

Business Management, Marketing & Administration

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Advertising

Prerequisite: Marketing
Grades: 10-12
Credit: 1 unit
Offered: Career Center, Indian Land

You'll learn concepts of advertising, planning strategies, communication skills and professional development.

You'll study budget development, media selection, ad design and ad preparation for media.

Business, Management & Administration Work-Based Credit (see Co-op for details)

Prerequisite: Senior enrolled in final level of occupational program

Grade: 12
Credit: 1 unit
Offered: Andrew Jackson, Buford, Career Center, Indian Land

You'll put Business, Management & Administration courses in action as you get on-the-job training. See your guidance counselor and the Page 15 sidebar for details.

Digital Desktop Publishing

Prerequisite: Keyboarding and/or Computer Applications or Integrated Business Applications

Grades: 9-12
Credit: 1 unit
Offered: Buford, Career Center, Indian Land

You'll learn to use the computer and graphic software.

You'll focus on producing business communications and reports, typing special business forms and tables, developing multiple reproduction techniques and refining efficient work habits.

You'll learn to produce desktop-published copy for reproduction.

Entrepreneurship

Prerequisite: None
Grades: 10-12
Credit: 1 unit
Offered: Andrew Jackson, Buford, Career Center, Indian Land

You'll get a general overview of the American enterprise system with a close look at small business ownership.

An important part of your studies will be developing business and managerial skills for planning, organizing, staffing, directing and controlling a small business.

Business or Trade & Industry students are encouraged to take Entrepreneurship.

Fundamentals of Business Marketing & Finance

Prerequisite: None
Grades: 9-12
Credit: 1 unit
Offered: Buford

You'll gain a basic understanding of business operations and management concepts so you can pursue successful careers in business, marketing and finance.

You'll learn more about corporate enterprise and its role in a global society. You'll work to understand personal finance concepts including developing a budget, managing a checking account, types of savings plans, investments, how to establish and maintain good credit and consumer rights information.

You'll get a general business background, as well as, personal finance information needed for you to maintain financial security.

Google Applications

Prerequisite: Business Management
Grades: 9-12
Credit: 1 unit
Offered: Andrew Jackson

You'll build on skills beyond the traditional introduction to computer concepts – learning to use emerging applications for productivity, creativity, collaboration and third party add-ons.

You'll prepare to learn and work in the 21st century through communication and collaboration tools technologies.

You'll do real world activities, projects and collaborations to strengthen your technology skills in the continually changing online Google community.

Image Editing 1

Prerequisite: None
Grades: 10-12
Credit: 1 unit
Offered: Andrew Jackson, Buford (11 & 12 only), Indian Land

You'll gain the knowledge and skills to use digital imaging software to edit and design images and graphics.

You'll learn to use technologies related to digital imaging such as basic computer operations, file sharing across networks, digital scanning, digital photography, preparing school publications, including yearbook and/or newspaper.

Image Editing 2

Prerequisite: Image Editing 1
Grades: 11-12
Credit: 1 unit
Offered: Andrew Jackson, Buford

You'll gain advanced and in-depth knowledge and skills necessary for using digital imaging software to edit and design images and graphics.

You'll prepare school publications including yearbook and/or newspaper.

Integrated Business Applications

Prerequisite: None
Grades: 9-12
Credit: 1 unit
Offered: Andrew Jackson, Buford, Career Center, Indian Land

You'll learn computer concepts related to processing data into useful information needed in business situations.

Keyboarding competencies will be addressed in this course.

You'll use database, spreadsheet, word processing and presentation applications in Microsoft Office 2010. After successfully finishing this course, you'll be prepared for Microsoft Office User Specialist (MOS) certification.

International Business & Marketing

Prerequisite: None
Grades: 10-12
Credit: 1 unit
Offered: Indian Land

You'll gain the knowledge and skills you need for entry-level international business operations as well as an understanding of the economic and cultural concepts of domestic and international business.

You'll study climate, time zones, protocol, customs and etiquette of countries and their affect on international business.

You'll learn business greetings and introductions and how they differ around the world. You'll also compose effective business communications based on an understanding of differ-

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ences in tone, style and format of other countries.

You'll learn about importing, exporting and trade relations, about how differences between political systems affect business operations and about political risks businesses face in other countries.

Marketing

Prerequisite: None

Grades: 10-12

Credit: 1 unit

Offered: Career Center, Indian Land

You'll examine the economic, business and human resource foundations of marketing during this course.

You'll get an overview of the marketing functions of selling, promotion, distribution, risk management, pricing, purchasing, marketing information management, product/service planning and financing. You'll also be encouraged to participate in school-to-work programs.