

ACCOUNTING, BUSINESS, AND MARKETING EDUCATION

Students may choose to enroll in Accounting, Business, and Marketing Education courses for a variety of reasons. They may want to learn about investments, develop computer skills, or learn how to manage their own business. Some students may study business because they intend to go to work immediately after graduating from high school and others may pursue a college degree in business management, computers and information technology, accounting, or many of the other related fields. Regardless of your intent, business education classes provide life-long lessons that will benefit you as a consumer and as you enter the workforce.

CAREER AND TECHNICAL COURSES

These courses are designed as Full-time (3 period per day) Career and Technical courses. Students wishing to enroll in these courses as one period electives should discuss this option with their guidance counselor.

Suggested sequences of courses is as follows:

10th or 11th Grade – Accounting Technology Program

Accounting I
Business Training
Computer Applications I

11th or 12th Grade – Accounting Technology Program

*Accounting II
Micro Accounting I (F)
Micro Accounting II (S)
Law and You I (F)
Law and You II (S)

10th or 11th Grade – Administrative Assistant Program

Accounting I
Business Training
Computer Applications I

11th or 12th Grade –Administrative Assistant Program

Computer Applications II
Computer Applications III
Law and You I (F)
Law and You II (S)

10th or 11th Grade – Marketing Technology Program

Marketing Technology I
Fashion and Visual Merchandizing
Computer Applications I

11th or 12th Grade – Marketing Technology Program

*Entrepreneurship & Management
*Retail Lab Experience
Sports Management and Marketing

Accounting Technology Program

(Two Year Career and Technical Program)

This program is a must for any student planning a career in accounting or business management. It provides the building blocks to enter two and four year business programs and ultimately careers in accounting, business management, and entrepreneurship. Students who enter this program will begin to master skills in double entry bookkeeping, departmental accounting, payroll accounting, and manufacturing cost accounting. Students will also use automated accounting systems and become familiar with how the automated accounting system functions. By completing the Accounting Technology Program students are prepared to enter entry-level positions or attend post-secondary institutions.

Students who choose the Accounting Technology course of study have two options for enrollment:

1. During the scheduling process, the student may enroll in the two-year option. This option will lead to completion of the program of study. This option gives students the first priority in scheduling courses and best prepares students for careers in accounting and business related careers.
2. Students may schedule individual accounting courses as elective credits. These students will be scheduled only as space is available. First priority in scheduling will be given to students enrolled in the Accounting, Administrative Assistant, and Marketing programs. This elective option should be considered by students considering careers in areas other than business who wish to earn elective credits

The Accounting Technology Program of Study is as follows:

Year One: 10th or 11th Grade

Accounting I
Business Training
Computer Applications I

Year Two: 11th or 12th Grade

Accounting II
Micro Accounting I & II
Law and You I & II

Students wishing to complete the Accounting Technology Program need to register for these courses during years one and two.

Accounting I

Eligible Grade Level: 10 or 11

1 Unit

A must for any student who is planning to get a degree in Accounting or Business Management, this course covers the analysis and recording of business transactions for personal or vocational use. It introduces the basic principles of double-entry bookkeeping, prepares one to keep formal books of entry such as journals and ledgers, and introduces one to prepare simple financial statements. The student will complete the accounting cycle, learn to write checks and receipts, reconcile bank statements and keep simple payroll records. Students get hands-on experience through two simulation projects in which they generate accounting records for a business.

Business Training

Eligible Grade Level: 10 or 11

1 Unit

This course enables the student to understand the basic concepts of business and the economy in which we live. The students will design a small business plan, explore careers, learn skills to succeed in the world of work, get some insight into our banking system, and work with personal finances.

Computer Applications I**Eligible Grade Level: 10 or 11****1 Unit**

This course develops and applies the basic computer skills needed to succeed in today's business world. These computer skills will be developed by using a variety of programs including Publisher, Word, Excel, and Powerpoint. Computer Applications I is a project-based class where group and independent learning will take place. This course provides the building blocks for all future Accounting, Business, and Marketing Education courses.

Accounting II (Scholar)*Eligible Grade Level: 11 or 12****1 Unit***Prerequisite: Accounting I*

This course covers departmental and payroll accounting, partnership, corporation and manufacturing cost accounting. It develops the knowledge one will need to maintain proper records for efficient management. The fundamentals of Accounting I are reviewed before proceeding to the advanced work. Students get hands-on experience through two simulation projects in which they generate accounting records for a business. This course is for the student who is planning on pursuing a career or post-secondary degree in accounting.

Micro Accounting I (F)**Eligible Grade Level: 11 or 12****.50 Unit***Prerequisite: Accounting I - 1 Semester*

This course presents automated accounting principles and provides a hands-on approach for learning how automated accounting systems function. Topics include: general ledger, accounts receivable and payable and financial reports.

Micro Accounting II (S)**Eligible Grade Level: 11 or 12****.50 Unit***Prerequisite: Micro-Accounting I - 1 Semester*

This course provides a computerized approach to solving advanced accounting applications for a departmentalized business. The course includes computerized depreciation and financial statement analysis, and an introduction to spreadsheet programming and related problem solving applications. The course also provides an introduction to QuickBooks which is a popular accounting software package used in business and industry today.

Law and You I (F)**Eligible Grade Level: 11 or 12****.50 Unit**

Do you want to know more about the law, entering into contracts and being a consumer? Students will attend a criminal or civil trial at the county court in Smethport. Criminal Law and Contract Law are covered and supplemented with guest speakers. This course is a must for students considering a career in law or business.

Law and You II (S)**Eligible Grade Level: 11 or 12****.50 Unit**

Topics include the law of sales, property law, agency and employment law, legal forms of business ownership, and laws related to credit and borrowing money. Guest speakers and field trips add real life practicality to the topics covered. This course is a must for students considering a career in law or business.

Cooperative Education

Eligible Grade Level: 12

3 Units

By teacher recommendation only

Cooperative Education is a school supervised work program offered only for students who are in the Career and Technical Program. Its purpose is to form a partnership for training between school and industry. This structured program combines school-based classroom learning with a work based experience in an occupation which relates to the student's training and career objectives. This is a paid experience and units will be earned.

Administrative Assistant Program

(Two Year Career and Technical Program)

The purpose of this program is to prepare students to work in office setting in careers such as executive secretaries, administrative assistants, receptionists, information clerks, legal secretaries, and medical secretaries. This program also provides the building blocks to enter two and four year business programs and ultimately careers in business management, information technology, and entrepreneurship. Students who enter this program will begin to master skills in computer technologies and software including Microsoft Word, Excel, Access, and Powerpoint. They will also master basic accounting principles, introductory business law, and general business practices. Students will have the opportunity to earn Microsoft Office Specialist certifications. By completing the Administrative Assistant Program students are prepared to enter entry-level positions or attend post-secondary institutions.

Students who choose the Administrative Assistant course of study have two options for enrollment:

1. During the scheduling process, the student may enroll in the two-year option. This option will lead to completion of the program of study. This option gives students the first priority in scheduling courses and best prepares students for careers in business related careers.
2. Students may schedule individual business courses as elective credits. These students will be scheduled only as space is available. First priority in scheduling will be given to students enrolled in the Administrative Assistant, Accounting, and Marketing programs. This elective option should be considered by students considering careers in areas other than business who wish to earn elective credits.

The Administrative Assistant Program of study is as follows:

Year One: 10th or 11th Grade

Computer Applications I

Accounting I

Business Training

Year Two: 11th or 12th Grade

Computer Applications II

Computer Applications III

Law and You I & II

Students wishing to complete the Administrative Assistant Program need to register for these courses during years one and two.

Computer Applications I**Eligible Grade Level: 10 or 11****1 Unit**

This course develops and applies the basic computer skills needed to succeed in today's business world. These computer skills will be developed by using a variety of programs including Publisher, Word, Excel, and Powerpoint. Computer Applications I is a project-based class where group and independent learning will take place. This course provides the building blocks for all future Accounting, Business, and Marketing Education courses.

Accounting I**Eligible Grade Level: 10 or 11****1 Unit**

A must for any student who is planning to get a degree in Accounting or Business Management, this course covers the analysis and recording of business transactions for personal or vocational use. It introduces the basic principles of double-entry bookkeeping, prepares one to keep formal books of entry such as journals and ledgers, and introduces one to prepare simple financial statements. The student will complete the accounting cycle, learn to write checks and receipts, reconcile bank statements and keep simple payroll records. Students get hands-on experience through two simulation projects in which they generate accounting records for a business.

Business Training**Eligible Grade Level: 10 or 11****1 Unit**

This course enables the student to understand the basic concepts of business and the economy in which we live. The students will design a small business plan, explore careers, learn skills to succeed in the world of work, get some insight into our banking system, and work with personal finances.

Computer Applications II**Eligible Grade Level: 11 or 12****1 Unit**

Students enrolled in Computer Applications II will continue to use word and publisher to complete more difficult exercises and projects. Excel and Access will be introduced in more depth in preparation for activities encountered after mid-year in Computer Applications IV. In addition, Office skills necessary to complete the Administrative Assistant program of study will also be learned.

Computer Applications III (Scholar)*Eligible Grade Level: 11 or 12****1 Unit**

This is an advanced computer course designed to allow students to become proficient in Microsoft Excel and Access. Students will learn how to design, format, and manipulate electronic spreadsheets. Application problems relate to everyday business and financial needs. Students will also learn how to create and manage databases; work with forms, tables, reports, queries; and maintain relational databases. Upon completion of Computer Applications IV, students may have successfully passed at least three Microsoft Office Specialist exams. Completion of three MOS exams is equivalent to an introductory college computer course from any ACE accredited university.

Law and You I (F)**Eligible Grade Level: 11 or 12****.50 Unit**

Do you want to know more about the law, entering into contracts and being a consumer? Students will attend a criminal or civil trial at the county court in Smethport. Criminal Law and Contract Law are covered and supplemented with guest speakers. This course is a must for students considering a career in law or business.

Law and You II (S)**Eligible Grade Level: 11 or 12****.50 Unit**

Topics include the law of sales, property law, agency and employment law, legal forms of business ownership, and laws related to credit and borrowing money. Guest speakers and field trips add real life practicality to the topics covered. This course is a must for students considering a career in law or business.

Cooperative Education
Eligible Grade Level: 12
3 Units

By teacher recommendation only

Cooperative Education is a school supervised work program offered only for students who are in the Career and Technical Program. Its purpose is to form a partnership for training between school and industry. This structured program combines school-based classroom learning with a work based experience in an occupation which relates to the student's training and career objectives. This is a paid experience and units will be earned.

Industry Certification:
Microsoft Office Specialist

Marketing Technology Program

(Two Year Career and Technical Program)

The purpose of this program is to prepare students to work in careers such as advertising, fashion marketing, sports and entertainment marketing, retail marketing, public relations, and marketing research. This program provides the building blocks to enter two and four year business programs and ultimately careers in business management, marketing, and entrepreneurship. This program should be considered as an important prerequisite for students considering these program areas in post-secondary education. Students who enter this program will begin to master skills in pricing, product branding, target marketing, retail operations, risk management, occupational safety. By completing the Marketing Technology Program students are prepared to enter entry-level positions or attend post-secondary institutions.

Students who choose the Marketing Technology course of study have two options for enrollment:

1. During the scheduling process, the student may enroll in the two-year option. This option will lead to completion of the program of study. This option gives students the first priority in scheduling courses and best prepares students for careers in marketing related careers.
2. Students may schedule individual marketing courses as elective credits. These students will be scheduled only as space is available. First priority in scheduling will be given to students enrolled in the Marketing Technology, Administrative Assistant, and Accounting programs. This elective option should be considered by students considering careers in areas other than business who wish to earn elective credits.

The Marketing Technology Program of Study is as follows:

Year One: 10th or 11th Grade

Marketing I
Fashion & Visual Merchandising
Computer Applications I

Year Two: 11th or 12th Grade

- * Entrepreneurship & Management - Scholar
- * Retail Lab Experience (taken concurrently with above, any period)
Sports Management and Marketing

Students wishing to complete the Marketing Technology Program need to register for these courses during years one and two.

Marketing Technology I: Foundations of Marketing

Eligible Grade Level: 10 or 11

1 Unit

First year students learn about target markets, promotion, product branding, channels of distribution, pricing, selling and various other functions of marketing.

Fashion and Visual Merchandising

Eligible Grade Level: 10 or 11

1 Unit

Students receive training in occupational safety, store operations, risk management, marketing research, and merchandizing concepts

Computer Applications I

Eligible Grade Level: 10 or 11

1 Unit

This course develops and applies the basic computer skills needed to succeed in today's business world. These computer skills will be developed by using a variety of programs including Publisher, Word, Excel, and Powerpoint. Computer Applications I is a project-based class where group and independent learning will take place. This course provides the building blocks for all future Accounting, Business, and Marketing Education courses.

***Entrepreneurship & Management (Scholar)**

Eligible Grade Level: 11 or 12

1 Unit

Second year students explore entrepreneurship and business management as a career options. Students will develop a working business plan for a business of their choice. Students will then explore issues facing effective business managers such as: new employee orientation, remedial action, discipline, employee morale, etc. All Marketing Education classes involve special projects, group presentations, demonstrations and hands-on projects. All students assist with the decision-making process, management and operation of Bradford High's two school stores (The Owl's Nest and The Hollow). All Marketing students are members of DECA, a co-curricular student organization. DECA offers annual competitions

and conferences on the District, State and International level. DECA furthers the development of skills and knowledge needed for success in particular marketing occupations.

Retail Marketing Laboratory Experience

Eligible Grade Level: 11 or 12

1 Unit

Students will be challenged with the responsibility of putting their marketing theory into practice in the Marketing Education laboratory, The Hollow. Students will rotate through various managerial tasks (i.e., Sales forecasting, risk management, budgeting, bill paying, visual merchandising, etc.), while successfully operating our real business.

Sports Management and Marketing

Eligible Grade Level: 11 or 12

1 Unit

This course offers a comprehensive introduction to the principals of business and marketing in the sports industry. This course discusses the meaning of sports management and marketing in terms of its scope, principals, issues, and future trends. The basics concepts mastered in this course can be applied to all basic areas of business and marketing. Any student considering a career in business management, entertainment, or marketing fields should consider this course.

Cooperative Education

Eligible Grade Level: 12

3 Units

By teacher recommendation only

Cooperative Education is a school supervised work program offered only for students who are in the Career and Technical Program. Its purpose is to form a partnership for training between school and industry. This structured program combines school-based classroom learning with a work based experience in an occupation which relates to the student's training and career objectives. This is a paid experience and units will be earned.

Industry Certification:

National Retail Federation Customer Service

BUSINESS AND COMPUTER ELECTIVES (Non-Career and Technical Program of Study Courses)

Microtype

Eligible Grade Level: 9, 10, 11, 12

1 Unit

Microtype is a keyboarding class for students who type less than 30 words per minute. You will have the opportunity to improve your keyboarding skill and to learn how to format documents required in your core classes. Upon the successful completion of this course, a student could continue with Computer Applications I.

Introduction to Computer Applications

Eligible Grade Level: 9, 10, 11, 12

1 Unit

Do you already feel confident about your keyboarding skills? Can you type at least 30 words per minute? If so, this is the class for you. In this computer class you will become proficient in creating slideshows and in formatting letters, memos, reports, resumes, newsletters, tables, and charts. By completion of the course, you will be making advanced presentations with pictures, music and even video clips. Students can become experts in Microsoft Word and PowerPoint, and also learn the basics of Internet Explorer.

Business Applications

Eligible Grade Level: 9, 10, 11, 12

1 Unit

If you want to learn how to do your taxes, borrow money, or if you like logical everyday problem solving, you will like this course. Students will apply basic business problem solving skills by completing business problems and simulations. Some topics covered include payroll and taxes, borrowing and investing, consumer purchases and business management.

***Special Topics in Accounting (Scholar)**

Eligible Grade Level: 12

1 Unit

Prerequisite: Accounting II

Topics covered will include management accounting with inventory planning and valuation, budgetary planning and control, use of accounting information for making management decision, and financial statement analysis. Cost accounting for a merchandising and for a manufacturing business will be explored in depth. Advanced accounting procedures for partnerships will be explored as well as accounting and reporting financial information for non-profit organizations with special emphasis on government organizations. Students will also complete 2 simulation projects and use Automated Accounting 7.0 software to complete selected problems. This course is for the student who is planning on pursuing a career or post-secondary degree in accounting.

Web Page Design

Eligible Grade Level: 10, 11, 12

1 Unit

Prerequisite: Introduction to Computer Applications

This course is intended to help you develop skills needed to become a web designer. HTML and Macromedia Dreamweaver will be used to create, format, illustrate, design and edit web pages. The class focuses on web page planning, basic design, layout and construction, and setup and maintenance of a web site. Using a variety of web development tools and software, students will create their own Web site and much more.

Office Procedures

Eligible Grade Level: 12

1 Unit

By teacher recommendation

This class provides opportunities for students to learn and perform occupational skills needed at a job site. Students will tie their experience from previously taken business courses to complete on-the-job problems. They will use a variety of software programs to complete tasks most efficiently. Based on their interests, skills, and abilities, students will be placed when job sites are available.