

# ***Building a Business Background at St. Paul***

**(4 elective credits available)**

## **Business Principles and Practices, 1 credit electives, grades 10, 11, 12**

Business Principles and Practices is designed to teach students business economic principles through interactive case study analysis and hands-on projects. The course will integrate economic concepts, human behavior, business law, and business ethics in order to establish a solid foundation and understanding of the business environment. The class will explore what businesses are and investigate how businesses operate and how they are managed. It will analyze business law and its effect on the community, on consumers, and on corporations, partnerships, and proprietorships. The class will take a close look at management and leadership styles, marketing techniques, personal and business financing, and communications.

## **Marketing, 0.5 credit electives, grades 11 and 12**

Marketing will introduce students to current marketing concepts and practices. The course builds on five major customer value and engagement themes: creating customer value, engaging customers, building and managing strong brands, measuring and managing return on marketing, and implementing sustainable marketing. The class will present numerous real-life examples and stories that engage students with marketing concepts and bring modern marketing to life. Students will understand consumer needs and wants, determine target markets, and develop strategies to attract customers.

## **Communications, 0.5 credit elective, grades 10, 11, 12**

Communications is designed to integrate various communication vehicles to develop skills and apply these skills in various situations such as conflict resolution and professional development. This course will concentrate on speech writing, speech presentation, speech delivery, contract writing, negotiating skills, group dynamics analysis, conflict resolution, and effective presentations. The course is designed to create a better writer, organizer, and communicator. This involves organizing and planning results, creating goal-oriented outcomes, and handling surprise situations in order to manage one's professional and personal life more effectively. The course will use books, case studies, and media presentations to guide the curriculum.

## **Accounting I, 1 credit elective, grades 10, 11, 12**

Accounting I is designed to build a basic understanding of manual and automated accounting principles, concepts, and procedures. The course provides students with an overall picture of the total process of a business system. It teaches students to analyze and record business transactions. Students will prepare financial statements for businesses organized as proprietorships and corporations. The computer lab will be used periodically to teach automated accounting methods. Students will complete a simulation as a capstone activity, which incorporates the entire accounting cycle for a corporation.

## **Accounting II, 0.5 credit elective, grades 11 and 12**

Accounting II continues the study of contemporary accounting practices, with an emphasis on financial and managerial accounting. The goal is to identify and analyze business transactions, define the characteristics of business entities, identify the interdependency of financial statements, employ managerial accounting techniques, and communicate this information to users with different needs. Financial accounting topics

include liabilities, equities, investments, and business entities. Managerial accounting topics include job order and process costing, cost-volume-profit analysis, and budgets.

**Personal Finance, 0.5 credit elective, grades 11 and 12**

Personal Finance teaches students how to design a personal financial plan for the future. It focuses on how financial markets work, how to select among various saving and investment options, how to find and use investment information, and how to recognize and victim-proof oneself against investment fraud. Students will learn the keys to credit success and purchasing insurance to avoid financial catastrophe. Activities will include exploring websites that focus on financial literacy, analyzing case studies, and reading current articles in financial publications. Simulations, content-sensitive videos, and the Financial Reality Fair will be used to support the curriculum.