

2014-2015 Business Education Course Offerings
All courses are one-term classes unless otherwise noted

Courses Offered Grades 9-12

Keyboarding

Students learn the skill of touch-typing as well as simple formatting skills.

Entrepreneurship

Students will explore the process of owning a business. Topics include selecting a product or service to sell, determining who the customers will be, learning how to market the business, obtaining financing, managing employees and preparing a business plan and presentation.

Financial Literacy

This course introduces students to money management and personal financial tasks that students will use in everyday life. Students will learn about employee wages and withholdings, methods of payments, managing money through banking and budgeting, making money grow through investments such as stocks, making sound purchasing decisions, and being a responsible user of credit. Students will also engage in a web-based simulation.

Video Game Marketing and Design

This exciting course exposes students to all aspects of promotion and marketing related to video games. It also exposes students to simple programming that they can use to understand and create their own video games. This course is open to all students but is especially well suited to any student seeking a career in business, marketing, computer software engineering or programming.

Courses Offered Grades 10-12

Sports and Entertainment Marketing

Students will explore the dynamic topic of sports and entertainment marketing. The basic functions of marketing are applied to this hugely popular subject. Students will evaluate marketing strategies used by successful sports marketing firms, investigate Internet marketing, engage in simulation software as the owner of a professional football team, examine economic factors that lead to franchise expansion and relocation, explore advertising and promotion as well as examine legal and ethical issues in the college and professional sports world.

PowerPoint Multimedia

Students will move through the basics of PowerPoint and then add advanced features. Students will use clip art, download graphics from the internet, draw graphics, edit graphics, and use digital camera, scanner, and photo editing software. Students will also learn to capture and edit sound and work with video, including digital video editing.

Class serves as part of the Software Specialist Academy at Kirkwood and counts as 3 Kirkwood Community College Credits.

Accounting (year-long)

Students learn to analyze business transactions and make simple financial statements for service-type, one-owner businesses and for two-owner merchandizing businesses. This course is a must for students who might be considering a business or accounting major in college.

Class serves as part of the Business and Finance Academy at Kirkwood and counts for 3 credits at Kirkwood Community College.

Suggested 4-Year Plan of Study

9th Grade	Keyboarding, Entrepreneurship, Video Game Marketing and Design
10th Grade	Sports and Entertainment Marketing, Financial Literacy, PowerPoint Multimedia
11th Grade	Accounting and/or any combination of other courses
12th Grade	Accounting and/or any combination of other courses