



GENERAL BUSINESS COURSE DESCRIPTIONS

ACCOUNTING I

Did you know that accounting is consistently a highly sought-after profession, and that accounting graduates tend to make more than their peers upon graduation? That's because accounting is the "language of business." Companies need accountants to analyze their financials so they can make smart decisions (as an added bonus, accounting also helps individuals make smart decisions with their personal finances). Former students who took accounting at Hoover High School have expressed how their high school accounting experience made their college coursework much more understandable. Why not take a class that gives you a jumpstart AND a solid foundation? Experience Accounting!! **Prerequisite:** *Career Preparedness (or any first-year academy course).*

ACCOUNTING II

This is an advanced course for students who desire greater skills, deeper insights, and broader applications of accounting knowledge. Emphasis is on financial analysis, departmentalized accounting, corporation accounting, managerial accounting, and the use of computer applications and spread-sheets. Students will receive hands-on accounting experience by serving as business managers for the school store, The Buc Stop.

Prerequisite: *Accounting I*

BUSINESS MANAGEMENT PRINCIPLES

Are you interested in business, but aren't sure which are of business fits you? Business Management Principles is a great course to help you discover how your personal strengths and leadership qualities can be applied in business. Not only will you get to analyze real companies and their management structures, you'll also experience real-world decision making through virtual companies such as sports and entertainment venues, restaurants, retail stores, and manufacturing facilities. Whether you plan to go into business, law, education, healthcare, engineering, or the arts, taking a course like Business Management Principles helps you discover your personal abilities to lead and manage people and resources. **Prerequisite:** *Career Preparedness (or any first-year academy course).*

BUSINESS TECHNOLOGY APPLICATIONS

This is a one-credit foundation course designed to assist students in developing technological proficiency in word processing, spreadsheets, databases, presentations, communications, Internet use, ethics, and careers using technology applications. Simulations and projects promoting teamwork, leadership, and workplace skills offer further opportunities for applications of knowledge and skills. Finance Academy 1 also covers a course in Personal Finance which introduces students to the management of personal and family resources to achieve personal goals and financial literacy. The course provides opportunities for students to explore individual and family money management, use of credit, income tax, technology, and careers in providing financial services to individuals and families, choices that affect income, financial decisions and planning, buying decisions, paying for credit, and credit problems and laws. **Prerequisite:** *None.*

CAREER PREPAREDNESS

Career Preparedness is an exciting new course designed by the State of Alabama for incoming freshman. It focuses on three key areas: academic and career planning, technology skills, and financial literacy. While helping prepare students to become college- and career-ready, this course provides the skills, attitude, and

knowledge needed to succeed in school, work, and life. This course is required for graduation (credit for this course may also be earned in most first-year academy courses). **Prerequisite:** None

CREATIVE MEDIA DESIGN I

This course is designed to provide students with hands-on skills involving graphic design, digital photography, Web design, and digital video production. Students will use various hardware peripherals and software (Adobe Design Premium Creative Suite which includes InDesign, Photoshop, Illustrator, Dreamweaver, and Flash) for creating documents and websites. **Prerequisite:** Career Preparedness (or any first-year academy course).

CREATIVE MEDIA DESIGN II

This course is designed to provide students with live-work experience utilizing their print and web design skills. Students will create publications such as brochures, newsletters, programs, posters, invitations, business cards, newspapers, and websites, etc. **Prerequisite:** Career Preparedness (or any first-year academy course).

ENTREPRENEURSHIP

This course that will take students through the step-by-step process of owning and managing a business. Students will learn the skills necessary to operate and manage a business. These skills include identifying and meeting a market need, problem solving, decision-making, planning, financing, hiring, using technology, recognizing opportunities, and avoiding pitfalls. Students will participate in a business community simulation and develop a business plan for their own business idea. **Prerequisite:** Career Preparedness (or any first-year academy course).

INTERNET MARKETING

Do you love social media and digital communications? Did you know that social media management has become a sought-after skill in all industries? As of January 2015, there were thousands of job openings for social media and digital brand specialists. Internet Marketing, is a one-credit course that focuses on these skills – the tools, strategies, and processes companies use to communicate digitally with customers. It also focuses on the skills needed to personalize one's own digital brand – which are valued by colleges and employers. By the end of the course, you will have demonstrated an understanding of how social media and digital communication play a role in a company's bottom line, and have your own personal digital brand that will impress colleges, recruiters, and employers. **Prerequisite:** Career Preparedness (or any first-year academy course).

PERSONAL FINANCE

This course focuses on the students' roles as citizens, family members, consumers, and active participants in the business world. This year-long course begins with the basics of financial literacy and the function of finance in society. Students study income and wealth, including budgeting, personal banking, credit and borrowing, and planning for retirement. Students will discover new ways to maximize earning potential, develop strategies for managing resources, explore skills for the wise use of credit, and gain insight into different ways of investing money. Finally, students explore various in-demand careers of today. **Prerequisite:** Career Preparedness (or first-year academy course).

SPORTS & ENTERTAINMENT MARKETING

Sports and Entertainment Marketing is a one-credit specialized course designed to offer students an opportunity to gain knowledge and develop skills related to the growing sports and entertainment industry. Sports Marketing addresses such diverse products as the sporting event itself, its athletes, sports facilities or locations, sporting goods, personal training, and sports information. Entertainment Marketing includes events such as fairs, concerts, trade shows, festivals, plays, product launches, causes, etc. Students will develop skills in the areas of merchandising, advertising, public relations/ publicity, event marketing, sponsoring, ticket distribution, and career opportunities as they relate to the sports and entertainment industry. **Prerequisite:** *Career Preparedness (or first-year academy course).*

WORKFORCE ESSENTIALS

A one-year course designed to provide students with academic foundations for careers; applied technology; career development and employment skills; socials and ethical responsibility, teamwork; safety and health regulations; basic finance principles and technical knowledge and skills. Students successfully completing all requirements for Workforce Essentials will earn one elective credit in CTE. Membership in a student organization is optional but recommended for all students. The goal of Workforce Essentials is to help empower students to become competitive employees and productive citizens. **Prerequisite:** *Career Preparedness (or first-year academy course).*