



Course Descriptions—Student Version

February 2024

Leadership

In today's crazy world, leadership and ethical decision-making skills are essential, and contrary to what some people may believe, it's quite possible to learn how to be an ethical leader. In this course, you will build the ethical leadership skills you need to excel in college and career. You will examine real-world ethical dilemmas, teach others about key ethical principles and the importance of ethical leadership, and implement a service-learning project to positively impact your community.

Recommended: 9th grade

Credit: .5 (one semester)

Track: High School of Business™

Prerequisite: n/a

Wealth Management

Learn how to take charge of your money to build wealth. In this course, you'll gain the smarts you'll need to make major purchases—such as a car or a house, along with ways to protect your money, such as insurance and investing. And true to the High School of Business™ program, this course isn't just about sitting and listening. You'll do a semester-long hands-on project. At the end of the course, your class will get a chance to teach your new skills about financial literacy to others in your school or community.

Recommended: 9th grade

Credit: .5 (one semester)

Track: High School of Business™

Prerequisite: n/a

Principles of Business

Q: What do your favorite rock group's tour schedule, the logo on a coffee mug, and the Wall Street Journal have in common? A: Business. It's everywhere. Principles of Business will open your eyes to the world of business. During the course you will be introduced to some of the major areas of business administration (marketing, management, and finance) through fun, real-world projects.

Recommended: 10th grade

Credit: .5 (one semester)

Track: High School of Business™

Prerequisite: n/a

Business Economics

Ever thought about the choices that the Three Little Pigs made from an economic perspective? In Business Economics, you will consider how decisions (such as work vs. play or sticks vs. straw) affect businesses and individuals in the short and long term. You will also conduct research and examine business problems as you learn about microeconomic, macroeconomic, and international economic concepts.

Recommended: 10th grade

Credit: .5 (one semester)

Track: High School of Business™

Prerequisite: Principles of Business

Principles of Marketing

Why would Old Navy choose a television commercial over an email campaign? How does Nike determine its pricing strategy? Through projects and problem-solving you will get inside marketers' heads and find out what makes them tick. Projects in the course will challenge you to analyze the business world around you, work through key marketing decisions such as pricing and product image, and use your knowledge to develop a marketing strategy.

Recommended: 11th grade

Credit: .5 (one semester)

Track: High School of Business™

Prerequisites: Principles of Business and Business Economics

Principles of Finance

Can you imagine a company president who doesn't understand finances? Learning how companies manage their money is important in any business career. In this course, you will face issues that concern financial markets and institutions. This includes how companies get money for improvements (a new building, a Super Bowl advertisement), make money (sales of products, investments), and keep track of money (understanding financial reports, making smart and ethical decisions). The projects in this High School of Business™ course provide hands-on experience in this important area of business administration.

Recommended: 11th or 12th grade

Credit: .5 (one semester)

Track: High School of Business™

Prerequisites: Principles of Business and Business Economics

Principles of Management

Get an up-close look at managing and its connection to business success. You'll learn first-hand how to manage projects and people. This course includes individual and group work as you conquer problems in human resources management, quality management, project management, and strategic management. You and your classmates will also spend a good deal of time during this class planning and preparing to open your very own class business.

Recommended: 11th or 12th grade

Credit: .5 (one semester)

Track: High School of Business™

Prerequisites: Principles of Business and Business Economics

Business Strategies

Here's where it all comes together. In this course you will run your own business. Using the smarts gained in previous High School of Business™ courses, you will open and operate a class business. You will tackle problems real business professionals face, such as interviewing, hiring, and supervising staff; keeping financial records; evaluating results; and much more. Along the way you'll find out how the areas of a company (marketing, finance, management, etc.) work together.

Recommended: 12th grade

Credit: .5 (one semester)

Track: High School of Business™

Prerequisites: Principles of Business, Business Economics, Principles of Marketing, Principles of Finance, and Principles of Management