

Business Department Course Offerings at Winnetka

ACCOUNTING

- ✓ Year-long course
- ✓ Elective credit (2/2)
- ✓ Skills-based
- ✓ Individual/group work
- ✓ 3 level only

Topics Include:

- Language of business through finances
- Preparing financial records
- Current events, company analysis

BUSINESS LAW

- ✓ Semester-long course
- ✓ Elective credit (1/2)
- ✓ Project-based
- ✓ Group work

Topics Include:

- Contracts
- Intellectual property
- Class action lawsuits

BUSINESS LEADERSHIP

- ✓ Year-long course
- ✓ Elective credit (2/2) or Consumer credit
- ✓ Discussion-based
- ✓ 3 level only
- ✓ Open to grades 11-12

Topics Include:

- Communication
- Leadership and decision-making
- Influence and negotiation

ENTREPRENEURSHIP: STARTUP U

- ✓ Year-long course
- ✓ Elective credit (2/2)
- ✓ Project-based
- ✓ Group work
- ✓ 3 level only

Topics Include:

- Work in a team to develop a business idea
- Test idea through MVP (minimum viable product)
- Learn from and work with business professionals in the community
- Culminates with "Shark Tank"-like pitch

FINANCIAL MANAGEMENT

- ✓ Semester-long course
- ✓ Elective credit (1/2) or Consumer credit
- ✓ Skill/project-based
- ✓ Individual/group work

Topics Include:

- Investment simulator
- Analyzing, selecting stocks
- Building an investment portfolio

INTRODUCTION TO BUSINESS

- ✓ Year-long course
- ✓ Elective credit (2/2) or Consumer credit
- ✓ Activity/project-based
- ✓ Individual/group work

Topics Include:

- Introduction to several areas of business
- Current events
- Competitive project incorporating service-learning

iOS APP DEVELOPMENT

- ✓ Year-long course
- ✓ Elective credit (2/2)
- ✓ Project-based
- ✓ Individual work

Topics Include:

- Coding apps
- Write your own app, post in Apple Store
- Mac/Apple-based

MARKETING AND MERCHANDISING IN FASHION

- ✓ Semester-long course
- ✓ Elective credit (1/2)
- ✓ Project-based
- ✓ Group work

Topics Include:

- Business side of fashion
- Designers and trends, fashion week
- Collaboration with local organizations, ex: Sheridan Rd. Magazine, Old Orchard Mall

MARKETING: SPORTS & ENTERTAINMENT

- ✓ Semester-long course
- ✓ Elective credit (1/2)
- ✓ Project-based
- ✓ Group work

Topics Include:

- Promotion in sports and entertainment
- Social media campaigns
- Local projects and partnerships, ex: Chicago Cubs, Winnetka Music Festival

WEB & MULTIMEDIA DEVELOPMENT 1/2

- ✓ Year-long courses
- ✓ Elective credit (2/2)
- ✓ Skill/project-based

Topics Include:

- Build and create websites
- HTML, FTP, Java Script
- Adobe Photoshop and Dreamweaver

CONSUMER SEMINAR/ONLINE

- ✓ Semester-long course
- ✓ Consumer credit
- ✓ Skill/project-based
- ✓ Online open to grades 11-12

Topics Include:

- Managing your personal finances
- Buying a car and home
- Credit