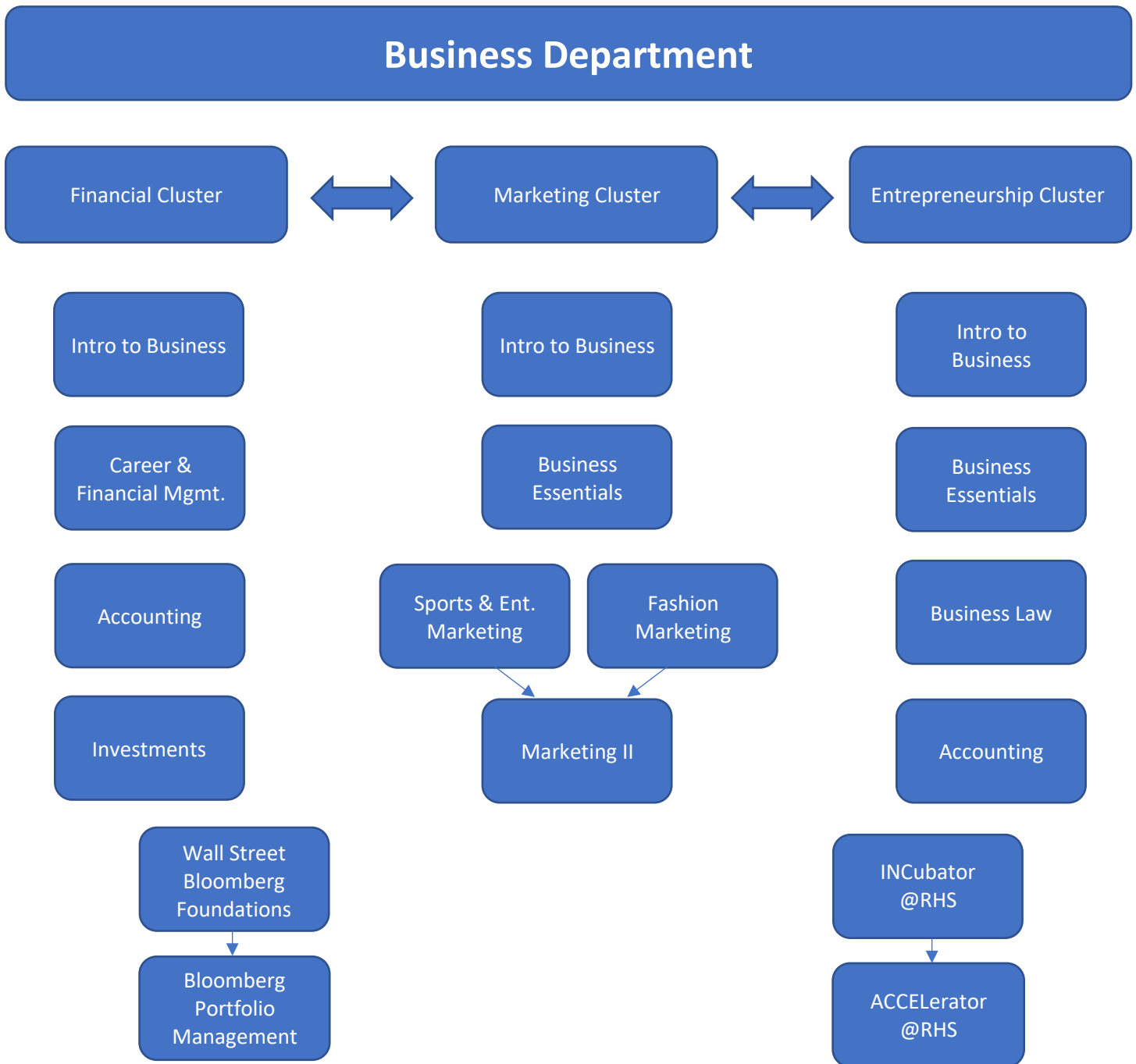


BUSINESS



INTRODUCTION TO BUSINESS

The perfect course for a first-year business student, this class introduces the fundamentals of American Business and its contemporary environment. It provides an overview of organizational, national, and international trends and their impact on enterprises and entrepreneurs. Students will develop an understanding of important business concepts, principles, and practices that explain how businesses are formed, how they operate to accomplish their goals and how their success depends on effective management, production, marketing, distribution, and finance/accounting.

Grades 9, 10, 11, 12 1/2 credit

BUSINESS ESSENTIALS

Students will learn a wide variety of practical skills needed to land a job and succeed in today’s work force. Students will gain an edge over other applicants by preparing them for college, internships and their first job. Working on a variety of individual and team projects, students will learn skills such as effective verbal communication (presentations, meetings, teamwork), effective written communication (email, letters, memos), resume writing, effective interviewing and more. Students will also become proficient in Business software programs, with special emphasis on Google applications and Microsoft Office. Juniors and seniors can take this course for college credit through Long Island University for a cost payable to the University.

Grades 9, 10, 11, 12 1/2 credit

CAREER & FINANCIAL MANAGEMENT

This course will give students the tools they need for financial success. Students will use Excel to calculate a budget, discover how insurance works, manage different types of bank accounts, learn how to invest for retirement, apply for credit, set goals and engage in career planning. Students will take the WISE Financial Literacy Exam to earn a certification credential. Juniors and seniors can take this course for college credit through Long Island University for a cost payable to the University.

Grades 9, 10, 11, 12 1/2 credit

ACCOUNTING

This course introduces students to the secret language that financial managers use to conduct business. Students will develop working skills using the goals and methods of Generally Accepted Accounting Principles including the accounting cycle, use of general and special journals, general ledgers, financial statements, banking transactions, payroll accounting, and adjusting and closing entries for merchandise inventory. Professional Software is introduced. Juniors and seniors can take this course for college credit through Long Island University for a cost payable to the University.

Grades 9, 10, 11, 12 1/2 credit

INVESTMENTS

This course will give students an introduction to basic investment principles that are essential to building wealth. In addition to learning about stocks, bonds, mutual funds, options and futures, this class will address methods of analysis (fundamental vs. technical) and how to assess risk. Students will calculate rates of return and yield, and will construct a portfolio with a given objective. Students will participate in the Stock Market Game. Juniors and seniors can take this course for college credit through Long Island University for a cost payable to the University.

Grades 9, 10, 11, 12 1/2 credit

WALL STREET BLOOMBERG FOUNDATIONS

As a student of business or finance entering a rapidly changing economy and geo-political climate, you need every edge you can get. Knowledge of and experience working with the Bloomberg Terminal is that edge! Using a Bloomberg Terminal, this year long course will extend students’ knowledge of financial markets through their intersection with our economy, global trade, fundamental and technical analysis. The use of case studies and software analytics will enable students to create well-developed Equity Portfolios and assess risk by researching specific companies and indices. The class will participate in the Bloomberg Trading Challenge, a collaborative project where teams of 3-5 students will develop a strategy and execute trades to achieve the highest profit against their competitors. Students will earn a Bloomberg certification, through standardized certification modules provided by Bloomberg. Juniors and seniors can take this course for college credit through Long Island University for a cost payable to the University.

Grades 10, 11, 12 1 credit

BLOOMBERG FINANCIAL PORTFOLIO MANAGEMENT

(Prerequisite: Wall Street Bloomberg Foundations)

Looking to advance your financial skills? This 2nd level semester Bloomberg class is for you! Students will enhance their Bloomberg Terminal skills while expanding upon their investment knowledge and analytical thinking developed in the Wall Street Bloomberg Foundations course. Students will participate in class with hands-on, project based learning and real-world experiences. In addition, students will act as a portfolio manager for their provided fictional client. This course provides the opportunity to manage funds and assess risk by researching specific companies, indices, bonds, and currencies to construct and test a well thought out investment strategy in the best interests of their client.

Grades 11, 12 1/2 credit

SPORTS & ENTERTAINMENT MARKETING

This semester course will examine all aspects of business marketing, specifically those viewed through the lens of sports and entertainment. Students will work on product development, analyze the effectiveness of advertising and promotion, evaluate pricing strategies and conduct market research. Project development will allow the students to apply their knowledge. If desired, juniors and seniors can take this course for college credit through Long Island University for a cost payable to the university.

Grades 9, 10, 11, 12 1/2 credit

FASHION MARKETING

In this project-oriented course, students will explore the relationships between design, merchandising and marketing in the Fashion industry. Students will develop skills in evaluating consumer behavior, performing market research, creating graphic communications, and analyzing fashion trends. Pricing considerations are assessed through field trips and lessons in store planning and operations. Juniors and seniors can take this course for college credit through Long Island University for a cost payable to the university.

Grades 9, 10, 11, 12 1/2 credit

MARKETING 2 – CONSUMER BEHAVIOR

(Prerequisite: Sports & Entertainment Marketing or Fashion Marketing)

This semester course focuses on the link between behavioral principles and consumer responses that help businesses understand how to develop multi-media marketing strategies to attract customers. Students will create brand advertising, pricing and distribution plans that harness the power of the web, such as Search Engine Optimization, Social Media, and Mobile Marketing. Juniors and seniors can take this course for college credit through Long Island University for a cost payable to the university.

Grades 9, 10, 11, 12 1/2 credit

BUSINESS LAW

For the future attorney or business executive, knowledge of the law is essential. This class takes the student on a journey through the world of business from the boardroom to the courtroom. Students will study the legal principles that bind business transactions, experience a live case in a New York courtroom, and develop expertise in emerging topics such as Cyberlaw and Intellectual Property. A mainstay of business schools throughout the country, Business Law provides a hands-on way to practice legal strategies for the workplace. Juniors and seniors can take this course for college credit through Long Island University for a cost payable to the university.

Grades 9, 10, 11, 12 1/2 credit

INCubator@RHS HONORS

This full-year class offers a real entrepreneurship experience where students have the opportunity to create and fully develop their own product or service and learn how to build a business. The course also includes foundational business topics such as marketing, human resources, business law and finance. INCubator culminates with a “Shark Tank” pitch to investors by student teams looking to turn their business plans into reality! Juniors and seniors can take this course for college credit through Long Island University for a cost payable to the University.

Grades 10, 11, 12 1 credit

ACCEerator@RHS HONORS

(Prerequisite: INCubator@RHS Honors)

ACCEerator@RHS fosters startup development for the business founded in INCubator@RHS. Throughout the program, students work through three major areas of content: customer acquisition, business process and product production. Students leave the course having gained traction in the marketplace to successfully launch their company as a sustainable business. Juniors and seniors can take this course for college credit through Long Island University for a cost payable to the University.

Grades 11, 12 1 credit