

BUSINESS

The Business Department believes that it has an important responsibility to educate students as to the many career opportunities available in our global economy. Also, students may take courses that will enhance their business computer skills and making them more marketable in the future. Business students will explore careers in Accounting, Law, Management, Marketing, Finance and a variety of other business professions. In addition, the course offerings will provide all students with a foundation in 21st century skills enabling them to better adjust to the global business and legal community in which they live. Students may receive up to twelve college credits before graduating from North High school. DECA is our award winning Business club and all students are encouraged to participate. Students may elect any combination of courses within this department to earn either a three or five credit sequence toward graduation. Students who take five credits in Business may fulfill a requirement towards a Regents Diploma.

BUSINESS ADMINISTRATION PROGRAM

Students may choose from an array of courses which are taught in a college preparatory manner. The advanced and honors level courses within this department are taught in a manner which closely parallels college level courses. In addition, students may earn valuable college credits through a variety of business course offerings. Students may select from among the following courses as long as any necessary prerequisites have been satisfied: Introduction to Business, Business Ownership, Sports Marketing, Fashion Marketing, College Accounting, College Accounting Advanced-Honors, College Law, Law Seminar-Honors and College Marketing/Management. We have many liberal arts and fine arts students who are taking at least one of these courses in order to increase their business awareness.

2 YEAR LAW PROGRAM

Law will serve as an excellent foundation for future Law courses and a Law career. The program will contribute to an understanding of an individual's legal rights and responsibilities.

COMPUTER SKILLS PROGRAM

To satisfy their computer literacy requirement, students may elect the following courses to enhance and refine their computer skills: College Prep-Computer Applications, Multimedia and Web Design, Sports Marketing, Fashion Marketing, Investments and the Business of Music. These courses may be elected on a “stand alone” basis or may be combined with other offerings in this department to create a sequence.

COMPUTER APPLICATIONS – Semester Course

Most colleges and businesses use some part of the Microsoft Office software package. This hands-on computer course will focus on the computer applications students will need to survive in high school, college, and beyond. The application skills acquired in this course are relevant and essential to your future success. Students will work with Excel (spreadsheet), PowerPoint (presentations), Access (relational database) and Word. Each one of these applications has practical educational and business use. In addition to the Microsoft Office package, Desktop Publishing will be taught to create letterheads, stationary, business cards, brochures, and newsletters. Clip art, graphics, digital cameras, and scanners will be used to enhance the applications.

½ unit of credit

No prerequisite

Note: This course meets the computer literacy requirement.

THE BUSINESS OF MUSIC – Semester Course

This one-semester course is designed for students who are interested in gaining an academic appreciation of music and the “business” of music. Emphasis will be placed on the legal and economic issues of the music industry, consumer buying trends, and ethics in the digital world. Topics to be covered will include major and independent labels, ticket selling agencies (Ticketmaster, Live Nation & Stub Hub), illegal music downloading, copyrights, ASCAP and BMI.

Course materials will be drawn from a variety of resources and will include: RIAA, The Berklee College of Music, Billboard Magazine, Rolling Stone Magazine, The Music Journal, VH1, and MTV.

½ unit of credit

Prerequisite: 10th, 11th or 12th grade

Note: This course meets the computer literacy requirement

INTRODUCTION TO BUSINESS – Semester Course

This semester course is designed to give students a broad understanding of the many different options in the business world. The course will include but will not be limited to our monetary system, credit, investments, business law, and types of business organizations, consumerism, insurance, advertising, economics and communication. In addition, students will explore a chosen career and evaluate their suitability for that career based upon an investigation of their own goals, interests and abilities. This course will aid in creating necessary tools to succeed in any business endeavor including résumé building, interviewing skills as well as public speaking. Some possible activities may include the Stock Market game, and an investigatory career project, which will include interviews with people in the student’s chosen career. Knowledge obtained will be used in almost every career, whether it is after college or high school.

½ unit of credit

No prerequisite

Note: This course meets the computer literacy requirement

BUSINESS OWNERSHIP – Semester Course

This course offers you the opportunity to examine both the academic and practical considerations of running your own business. Students will be responsible for handling all facets of running the school store. This “hands on” course will have students working on sales, management, financing and advertising with respect to the North High School Store. Students will work with the entire school community in a “real world” business environment and learn how to run and manage a business on a daily basis.

½ unit of credit

No prerequisite

SPORTS MARKETING – Semester Course

A one-semester course devoted to examining the economic, managerial and marketing strategies of professional sports' franchises. Students will study theories of product development, advertising, pricing, promotion, public relations and publicity in an effort to understand the complex nature of the multi-billion dollar sports and entertainment industry. The curriculum will investigate the relationships which are developed between franchises and host cities and the resulting benefits which fall to each when fundamental managerial principles are applied. The entire process of franchise acquisition, debt financing, site selection, facility layout and the costs of construction will be discussed in detail. Case studies will be used to highlight and emphasize the material covered. Sports marketing is an innovative course designed to provide students with an insight into the vast business nature of professional sports and the powerful grip it holds on the American psyche as well as the American dollar.

½ unit of credit

No prerequisite

Note: This course meets the computer literacy requirement.

COLLEGE ACCOUNTING

This course is designed for the college bound students who plan to major in Business Administration or who may wish to combine Business Administration with a study of languages, computer science, engineering or the arts.

The course will provide instruction in the recording of transactions and in the techniques of preparing classified financial statements. It will emphasize analysis and interpretation of financial statements, and accounting situations. During the year students will work with computers, using special accounting software to analyze and solve accounting problems. Students will have the opportunity to earn 3 college credits through SUNY Farmingdale at a drastically reduced tuition rate.

1 unit of credit

Prerequisite: 10th, 11th or 12th grade

COLLEGE ACCOUNTING ADVANCED - HONORS

This course is the second year of College Accounting. It is a college level course designed for the student who wishes to study accounting with a greater concentration on the theory and philosophy of decisions. Corporation accounting includes the following: inventory valuation, depreciation theory and methods; comparative analysis of corporate statements; interpretation of financial statement preparation and analysis of cash flow statements; the making of management system decisions based on available accounting data, preparation of income taxes; and accounting as a forecasting tool. During the year, students will work with computers using special accounting and tax software, to solve complex accounting problems and to prepare income tax returns requiring a thorough knowledge of tax laws. Students will have the opportunity to earn 3 college credits through SUNY Farmingdale at a drastically reduced tuition rate.

1 unit of credit

Prerequisite: College Accounting

COLLEGE LAW

This is a subject of value and importance to every student. It encompasses a comprehensive approach to the study of law and legal problems. Topics will include: the origin and development of our laws; and overview of the structure of various legal systems; laws pertaining to minors and an introduction to civil and criminal procedures. This will be followed by a series of special in-depth studies; torts, negligence, criminal justice, contracts, property and negotiable instruments.

Cases add to the interest and practicability of the course. This subject will be of special benefit to those planning to major in Business Administration, Law and International Law in college. Trips to the district courts will provide students an opportunity to view "real" cases in a courtroom setting. Students will have the opportunity to earn 3 college credits through SUNY Farmingdale at a drastically reduced tuition rate.

1 unit of credit

Prerequisite: 10th, 11th, or 12th grade

LAW SEMINAR - HONORS

A college level course for the Law Career minded student. Topics will be selected from the LAW course of study to be researched and studied in depth. Particular stress shall be given to the areas of torts, contracts, libel and Criminal Law. Students will develop legal research techniques in which they will utilize law libraries and legal documents. Also to be included will be an analysis of court structure and procedure, the assignment of cases, the administration of the courts, the appellate process, development of trial techniques (direct examination, cross examination etc.), and the preparation for and participation in several case trials. Many actual cases will be thoroughly studied, investigated and analyzed. Students will be encouraged to do additional research work in their special interest areas.

1 unit of credit

Prerequisite: College Law

COLLEGE MANAGEMENT/MARKETING

A college level course that covers all facets of management and marketing in business. Topics covered include business formation, ethics, information systems, production and marketing, financial management and human resources. Students will be responsible for working in teams and preparing case study analysis. Students will have the opportunity to earn 3 college credits through SUNY Farmingdale at a drastically reduced tuition rate.

1 unit of credit
Marketing

Prerequisite: Sports Marketing or Fashion

10th, 11th, or 12th grades

INVESTMENTS – Semester Course

The DOW dropped 200 points, the NASDAQ is up, gold is at an all-time high, and real estate has experienced a major bubble. If you want to learn more about these issues and what is happening in the world with respect to investments this is the course for you. Topics to be covered will include the following: advantages and disadvantages of investing in stocks, bonds and mutual funds --for long term investment and short term profits; who should invest in the stock market and when; buying and selling of commodities (coffee, sugar, soy beans), investing in real estate, and the importance of investing in retirement accounts. Students will be shown how to begin an investment program and will be able to develop their own investment plans with long-term objectives in mind. Students will also have an opportunity to compete against other schools through the virtual Stock Market Game. Investment research will take place using the internet.

½ unit of credit

Prerequisite: 10th, 11th or 12th grade

Note: This course meets the computer literacy

requirement

MULTIMEDIA AND WEB DESIGN – Semester Course

This course is designed for all grade levels. Students will have hands-on experience in preparing multimedia presentations and web page design. Students will learn how to make advanced PowerPoint presentations that will include text, graphics, photographs, and transitions. The Internet will be used to gather information and design elements, which include audio, video and graphics. The students will learn to present their projects in a professional, business-like manner. Students will learn how to design and create web pages using Adobe Dreamweaver. Topics will include backgrounds, text, headings, lists, images, horizontal rules, image maps, tables, frames, anchors, links and web file formats.

½ unit of credit

No prerequisite

Note: This course meets the computer literacy

requirement

FASHION MARKETING

The fashion industry has an impact on students' lives and the American and global economy. This course will introduce students to the marketing strategies used to develop, distribute and showcase today's fashion. In this specialized course, students gain basic knowledge of the apparel and accessories industry and skills necessary for successful employment in apparel businesses. Students will develop general marketing skills necessary for successful employment in fashion marketing, sales promotion, purchasing, physical distribution, market planning, and product/service technology. Computer/technology applications supporting this course are also studied.

½ unit of credit

No prerequisite

Note: This course meets the computer literacy

requirement

HOSPITALITY AND TOURISM

This course provides advanced experiences in food production, management and service. Key components of this course are: menu planning, inventory, purchasing and receiving, and food service operations. It will include a student run restaurant, created with the goal of providing real time, hands on experience of the operations of a fine dining establishment. It will provide practical knowledge and skills used to understand restaurant volumes and pricing strategy. This course offers opportunities to apply instructional competencies and workplace readiness skills, and enhances leadership development skills. While providing an understanding of the scope and complexity of the industry, the course covers key hospitality and management issues. Students will be able to explore career opportunities available in restaurants, hotels, beverages operations, casinos, theme parks, entertainment centers, cruise lines, and countless other hospitality and tourism businesses.

½ unit of credit

No prerequisite