student marketing leadership organization). DECA related activities and curriculum can be used as an approved part of all marketing classes.

**SUPERVISED BUSINESS EXPERIENCE (12)****2 Units**

Students taking business classes are required to join FBLA; dues will be the responsibility of the student. Student

Organizations are intra-curricular and are required by the Department of Elementary and Secondary Education. Programs have fundraisers to help offset costs of requirements for courses

Supervised Business Experience students use their business technology skills to work in office jobs in the Joplin community during half of their school day. They get paid and receive two hours of credit toward graduation. Students should have accumulated a 2.5 GPA and a 90% attendance record before they apply for the program in the spring of their junior year. This program gives the student, teacher and employer the opportunity to work together to help the student acquire the best skills possible for future employment. Students will also need to be enrolled in one of the following courses: Accounting I or II, Digital Business Technology and Desktop Publishing, Advanced Business Computer Applications, or Computer Science Applications.