

# Business Education

Introduction to Business  
Accounting  
Consumer Seminar  
Consumer Seminar Online  
Entrepreneurship: Startup U  
Marketing in Sports and Entertainment  
Marketing and Merchandising in Fashion

Financial Management  
Business Law  
Business Management  
Multimedia Development 1 & 2  
Web Development 1 & 2  
3D Multimedia and Animation  
iOS App Development

## PHILOSOPHY

The Business Education Department believes that students should participate in a rigorous program that helps them develop the skills and ideas necessary to be successful in their personal, academic, and professional lives. We believe that students should understand the role of business in both a local and global economy. We believe that students should understand the daily functions, operations, and responsibilities of a modern business. In this information-based era, students enrolled in business courses will also acquire technology skills that will strengthen and prepare them to succeed in our digital society. Lastly, we believe that all students should acquire a high level of proficiency in all areas of communication, including public speaking and the appropriate use of presentation technology.

It is the belief of the Business Education Department that homework is an integral extension of the classroom experience. Homework assignments reflect our curriculum and how it can be applied in real-world situations.

*All courses in the Business Education Department except Consumer Seminar can be used to fulfill the graduation requirement for fine and/or practical arts.*

# Business Education Courses

## Introduction to Business

OPEN TO FRESHMEN, SOPHOMORES, JUNIORS, AND SENIORS  
PREREQUISITE: NONE  
1.0 MAJOR CREDIT AT LEVEL 9 / .5 ELECTIVE CREDIT

This *full-year course* helps students develop an understanding of the business economy in which we live and work. Several areas of business are studied, including entrepreneurship, accounting, marketing, management, economics, technology, ethics, and international business. Other topics relevant to the student as a consumer are explored, such as investing, insurance, and taxes. This course provides students with the opportunity to hone their entrepreneurial skills through competitive events similar to those seen on *The Apprentice*® and *Shark Tank*®. Students will also have the opportunity to create, run, and operate their own business. *This course fulfills the graduation requirement for fine and/or practical arts or the state consumer education requirement but not both.*

## Accounting

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS  
PREREQUISITE: NONE  
1.0 MAJOR CREDIT AT LEVEL 3

Accounting is the language of business. Students interested in expanding their knowledge of business would benefit from this *full-year course*. Students learn how a business records financial information and how accountants and company managers use that information to make business decisions. The course mixes traditional financial accounting with managerial accounting to provide students a thorough introduction to the subject. Sample topics include: recording daily transactions, preparing an income statement and balance sheet, the accounting cycles, projecting future production costs, calculating return on investment, inventory management, acquiring and disposing assets, and debt vs. equity financing. This course is recommended for those students planning to pursue a career or college degree in business. *This course does NOT fulfill the state consumer education requirement but does fulfill the graduation requirement for fine and/or practical arts.*

## Consumer Seminar

OPEN TO JUNIORS, SENIORS, AND SECOND-SEMESTER SOPHOMORES  
PREREQUISITE: NONE  
.25 ELECTIVE CREDIT

In this *one-semester course*, students acquire knowledge and skills that promote good personal finance habits and create an awareness of how to secure their financial future. Careers, budgeting, money management, taxes, credit, student loans, investments, housing and mortgages, transportation, insurance, and economics are just a few of the topics that students study in this course. *This course fulfills the state consumer education requirement.*

## Consumer Seminar Online

OPEN TO JUNIORS AND SENIORS  
.25 ELECTIVE CREDIT

In this *one-semester course*, students acquire knowledge and skills that promote good personal finance habits and create an awareness of how to secure their financial future. Careers, budgeting, money management, taxes, credit, student loans, investments, housing and mortgages, transportation, insurance, and economics are just a few of the topics that students study in this course. This web-based, one-semester course offers students an alternative method of instruction. All assignments and quizzes are delivered via Canvas. The class meets one day per week during the early-bird time slot to introduce new concepts and answer any questions related to the previous activities. This course demands more self-sufficiency than the traditional classroom; therefore, students enrolling in this course are expected to have a high level of computer literacy and familiarity with Canvas, Microsoft Office, iPad iWork Applications, PDF Annotation and File Management. In addition, since students use a discussion board to post responses to the class and teacher, they must have access to the Internet every day. A maximum of two absences is allowed for the course. Missing additional classes will result in no credit for the course. *This course fulfills the state consumer education requirement.*

## Entrepreneurship: Startup U

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS  
PREREQUISITE: APPLICATION REQUIRED  
1.0 MAJOR CREDIT AT LEVEL 9

Have you ever wondered how you get to be on Shark Tank? What does it take to turn an idea into a business? Entrepreneurship: Startup U will teach you how to do both. In this course, students will have an opportunity to explore how to run a business, beginning with an idea. Entrepreneurship: Startup U will function as New Trier's own business incubator. From writing a business plan to producing a minimum viable product to financing a business, students will guide their own learning with mentoring from teachers as they develop a business. The course will culminate in a Pitch Night when each student business will pitch its product to investors from the New Trier community to see if their idea can score big! *This course does NOT fulfill the state consumer education requirement but does fulfill the graduation requirement for fine and/or practical arts.*

## Marketing in Sports and Entertainment

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS  
PREREQUISITE: NONE  
.5 MAJOR CREDIT AT LEVEL 9 / .25 ELECTIVE CREDIT

This *one-semester course* introduces students to the role of marketing in the sports and entertainment industry. The emphasis is on basic marketing concepts and strategies, which include target marketing, branding, new product development, market research, pricing, promotion, sponsorships, endorsements, and careers in sports and entertainment marketing. In this course, students complete a hands-on product development project with Capt'n Nemo's restaurant in Winnetka. *This course does NOT fulfill the state consumer education requirement but does fulfill the graduation requirement for fine and/or practical arts.*

## Marketing and Merchandising in Fashion

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS  
PREREQUISITE: NONE  
.5 MAJOR CREDIT AT LEVEL 9 / .25 ELECTIVE CREDIT

This *one-semester, project-based course* introduces students to the world of fashion through marketing and merchandising concepts. Topics include an overview of the history of fashion, trends and movement in fashion, fashion business fundamentals, visual merchandising, fashion promotion, special events, and global fashion. This course also features an in-depth, hands-on project, partnering with Westfield's Old Orchard to create a seasonal outdoor visual display. The course focuses on careers in the fashion industry and interactions with members of the fashion industry. *This course does NOT fulfill the state consumer education requirement but does fulfill the graduation requirement for fine and/or practical arts.*

## Financial Management

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS  
PREREQUISITE: NONE  
.5 MAJOR CREDIT AT LEVEL 9 / .25 ELECTIVE CREDIT

This *one-semester course* offers an introduction to investing and financial planning strategies. Students learn about stocks, bonds, real estate, mutual funds, retirement planning, college savings, asset allocation, taxes, mortgages, and other large purchases. All of these topics are taught with an emphasis on sound, fundamental analysis, long-term thinking, and appropriate risk management. Students participate in a semester-long stock market simulation on the web, where they buy and sell stocks and analyze their results. This class is ideal for any student who wants to learn about investment planning and the stock market or who wishes to pursue a career in business or finance. *This course fulfills the graduation requirement for fine and/or practical arts or the state consumer education requirement but not both.*

## Business Law

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS  
PREREQUISITE: NONE  
.5 MAJOR CREDIT AT LEVEL 9 / .25 ELECTIVE CREDIT

This introductory, *one-semester course* features many aspects of business and personal law. Topics covered may include the state and federal court system, contracts, forms of business, owning, buying, and selling property, employment law, borrowing money, paying bills, bankruptcy, wills, and estates. Students read and debate court cases related to each of the previous topics. Ethics is also incorporated into each unit. Guest speakers and current news and video clips add to the classroom experience. This class is recommended for all students, especially those interested in studying business or law in college. *This course does NOT fulfill the state consumer education requirement but does fulfill the graduation requirement for fine and/or practical arts.*

## Business Management

OPEN TO JUNIORS AND SENIORS  
PREREQUISITE: NONE  
1.0 MAJOR CREDIT AT LEVEL 3

This *full-year course* helps students develop an understanding of and appreciation for the mindset of a business management consultant. Students acquire and improve their skills in the areas of oral, written, and electronic communication and presentation. In addition, students develop skills in problem solving, group dynamics and decision making. Students in this course research and explore the business practices of companies like Google, Apple, Enron, and others. Key concepts in this course include: communication, leadership, employee motivation, human resources, international business, ethics and social responsibilities, and economical decision making as it applies to the functions of management. This is a vital course for any student planning a career in business or pursuing a college degree in any area of business. *This course fulfills the graduation requirement for fine and/or practical arts or the state consumer education requirement but not both.*

## Multimedia Development 1

OPEN TO FRESHMEN, SOPHOMORES, JUNIORS, AND SENIORS  
PREREQUISITE: NONE  
1.0 MAJOR CREDIT AT LEVEL 9 / .5 ELECTIVE CREDIT

Have you always wanted to learn to use Photoshop like a graphic designer, make cool art, tweak a portrait, or create realistic drawings? Do you want to learn to design your own animations and games in Flash, or perhaps produce an interactive website? Maybe you're interested in creating your own music or podcasts. Would you like to learn how to produce virtual spaces with QuickTime Virtual Reality? This hands-on, *full-year course* will teach students to work with the web, create art for the computer screen, design interactive applications and games, create audio files for music or podcasts, and create images for print. *This course fulfills the graduation requirement for fine and/or practical arts.*

## Multimedia Development 2

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS  
PREREQUISITE: MULTIMEDIA DEVELOPMENT 1 OR DEPARTMENTAL APPROVAL  
1.0 MAJOR CREDIT AT LEVEL 9 / .5 ELECTIVE CREDIT

This *full-year course* extends and deepens students' mastery of topics from Multimedia Development 1, providing opportunity for more extensive study and focusing for longer periods on specific topics. Students who have a passion for particular media such as print, web, screen, animation, or sound benefit from in-depth content exploration. Class projects are conceived, planned, and produced by individual students based on their specific interests. Students work with the following applications: Photoshop, Final Cut Pro, SoundTrack, and Flash. *This course fulfills the graduation requirement for fine and/or practical arts.*

## Web Development 1

OPEN TO FRESHMEN, SOPHOMORES, JUNIORS, AND SENIORS  
PREREQUISITE: NONE  
1.0 MAJOR CREDIT AT LEVEL 9 / .5 ELECTIVE CREDIT

The web can be yours; you can make your own web site and have complete control over your presence on the web. Students in this *full-year course* start at the very beginning and end up making incredible designs and features, including professional images for their websites using Photoshop. Web Development students master the production techniques and software programs used by professionals on commercial websites. Course content includes hands-on training in page creation, site architecture, file transfer techniques, visual design principles, graphic production skills, and site automation strategies. Studies include work with HTML code, Cascading Style Sheets, FTP, and an introduction to the Java Script and PHP scripting language. Software includes Adobe Photoshop, Adobe Dreamweaver, and Flash. Students leave the course with the hands-on experience needed to design and produce professional-quality websites. *This course fulfills the graduation requirement for fine and/or practical arts.*

## Web Development 2: Advanced Design and Programming

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS  
PREREQUISITE: WEB DEVELOPMENT 1 OR DEPARTMENTAL APPROVAL  
1.0 MAJOR CREDIT AT LEVEL 9 / .5 ELECTIVE CREDIT

Using the knowledge they gained in Web Development 1, students can start making websites of their own design, adding their own features and making websites that are portfolio material. Their work benefits from the interactivity and functionality of PHP and MySQL, giving people an opportunity to communicate through their site. Web Development 2 is a fast-paced, production environment that extends students' visual design, coding, and project-management skills. Students create larger, interactive websites that use centralized control and server-side programming (PHP) to manage complexity. Technical training includes hands-on work to master professional-level design tools, including Adobe Photoshop, Dreamweaver, and Flash. Additionally, students develop the programming (PHP), database, and system administration skills necessary to implement websites like weblogs, discussion boards, and wikis for their clients. Students develop an online portfolio suitable for the interview process. *This course fulfills the graduation requirement for fine and/or practical arts.*

## 3D Multimedia and Animation

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS  
PREREQUISITE: NONE  
1.0 MAJOR CREDIT AT LEVEL 9 / .5 ELECTIVE CREDIT

In today's world, computer-generated imagery (CGI) is all around us. This can be seen on television, movie screens, magazines, and newsprint. Computer graphics has grown from a specialty area for computer scientists to a mainstream career. This course introduces students to the rendering and animation world. Students storyboard their ideas, develop 3D modeling techniques and lighting techniques, learn to apply materials, and develop animation skills. *This course fulfills the graduation requirement for fine and/or practical arts.*

## iOS App Development

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS  
PREREQUISITE: APPLICATION REQUIRED  
1.0 MAJOR CREDIT AT LEVEL 9

Have you ever dreamed of creating your own app for the iPhone or iPad? In this course, students will learn how to create apps for iOS devices, including iPhones and iPads. Students will begin the year by learning the basics of object-oriented coding languages before ultimately designing and creating their own applications from scratch. Students will use Apple's newest coding language, Swift 3, so that they can acquire the skills needed to create their own apps using Apple's XCode software. Throughout the year, students will make ten or more fully functional iOS apps that can be loaded onto their own Apple devices for personal use. Students will leave the course with the hands-on experience required to design and produce App Store quality iOS applications. *This course does NOT fulfill the state consumer education requirement but does fulfill the graduation requirement for fine and/or practical arts.*

# BUSINESS EDUCATION

## Course Classifications

Each course has a six-digit number. For example, the course number for Introduction to Business for elective credit is “170138.” The first three digits, “160 or 170,” identify the department. The fourth digit, “1,” indicates the year the course is usually taken. The fifth digit identifies the semester(s) the course is offered; “3” indicates a full-year course, “0” a one-semester course. The sixth digit indicates the level. An “E” in the 3rd position signifies Early Bird. **Initial course selection for business education courses can only be at level 8** except for Accounting and Business Management. Students who want to take a course offered at the Winnetka campus for major credit may complete the Contract for Business Education Major form during the first two weeks of the semester.

Intro to Business.....	170138
Financial Management .....	171108
Accounting.....	172233
Consumer Seminar.....	173308
Consumer Seminar Online.....	17E308
Business Management .....	174333
Mktg: Sports/Entertain .....	175308
Mktg/Merch in Fashion.....	176308
Business Law .....	177308
Entrepreneurship: Startup U .....	177239
Multimedia Dev 1.....	162138
Multimedia Dev 2.....	162238
Web Development 1 .....	163138
Web Development 2 .....	163238
3D Multi/Animate.....	166238
iOS App Development.....	167239