

BUSINESS & INFORMATION TECHNOLOGY EDUCATION

SOME OCCUPATIONS RELATED TO INTEREST AND ABILITY IN BUSINESS EDUCATION



The central illustration depicts ten diverse business professionals standing in a line. From left to right, there is a woman in a light blue suit, a woman in a purple suit holding a document, a man in a blue shirt and dark pants, a woman in a red dress, a woman in a brown suit holding a document, a man in a brown suit, a man in a blue shirt and dark pants, a man in a grey suit, a woman in a grey suit holding a document, and a woman in a blue dress. Surrounding this central image is a list of 30 different occupations arranged in a grid-like pattern.

Office Planner	Banker	Computer Consultant
Human Resources Director	Training Specialist	
Advertising Manager	Marketing Director	Financial Planner
Accountant		Real Estate Agent
Insurance Specialist		Information Specialist
Receptionist		File Clerk
Business Manager		Accounting
Buyer	Bank Teller	Auditor
Loan Officer	Loan Clerk	
Salesperson	Cashier	Word Processing
	Public Relations	Court Reporter
Administrative Assistant	Accounting Assistant	In Home Sales
Medical Secretary	Telemarketer	
Information Specialist	Clerk	Records Manager

BUSINESS & INFORMATION TECHNOLOGY EDUCATION

Course Length	Credit	Name of Course	Course Number	9	10	11	12	Prerequisite
1 Sem	.5	Introduction to Business	550B1A	X	X	_	_	
1 Year	1	Accounting 1	551B1X	_	#	X	X	
1 Year	1	Accounting 2	552B1X	_	_	X	X	Accounting 1
1 Sem	.5	Business Principles	554B1B	_	#	X	X	
1 Sem	.5	Keyboarding/Intro To Microsoft Word	555B1C	X	X	X	X	Key under 35 wpm
1 Sem	.5	Personal Finance	556B1C	_	_	X	X	
1 Sem	.5	Business Law	558B1B	X	X	X	X	
1 Sem	.5	Marketing Principles	559B1A	_	#	X	X	
1 Year	.5	Social Media Marketing	560B1X	_	X	X	X	
1 Sem	.5	Microsoft Word, PowerPoint & Excel Introduction	561B1A	X	X	X	X	
1 Sem	.5	Microsoft Word, PowerPoint & Excel Advanced	562B1A	X	X	X	X	Microsoft Word, PowerPoint & Excel Introduction or consent of instructor
1 Sem	.5	Entrepreneurship	563B1B	X	X	X	X	
1 Sem	.5	College 101	564B1C			X	X	

Denotes an exception to the standard course sequence. The course is open to students with the pre-approval of both the Counseling and Business Departments. Please contact the PHS counseling office with questions.

X Enrollment available to students in designated grade levels

[idx] This course is Grade Indexed

550B1A – INTRODUCTION TO BUSINESS			
Semester Course	Grades 9-10	.5 Credit	Prerequisite: None
This course is a must for students thinking about a career in business or for gathering more information to see if business is a career path. The course will introduce business concepts to include kinds of business, types of businesses, the effect of the economy on businesses, uses of technology within business, global effects of businesses, and characteristics of successful businesses. The class will focus on the 21 st Century Skills for students while addressing the career clusters of Business Management, Marketing, and Finance.			

551B1X - ACCOUNTING 1*			
Year Course	Grades 11-12 (#) 10 - with instructor approval	1 Credit	Prerequisite: None
Learn the language of business! Students will develop a foundation in basic accounting theory and procedures. Topics covered include an introduction to accounting, careers in accounting and the entire accounting cycle. Computerized accounting software is used with extensive work in Excel. It is recommended that students pursuing any business career path take one or two years of accounting. *This course is transcribed with NWTC's Accounting 1 (10-101-110) when taken as a sophomore (with instructor approval), junior or senior.			

552B1X - ACCOUNTING 2			
Year Course	Grades 11-12	1 Credit	Prerequisite: Accounting 1
This course offers students the opportunity to develop skills in all phases of accounting. Topics covered include inventories, fixed assets, current liabilities including payroll and notes payable, business formations, capital stocks, dividends, bonds, cash flow statements, and financial statement analysis.			

555B1C - INTRO TO KEYBOARDING			
Semester Course	Grades 9-12	.5 Credit	Prerequisite: Key under 35 wpm
This course is intended for students who haven't had any formal keyboard training, key under 35 wpm or want to improve technique and speed. Students will learn proper fingering techniques and be introduced to various business documents such as memorandums, letters, reports, and tables. The state of Wisconsin recommends that students type five words per minute times their grade level with an accuracy of 98% or better. Software used: Microsoft Word			

554B1B - BUSINESS PRINCIPLES*			
Semester Course	Grades 11-12 (#) 10 - with instructor approval	.5 Credit	Prerequisite: None
This course will explore all aspects of business as it applies to management. Topics will include: organization/management process of human resources, production, operations, marketing, distribution, and finances; risk management; ethics/legalistic management; international business; accounting, computers and data processing. *This course is transcribed with NWTC's Business Principles (10-102-158) when taken as a sophomore (with instructor approval), junior or senior.			

556B1C - PERSONAL FINANCE			
Semester Course	Grades 11-12	.5 Credit	Prerequisite: None
This course fulfills the Personal Financial Management graduation credit requirement. Using the new Wisconsin Financial Literacy standards, topics covered include: understanding your paycheck, apartment renting, home buying, car purchasing, credit cards, loans, budgeting, checking accounts and debit cards, savings, options for investing, planning for your retirement, being a smart consumer, donating, and insurance (health, life, auto, home, liability).			

558B1B - BUSINESS LAW			
Semester Course	Grades 9-12	.5 Credit	Prerequisite: None
Business Law is a course that is designed to give students the knowledge they need regarding a basis of law while preparing students to make ethical, legally-minded, professional decisions currently and in the future. Topics covered include laws relating to contracts, employment and intellectual property. Other topics are court procedure, criminal and civil law, and white collar crime. Real life case studies, mock trials, and debates make this class an intriguing one!			

559B1A - MARKETING PRINCIPLES*

Semester Course	Grades 11-12 (#) 10 - with instructor approval	.5 Credit	Prerequisite: None
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This course examines the business function of marketing. Students will learn how marketers deliver value in satisfying customer needs and wants, determine which target markets the organization can best serve, and decide upon appropriate products, services, and programs to serve these markets. Topics include branding and product development, pricing strategies, marketing research, promotion, digital marketing, and marketing for sports & entertainment industries.

***This course is transcribed with NWTC's Marketing Principles (10-104-110) when taken as a junior or senior.**

560B1X - SOCIAL MEDIA MARKETING

Year Course	Grades 10-12 (#)	.5 Credit	Prerequisite: None
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Take your social media to the next level. This class will explore the social media revolution and provide students with practical knowledge and insights needed to successfully plan, implement, manage and analytically measure social media marketing efforts. This course gives students the educational opportunities to learn how to professionally create social media content and become stronger digital citizens. As a major component of this class, students will be creating weekly content for Pulaski High School and the Pulaski Red Sea Twitter accounts, Instagram accounts, TikTok and other social media feeds. In addition, students will be creating content for extracurricular clubs, teams, and events throughout the year. If time allows, students will also be connecting with Northeast Wisconsin businesses to develop social media marketing campaigns.

561B1A - MICROSOFT WORD, POWERPOINT & EXCEL INTRODUCTION

Semester Course	Grades 9-12	.5 Credit	Prerequisite: None
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Looking to have an "edge" in the classroom, at college, or at work? There is no better skill to have than computer literacy. Computer Applications 1 will show you the power of Microsoft Office. You will learn to use Word, Excel, and PowerPoint effectively and bring your computer skills to a new level. You will also have an opportunity to conduct research on the Internet, explore new technological innovations, examine technology-related careers and speculate about future computer applications.

562B1A - MICROSOFT WORD, POWERPOINT & EXCEL ADVANCED*

Semester Course	Grades 9-12	.5 Credit	Prerequisite: Computer Applications 1 or Instructor Approval
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Take your computing skills to the next level. Computer Applications 2 will take you to the advanced level of Microsoft Office. When you are required to use Word, Excel, or PowerPoint at college or work, you will be prepared for the most challenging projects and be able to complete them with ease. This is a transcribed course with NWTC so you will be completing college-level work. You may also elect to earn three NWTC credits which meets the computer literacy requirement at some colleges.

***This course is transcribed with NWTC's Micro: Word-Intro (10-103-121); Micro: Excel-Intro (10-103-131); and Micro: PowerPoint-Intro (10-103-151) when taken as a freshman, sophomore, junior or senior.**

563B1B - ENTREPRENEURSHIP

Semester Course	Grades 9-12	.5 Credit	Prerequisite: None
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Owning and operating your own business has long been an American dream. This course is designed for students who are interested in learning how a business is created, how it is managed, and how it fits into today's economy. Topics will include product development, business management, communications, sales, marketing, record keeping, legal aspects, and much more. Students will use technology and other hands-on activities to simulate business in the real world. Students actively participate in operating, marketing, buying, and designing for the Raider Zone, the school store.

564B1C - COLLEGE 101*

Semester Course	Grades 11-12	.5 Credit	Prerequisite: None
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Specifically intended for students planning on attending NWTC. Students will utilize digital tools and resources to assess, explore, practice, apply, and evaluate both employability and learning skills. By establishing NWTC cultural values as hallmarks of success in academic, career, and personal settings the course encourages reflective, personalized development of a growth mindset and emphasizes the importance of making wise choices.

***This course will run dependent on instructor availability and funding from NWTC.**