

Business, Finance and Marketing

Course:**ACCOUNTING I-CAMPUS:ALL**

Course Description:Students investigate the field of accounting, including how it is impacted by industry standards as well as economic, financial and ethical factors. Students reflect on this knowledge as they engage in the process of recording, classifying, summarizing, analyzing and communicating financial information. All information is applicable to profit or non-profit businesses and useful for entry-level positions.

NEISD #**8301** Credit: 1.0 Term: Full Year Grade Placement: 10-12

Prerequisites:

Special Notes:

Course:**ACCOUNTING II-CAMPUS:ALL**

Course Description:Students will analyze financial information for managerial decisions. Students will also explore ratio analysis, inventory evaluation, payroll management and end-of-the cycle adjustments and entries. All information is applicable to profit or non-profit businesses and useful for entry-level positions.

NEISD #**8302** Credit: 1.0 Term: Full Year Grade Placement: 11-12

Prerequisites:Accounting I

Special Notes:

Course:**ADVERTISING AND SALES PROMOTION-CAMPUS:ALL**

Course Description:This course focuses on the concepts and skills associated with the dynamic advertising industry. Students will discover the goals and objectives of advertising, identify and analyze, select media and develop advertisements.

NEISD #**8306** Credit: 0.5 Term: Semester Grade Placement: 9-12

Prerequisites:

Special Notes:

Course:**BANKING AND FINANCIAL SYSTEMS-CAMPUS:ALL**

Course Description:Students develop knowledge and skills in the economical, financial, technological, international, social and ethical aspects of banking to become competent consumers, employees and entrepreneurs. Students incorporate a broad base of knowledge that includes the operations, sales and management of banking institutions to gain a complete understanding of how banks function within society.

NEISD #**8300** Credit: 0.5 Term: Semester Grade Placement: 9-12

Prerequisites:

Special Notes:

Course:**BUSINESS ENGLISH-CAMPUS:ALL**

Course Description:Students recognize, evaluate and prepare for a rapidly evolving global business environment that requires flexibility and adaptability. Students apply technical skills to address business applications of emerging technologies. Students enhance reading, writing, computing, communication and reasoning skills and apply them to the business environment. Students are expected to plan, draft and complete written compositions on a regular basis. Students edit their papers for clarity, engaging language and the correct use of the conventions and mechanics of written English and produce final, error-free drafts for business reproduction.

NEISD #**8299** Credit: 1.0 Term: Full Year Grade Placement: 12

Prerequisites:English III

Special Notes:

Course:**BUSINESS INFORMATION MANAGEMENT I-CAMPUS:ALL**

Course Description:Students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and make a successful transition to the workforce and postsecondary education. Students apply technical skills to address business applications of emerging technologies, create word-processing documents, develop spreadsheets, formulate databases and make electronic presentations using appropriate software.

NEISD #**8291** Credit: 1.0 Term: Full Year Grade Placement: 9-12

Prerequisites:

Special Notes:

Course:**BUSINESS INFORMATION MANAGEMENT II-CAMPUS-ALL**

Course Description:Students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and make a successful transition to the workforce or postsecondary education. Students apply technical skills to address business applications of emerging technologies, create complex word-processing documents, develop sophisticated spreadsheets using charts and graphs and make electronic presentations using appropriate multimedia software.

NEISD #**8292** Credit: 1.0 Term: Full Year Grade Placement: 10-12

Prerequisites:Business Information Management I

Special Notes:

Course:**BUSINESS LAW-CAMPUS:ALL**

Course Description:Students analyze the social responsibility of business and industry regarding the significant issues relating to the legal environment, business ethics, torts, contracts, negotiable financial instruments, personal property, sales, warranties, business organizations, concept of agency and employment and real property. Students apply technical skills to address business applications of contemporary legal issues. Students incorporate a broad base of knowledge that includes the legal, managerial, marketing, financial, ethical and international dimensions of business to make appropriate business decisions.

NEISD #**8298** Credit: 0.5 Term: Semester Grade Placement: 11-12

Prerequisites:

Special Notes:

Course:**BUSINESS MANAGEMENT-CAMPUS:ALL**

Course Description: Students analyze the primary functions of management and leadership, which are planning, organizing, staffing, directing or leading and controlling. Topics will incorporate social responsibility of business and industry. Students develop a foundation in the economical, financial, technological, international, social and ethical aspects of business to become competent managers, employees and entrepreneurs. Students incorporate a broad base of knowledge that includes the legal, managerial, marketing, financial, ethical and international dimensions of business to make appropriate management decisions.

NEISD #**8294** Credit: 1.0 Term: Full Year Grade Placement: 10-12

Prerequisites:

Special Notes:

Course: **ENTREPRENEURSHIP-CAMPUS:ALL**

Course Description:This course is designed to provide a foundation to plan, design, start and evaluate a profitable business venture. Students will learn marketing, merchandising and customer service skills. This course is coordinated with a school based enterprise (school store).

NEISD #**8308** Credit: 1.0 Term: Full Year Grade Placement: 11-12

Prerequisites:

Special Notes:

Course:**FASHION MARKETING-CAMPUS:ALL**

Course Description:This course combines the elements of advertising, design and business administration, as well as a solid understanding of the fashion world. Students will take a new fashion line and successfully promote it.

NEISD #8014 Credit: 0.5 Term: Semester Grade Placement: 9-12

Prerequisites:

Special Notes:

Course:**GLOBAL BUSINESS-CAMPUS:ALL**

Course Description: Students apply technical skills to address global business applications of emerging technologies. Students develop a foundation in the economical, financial, technological, international, social and ethical aspects of business to become competent consumers, employees and entrepreneurs. Students enhance reading, writing, computing, communication and reasoning skills and apply them to the business environment.

NEISD #8296 Credit: 0.5 Term: Semester Grade Placement: 10-12

Prerequisites:

Special Notes:

Course:**MARKETING DYNAMICS-CAMPUS:RO(DATA),ACE**

Course Description: Students gain knowledge and skills that help them to be proficient in one or more of the marketing functional areas associated with distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management and selling skills. Students integrate skills from academic subjects, information technology, interpersonal communication and management training to make responsible decisions. This course may include paid or unpaid career preparation experience.

NEISD #8307 Credit: 2.0 Term: Full Year Grade Placement: 11-12

Prerequisites:

Special Notes:

Course:**MONEY MATTERS-CAMPUS:ALL**

Course Description: Students will investigate global economics with emphasis on the free enterprise system and its impact on consumers and businesses. Students apply critical-thinking skills to analyze financial options based on current and projected economic factors. Students will gain knowledge and skills necessary to set long-term financial goals. Students will determine methods of achieving long-term financial goals through investment, tax planning, asset allocation, risk management, retirement planning and estate planning.

NEISD #8293 Credit: 0.5 Term: Semester Grade Placement: 9-12

Prerequisites:

Special Notes:

Course:**PRACTICUM IN BUSINESS MANAGEMENT-CAMPUS-ALL**

Course Description: The practicum course is a paid or unpaid capstone experience for students participating in a coherent sequence of career and technical education courses in the Law, Public Safety, Corrections and Security. The Practicum is designed to give students supervised practical application of previously studied knowledge and skills. Practicum experiences can occur in a variety of locations appropriate to the nature and level of experience.

NEISD #8303 Credit: 2.0 Term: Full Year Grade Placement: 12

Prerequisites:

Special Notes: *Student must provide their own transportation.*

Course:**PRACTICUM IN MARKETING DYNAMICS-CAMPUS:ALL**

Course Description: Through course required employment, students gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students will illustrate appropriate management and research skills to create the marketing mix. This course covers technology, communication and customer-service skills. The practicum is designed to give students supervised practical application of previously studied knowledge and skills. Practicum experiences can occur in a variety of locations appropriate to the nature and level of experience. The practicum course is a paid or unpaid experience for students participating in a coherent sequence of career and technical education courses in marketing education.

NEISD # **8309** Credit: 2.0 Term: Full Year Grade Placement: 12

Prerequisites: Marketing Dynamics

Special Notes: *Student must provide their own transportation.*

Course:**PRINCIPLES OF BUSINESS, MARKETING AND FINANCE-CAMPUS:ALL**

Course Description: Students gain knowledge and skills in economics and private enterprise systems, business, marketing of goods and services, advertising and product pricing. Students analyze the sales process and financial management principles. Students reinforce, apply and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems and settings in business, marketing and finance.

NEISD # **8270** Credit: 0.5 Term: Semester Grade Placement: 9-11

NEISD # **8290** Credit: 1.0 Term: Full Year Grade Placement: 9-11

Prerequisites:

Special Notes:

Course:**RETAILING AND E-TAILING-CAMPUS:ALL**

Course Description: This course is designed to assist students in understanding the challenges retailers face. Students will demonstrate critical-thinking skills using decision-making models, case studies, various technologies and business scenarios. Electronic media techniques will be utilized to develop an understanding of our global economy.

NEISD # **8305** Credit: 0.5 Term: Semester Grade Placement: 9-12

Prerequisites:

Special Notes:

Course: **SPORTS AND ENTERTAINMENT MARKETING-CAMPUS:ALL**

Course Description: This course will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and sporting events and entertainment. The areas this course will cover include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals and implementation of sports and entertainment marketing plans. This course will also provide students an opportunity to develop promotional plans, sponsorship proposals, endorsement contracts, sports and entertainment marketing plans, and evaluation and management techniques.

NEISD # **8304** Credit: 0.5 Term: Semester Grade Placement: 9-12

Prerequisites:

Special Notes:

Course:**VIRTUAL BUSINESS-CAMPUS:ALL**

Course Description: Students analyze the legal, managerial, marketing, financial, ethical and international dimensions of on-line businesses to make appropriate business decisions. Students identify steps needed to locate customers, set fees and develop client contracts in a virtual environment. Students implement administrative, creative and technical services using advanced technological modes of communication and delivery service to build a functional website that incorporates the essentials of a virtual business.

NEISD # **8288** Credit: 0.5 Term: Semester Grade Placement: 10-12

Prerequisites:

Special Notes:
