

**EAST LONGMEADOW HIGH SCHOOL  
BUSINESS & TECHNOLOGY COURSES**

**ACCOUNTING I**

GRADE	CREDITS
10, 11, 12	4

Students will learn the basic Accounting fundamentals such as what is a balance sheet, income statement, statement of owner's equity. The emphasis of the course will be to have students develop a working knowledge of accounting as to how it applies to them personally as a citizen in our capitalist society, or an employee in business. Once students can apply accounting to their lives, society and businesses, students will begin to learn how to properly record accounting information by following the Accounting Cycle and GAAP. Class routinely involves accounting problems that each student must complete.

Students are required to complete two business simulations during the year along with homework assignments, quizzes, and tests.

Basic Text: Glencoe Accounting, First-Year Course, Guerrieri, Haber, Hoyt, and Turner.

**ADVANCED ACCOUNTING**

GRADE	CREDITS
10, 11, 12	4

Prerequisite: Minimum final grade in Account I "B-" or approval from Department Chair.

Advanced Accounting is a continuation of Accounting I and is designed to give the student the opportunity to study and apply advanced accounting concepts and principles. This course is for students who are interested in pursuing majors in Business Administration, Accounting, Management, Economics, Finance, Marketing, Actuarial Sciences, and Entrepreneurship.

Students will continue to analyze financial statements in real world setting, they will study Accounting for Payroll Systems, Merchandising Corporations, Plant and Asset Depreciation, Uncollectible Account Receivables, Inventories, Notes Payable and Receivables, Financial Statements, Liquidation of a Partnership, and Ethics in Accounting.

The student will be evaluated through homework, quizzes, tests, and business simulations.

Basic Text: Glencoe Accounting, First-Year Course, Guerrieri, Haber, Hoyt and Turner

### **BUSINESS LAW**

GRADE	CREDITS
9, 10, 11, 12	4

Business Law courses emphasize legal concepts that are relevant to business and business organizations. Topics examined in these courses may include contracts, buying/renting property, installment buying, insurance, buyer/seller relationships, negotiable instruments, employment, taxes, insurance, commercial papers, legal organizational structures, and consumer liabilities.

Student will be evaluated on their classwork, class participation, homework, quizzes, and tests.

Basic Text: Business and Personal Law, published by Glencoe/McGraw-Hill.

### **BUSINESS LAW 2**

GRADE	CREDITS
10, 11, 12	4

Prerequisite: A “B-” or better final grade in Law 1 or approval from the Business Department Chair or the course instructor.

This course will enable students to further develop their understanding of the American legal system. The class will employ the Socratic method of instruction whenever possible, and consequently, students will be expected to brief cases. The course will also examine a broad array of contemporary legal issues. The focus will be on those issues that a citizen in our society is likely to deal with during his or her lifetime.

Students will be evaluated on their case briefs, classwork, class participation, homework, quizzes, and tests.

Basic Text: Business and Personal Law, published by Glencoe/McGraw-Hill.

## **PERSONAL FINANCE**

GRADE	CREDITS
9, 10, 11, 12	4

Emphasis will be toward the role of the consumer and how that person may deal with the numerous facets of everyday living in the economic community.

Subject matter to be covered will include automobile ownership, various types of insurance, personal income and taxation, banking services, investments, types of real estate ownership, and retirement plans.

Students are graded on the basis of homework, quizzes, and tests.

Basic Text: Business and Personal Finance, Kapoor, Diabay, and Hugh.

## **ENTREPRENEURSHIP**

GRADE	CREDITS
9, 10, 11, 12	4

This course is designed to give students the opportunity to experience what it is like to operate a business by taking part in the Junior Achievement Company Program. Students in this course will start and operate a class based business. They will select a product or products to sell and a department in the company in which to work. Students will develop a business plan, market and sell a product, keep inventory and financial records, and learn what it is like to be the “boss.” Other topics of study will include: successful entrepreneurs, sole proprietorships, partnerships, corporations, limited liability companies, franchises, cost analysis, venture capital, global business, and ethics in business.

Students are assessed on the basis of homework, tests, quizzes, teacher evaluation, and peer evaluation.

## **MICROSOFT OFFICE**

GRADE	CREDITS
9, 10, 11, 12	4

Students in this course will learn the basic software concepts in Word, Excel and PowerPoint. The students will be acquainted with the proper procedures to create documents, workbooks, databases, and presentations suitable for course work, professional purposes, and personal use. The student will learn through hands-on exercise-oriented approach, which will encourage students to be independent and develop problem-solving skills.

Students will be evaluated on class work, production work, projects, tests and portfolio assessment.

Text: TBD

### **INTERNET AND WEB-PAGE DESIGN**

GRADE	CREDITS
10, 11, 12	4

As the Internet increasingly becomes an integral part of the business world, it is vital that the businessperson becomes aware of the Internet and Web page management. The objective of this course is to teach students how to use the Internet and design Web pages.

The student will learn how to create, edit, manage, publish and maintain a Web page. The student will also learn how to use, search, and gather information from the Internet.

Students will be evaluated on homework assignments, quizzes, tests, production work, and simulations.

### **MARKETING**

GRADE	CREDITS
9, 10, 11, 12	2

This course is designed to give students a taste of the world of marketing and advertising. The student will learn:

1. What marketing is and why it is an essential element in the success or failure of a business.
2. The four P's of marketing: product, place, price, and promotion.
3. How to use the four P's of marketing to sell a product.
4. The steps involved in market research.
5. How to conduct a market analysis.
6. How to develop and use creative advertising.

The student will complete simulation projects to reinforce marketing skills that she/he has learned in the course.

Students will be evaluated on their classwork, class participation, homework, quizzes, simulation projects, and tests.

## **INVESTING**

<b>GRADE</b>	<b>CREDITS</b>
10, 11, 12	4

The stock class will first introduce students into the importance of investing in a variety of assets, with an emphasis placed on stock. Students will acquire a basic understanding of assets and of the concepts: appreciation and depreciation. They will also examine and evaluate their own financial skills in relation to their personal balance sheet. Throughout the course, students will be responsible for managing several simulated portfolios. This will require consistent knowledge of marketplace, company news and the stock market itself.

Students will be graded on projects completed throughout the term. They will also be graded on class work, participation, quizzes and tests.

Material required: Computer Lab Room with Internet Access, Microsoft Word, Excel and PowerPoint.

## **YEARBOOK**

<b>GRADE</b>	<b>CREDITS</b>
11, 12	4

The East Longmeadow High School Yearbook course is a year long course designed to create, publish and distribute the school's yearbook. The yearbook course requires students to take part in all aspects of production of the yearbook including: creating a theme, designing the cover and layout, taking photographs, and writing articles.

Students will be graded on the basis of satisfying their role within Yearbook and successfully meeting deadlines.