

Business Program

Did you know?

- “Business” is the largest major in college—21% of all students major in Business. Many Sachem students will pursue a 2-4 year degree in some aspect of business.
- There is a high demand for computer application skills to compete for both technical and non-technical jobs

The Business Department has courses and programs to meet a variety of student interests and needs. Business courses are designed to achieve the following goals:

- **College and Career Readiness**
- **Financial Literacy**
- **Computer skills necessary for success in the 21st century**
- **Preparation of students for today’s competitive labor market**
- **Academic knowledge and essential skills for success in the workforce**

The Five-Credit Business Sequence

Students who complete a five-credit Business Sequence for a Regents Diploma with Advanced Designation can be exempt from the three credit second language mandate. Students selecting this sequence must pass: **Core Courses** Career & Financial Management 1/2 Cr. **PLUS 4 ½ additional Credits from:**

BUSINESS			
Grade 9	Grade 10	Grade 11	Grade 12
Career & Financial Management	Career & Financial Management	Career & Financial Management	Career & Financial Management
Internship	Intro. to College 101	Accounting I	Accounting I
	Sports & Entertainment Management	Marketing & Advertising	Marketing & Advertising
	Wall Street: Investments	Intro. to College 101	Virtual Enterprises I
	Social Media Marketing	Virtual Enterprises I	Virtual Enterprises II
	Retail & Fashion Management	International Business	International Business
	Internship	Sports & Entertainment Management	Sports & Entertainment Management
	On The Job Work Experience	Business Law	Business Law
		Wall Street: Investments	Wall Street: Investments
		Social Media Marketing	Social Media Marketing
		Retail & Fashion Management	Retail & Fashion Management
		Internship	Internship
		Hospitality & Tourism	Hospitality & Tourism
		Office Work Experience	Office Work Experience
		On The Job Work Experience	On The Job Work Experience

Career & Financial Management (9, 10, 11, 12)

Alternating and Semester, 1/2 Cr.

Course Description: Take control of your future! This course will help students acquire knowledge of careers and basic financial management concepts. Students will explore careers available to them and will understand the education, training and other requirements necessary for these careers. Students will be introduced to basic financial management concepts that will enable them to make wise financial choices. Real world money management topics will include income, credit, insurance, spending, saving & investing and how to make sound financial decisions. Students will learn how to set financial goals, create budgets, maintain checking and savings accounts, and choose investment options. Also, students will discover their job readiness skills and how they relate to the career opportunities in today's workplace. ***This course is required as part of every Career and Technical Education (CTE) Program. See page 20 of this handbook for all Sachem CTE Programs.*** will be a departmental final exam at the conclusion of this course.

Accounting I (11, 12)

Full Yr., 1 Cr.

Course Description: a. Planning on majoring in accounting, management, marketing, finance in college? Learn the language of money. Many consider accounting to be the best route to a successful career in business because accounting has always been considered the language and basic tool of every business. Learn to analyze, record, classify, summarize, and interpret accounting data for all types of businesses. Accounting is not a math course, but a study of money. We will discuss where it comes from, where it goes, and how much it has changed. **College Credit: *Students can opt to enroll in this course for college credit. Successful completion of the course requirements and tuition payment will result in the student earning 3 college credits.***

*CTE Approved Program-See Page 20 for more information

Marketing & Advertising (11, 12)

Semester, 1/2 Cr.

Course Description: Marketing is the most dynamic area in the world of business and a very popular business major! Explore the psychology of creating, promoting and selling goods and services. Learn the art of promotion by engaging in marketing research and identification, product design, store display and advertising. Learn how major retail and fashion stores target customers and develop marketing strategies for their customers. This course will culminate with the creation of a marketing plan and presentation for a product or service.

College Credit: *Students can opt to enroll in this course for college credit. Successful completion of the course requirements and tuition payment will result in the student earning 3 college credits.*

*CTE Approved Program-See Page 20 for more information

Intro. to College 101 (10, 11)

Alternating and Semester, 1/2 Cr.

Course Description: Life after high school has become increasingly competitive and our mission is to ensure that Sachem students are fully prepared. This course will use the college database – Naviance. Naviance will allow students and families to investigate, research, track and plan for college. “SuperMatch”, a component of Naviance, will enable students to match career and personal interests to colleges/universities. Students will develop a college portfolio which will consist of: developing a personal résumé, writing the college essay, selecting teachers for letter of recommendations, researching financial and scholarship options.

Virtual Enterprises I (11, 12)

Full Yr., 1

Cr.

Prerequisite: None

Course Description: Virtual Enterprises 1 is a course that allows students to experience a simulated business environment where students become the employees that operate all aspects of the marketing and sales, human resources, accounting and production departments. This class takes place in a computer lab and transforms into a simulated virtual business. Students engage in selling/trading with over 3,000 firms throughout the world. Students will determine the nature of the business and the daily operations under the guidance of a teacher. Students will develop a business plan and participate in a Trade Show in New York City. This course also provides students with hands-on-skills for life-long employability and opportunities for real world applications.

College Credit: *Students can opt to enroll in this course for college credit. Successful completion of the course requirements and tuition payment will result in the student earning 3 college credits.*

*CTE Approved Program-See Page 20 for more information

Virtual Enterprises II (12)

Full Yr., 1

Cr.

Prerequisite: Virtual Enterprises 1

Course Description: This course is a continuation of Virtual Enterprises 1, where students will have the opportunity to continue in the growth of our virtual business. Students will assume different responsibilities from those in Virtual Enterprises 1. They become the employees that operate all aspects of the marketing & sales, human resources, accounting and production departments. This class takes place in a computer lab and transforms into a simulated virtual business. Students engage in selling/trading with over 3,000 firms throughout the world. Students will determine the nature of the business and the daily operations under the guidance of a teacher. Students will develop a business plan and participate in a Trade Show in New York City. This course also provides students with hands-on-skills for life-long employability and opportunities for real world applications.

College Credit: *Students can opt to enroll in this course for college credit. Successful completion of the course requirements and tuition payment will result in the student earning 3 college credits.*

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International Business (11, 12)

Semester, 1/2

Cr.

Course Description: The 21st century workplace is global and greatly affected by political and economic events that take place outside of the United States. Discover how international businesses create business plans, market products and services, and distribute them across the world. Learn how an international business is organized and managed, as well as the opportunities for becoming a global entrepreneur. Students will be introduced to case study analysis and formal business communications on the collegiate level.

College Credit: *Students can opt to enroll in this course for college credit. Successful completion of the course requirements and tuition payment will result in the student earning 3 college credits.*

*CTE Approved Program-See Page 20 for more information

Sports & Entertainment Management (10, 11, 12)

Semester, 1/2 Cr.

Course Description: Would you like to be responsible for running Madison Square Garden or Yankee Stadium? This course will offer the student a frame-work to understand the sports business industry, and the impact that industry has on our economy. Students will learn through marketing and promotional concepts, how to succeed in sports business. **College Credit:** *Students can opt to enroll in this course for college credit. Successful completion of the course requirements and tuition payment will result in the student earning 3 college credits.*

*CTE Approved Program-See Page 20 for more information

Business Law (11,12)

Full Year, 1 Cr.

Course Description: Business Law is designed to have students learn and apply the fundamental legal principles behind criminal law, tort law, and contractual law. Students will be engaged in up-to-date legal issues that will be used to apply taught legal principles to these current cases. This course will explore legal issues such as marriage (family law), employment law, real estate (property law), corporate law, and contract law, with the use of the internet and presentations from guest speakers.

College Credit: *Students can opt to enroll in this course for college credit. Successful completion of the course requirements and tuition payment will result in the student earning 3 college credits.*

*CTE Approved Program-See Page 20 for more information

Wall Street: Investments (10, 11, 12)

Semester, 1/2

Cr.

Course Description: Do you want to be a millionaire? This course is designed for students who have a strong interest in business, finance, and economic studies. Students will discover the world of stocks, bonds, mutual funds, retirement options and investing in real estate. The student will explore career opportunities in the financial services industry. The use of current events is stressed and applied to the challenges of investing. Along with practical investment management techniques, an investment simulation will be utilized to provide real-world experience in effective money management and investment portfolio management.

Social Media Marketing (10, 11, 12)

Semester, 1/2 Cr.

Course Description: The use of social media has transformed our world – the way we communicate, the way we find entertainment, the way we purchase our goods. Social Media platforms like Snapchat, Twitter, Facebook, Instagram, Linked In and Pinterest are used by companies to connect with the individual customers in a way that was not possible in the past. The skills needed to maintain profiles, monitor feeds, and to post relevant material are becoming highly sought after in the job market. Are you prepared to take your social media skills to the professional level? In this class, you will learn how to use social media as a marketing strategy and understand the impact it has on consumer decision making. . Students will learn best practices, understand what it takes to be a good digital citizen and develop marketing skills through case studies, interactive sessions, and project based learning.

Retail & Fashion Management (10, 11, 12)

Semester, 1/2 Cr.

Course Description: This course is designed to introduce students to the concepts of visual merchandising in retail stores. The course focuses on retail planning with an emphasis on variety and assortment of merchandise, branding, significance of retail locations and centers, the roles of the merchandise buyer and customer buying behavior. This course will also reflect on visual merchandising and how customers react to visual cues and prompts (advertisements and window displays). Students will be able to identify the significance of store designs, layouts, fixtures, and floor plans, as well as explore the methods and techniques for educating their consumer and promoting good design strategies to increase customer traffic in stores. This course is designed to present the student with the basics of visual merchandising and management with a concentration on the fashion industry.

College Credit: *Students can opt to enroll in this course for college credit. Successful completion of the course requirements and tuition payment will result in the student earning 3 college credits.*

Internship (9, 10, 11, 12)

Outside of School Day 1/2 or 1 Cr.

Course Description: Students who are career or college bound can earn school credit while completing an internship that is related to any course in which you are currently enrolled. Internships can be Paid or Non-Paid:

Paid: Program provides students the opportunity to obtain on site career exploration supported by a related in-school course. Students must work 54 hours per semester to earn ½ credit or 150 hours to earn 1 credit.

Non-Paid: The focus of this program is a “hands on” career exploration in a work area of the student’s choice. This internship is open to all students in all subject areas. Students work between 81 – 102 hours to earn 1/2 credit.

Hospitality & Tourism (11, 12)

Semester, 1/2 Cr.

Course Description: Do you love to travel? Ever consider pursuing a job related to this field? How does one find a career related to this? Total government spending on tourism tops \$400 billion, according to the World Travel and Tourism Council. Would you love to learn more about the tourism industry? This course is designed to provide students with an introduction and a basic understanding of the hospitality industry including tourism, food service, lodging and recreation. Course is focused on project based learning based on knowledge gained through study of the industry.

College Credit: *Students can opt to enroll in this course for college credit. Successful completion of the course requirements and tuition payment will result in the student earning college credits.*

Office Work Experience (11, 12)

Full Yr. 1 Cr., Semester or Alternating, 1/2 Cr.

Prerequisite: 11th - 12th grade students currently enrolled in, or who have completed, any additional business courses.

Course Description: Students will gain work experience while assisting in various offices of the school. Students are assigned to a specific supervisor who will train and assign various tasks relevant to that office. Office Work Experience assistants are expected to develop the work habits that are required of all employees in the workforce such as good attendance, punctuality, responsibility, dependability, and a positive work attitude/ethic. Requirements for this course include satisfactory completion of tasks assigned, satisfactory supervisor evaluation of work performed and satisfactory attendance. Excellent attendance is essential for the student to be successful.

On The Job Work Experience (10, 11, 12)

Outside of School Day 1/2 or 1 Cr.

Prerequisite: 10th-12th grade students eligible to work and enrolled in CTE coursework in Business & Career Development, Family & Consumer Science, or Technology Departments.

Course Description: Earn credit while you work at a job you already have or we will help you find a job. Students can earn credit for supervised jobs outside of the school day. This course provides students the opportunity to learn, apply, and enhance the job readiness skills necessary to be successful in the workplace. One half credit will be awarded for 150 hours of approved, supervised work per semester and one credit will be awarded for 300 hours of approved, supervised work per year.