

# Business Education

Accounting  
Business Law  
Business Leadership  
Consumer Seminar  
Consumer Seminar Online  
Entrepreneurship: Startup U

Financial Management  
iOS App Development  
Marketing: Sports and Entertainment  
Marketing and Merchandising in Fashion  
Web and Multimedia Development 1 & 2

## PHILOSOPHY

The Business Education Department believes that all students should participate in a rigorous program that helps them develop the ideas and skills necessary to be successful in their personal, academic, and professional lives. In our classrooms, business educators introduce students to the basics of personal finance, economic principles of an international marketplace, and the processes by which businesses operate. In addition, we provide a solid educational foundation for students who want to successfully complete college programs in various business disciplines.

Our courses are designed to prepare students to become knowledgeable and ethical decision makers as they fulfill their roles as consumers, workers, and citizens, and they are based on the conviction that business education competencies are essential for all students. Technology has accelerated the pace and frequency of change, not only in business but also in life. Because all students will use technology as a tool for managing information, students must become lifelong learners of anything that impacts decision-making.

Since all students will encounter a business environment that is characterized by diversity, both domestic and international, all students need to practice the interpersonal, teamwork, and leadership skills that will help them function successfully in that environment.

*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 *year-long* 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 *year-long* course. Students will learn how a business records financial information and how professionals both within and outside the company use that information to make decisions. Sample topics include recording daily transactions, completing the accounting cycle, preparing financial statements, time value of money, inventory accounting, making large purchases, 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, PDF Annotation, and File Management. 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: NONE  
1.0 MAJOR CREDIT AT LEVEL 9

If you have ever wondered how you get to be on Shark Tank or what it takes to turn an idea into a business, Entrepreneurship: Startup U will teach you how to do both. In this *year-long* course, students have an opportunity to explore how to run a business, beginning with an idea. Entrepreneurship: Startup U functions as New Trier's own business incubator. From writing a business plan to producing a minimum viable product to financing a business, students guide their own learning with mentoring from teachers as they develop a business. The course culminates with an opportunity to pitch your business idea at a pitch event. *This course does not fulfill the state consumer education requirement but does fulfill the graduation requirement for fine and/or practical arts.*

## Marketing: 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. This course will expose students to career options in the fashion industry from interactions and collaborations with various businesses. *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 law. Topics covered include the state and federal court system, contracts, intellectual property, class action, mediation and arbitration, product liability, purchase and sale of goods, negotiable instruments, and wills & estates. The class will read and debate actual court cases related to these topics. Guest speakers and current news will 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 Leadership

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

This *year-long* 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.*

## Web and Multimedia 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 website and have complete control over your presence on the web. Students in this *year-long* course start with the basics of website development and end by making sophisticated sites with professional-quality images and graphics. Web and Multimedia Development students master the production techniques and software programs used to create commercial websites. Students receive hands-on training in page creation, site architecture, file transfer techniques, visual design principles, graphic production skills, and site automation strategies. Students become familiar with HTML code, Cascading Style Sheets, FTP, and an introduction to the Java Script and PHP scripting languages. Software used includes Adobe Photoshop and Adobe Dreamweaver. *This course fulfills the graduation requirement for fine and/or practical arts.*

## Web and Multimedia Development 2

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

Using the knowledge gained in Web and Multimedia Development 1, students in this *year-long* course create websites of their own design with added features. Students who have a passion for a particular medium, such as print, web, screen, animation, or sound, benefit from in-depth content exploration. Students learn the interactivity and functionality of PHP and MySQL, which give them an opportunity to communicate through their site. The Web and Multimedia Development 2 classroom is a fast-paced production environment that extends students' visual design, coding, and server-side programming (PHP) to manage complexity. Technical training includes hands-on work to master professional-level design tools, including Adobe Photoshop, Adobe Dreamweaver, and CSS Animations. Additionally, students develop programming (PHP), database, and system administration skills necessary to implement websites like weblogs, discussion boards, and wikis for their clients. Students also develop an online portfolio suitable for the interview process. *This course fulfills the graduation requirement for fine and/or practical arts.*

## iOS App Development

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

If you have ever dreamed of creating your own app for the iPhone or iPad, this *year-long* course will teach you how to create apps for iOS devices, including iPhones and iPads. Students begin the year by learning the basics of object-oriented coding languages before ultimately designing and creating their own applications from scratch. Students use Apple's newest coding language, Swift 4.2, in order to acquire the skills needed to create their own apps using Apple's XCode software. Throughout the year, students make ten or more fully functional iOS apps that can be loaded onto their own Apple devices for personal use. Students 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 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.....	N170138
Intro to Business.....	W170138
Intro to Business.....	W170338
Financial Management .....	W171108
Accounting.....	W172233
Consumer Seminar.....	W173208
Consumer Seminar.....	W173308
Consumer Seminar Online.....	W17E308
Business Leadership.....	W174333
Mktg: Sports/Entertain.....	W175308
Mktg/Merch in Fashion.....	W176308
Business Law .....	W177308
Entrepreneurship: Startup U .....	W177239
Web/Multimedia Development 1.....	N163138
Web/Multimedia Development 1.....	W163138
Web/Multimedia Development 2.....	W163238
iOS App Development.....	W167239