

Pioneer High School Business Department

Class Offerings

We are proud to prepare students for future careers

Accounting I & II

(10th-12th)

4th Year Math credit

Learn fundamental accounting concepts and the complete accounting cycle for both a service and merchandising business. Learn to journalize, post, prepare financial statements, close the books and reconcile bank statements. Students will complete the cycle manually and electronically. Students will also complete an accounting simulation to apply concepts from the entire accounting cycle.

Accounting II will continue and expand the concepts learned during the first semester, applying those concepts to partnerships and corporations. Students will work with accounts receivable and payable, taxes and other simulations. Accounting is known as "the language of business" and will provide a solid foundation for **college accounting** or to enable students to market themselves in the business environment in an entry-level position.

Personal Finance I

(9th-12th)

4th Year Math credit

We would all like to have more money! A secret to "more" is learning to budget and save what we have so that it goes farther. This course offers students the opportunity to practice money management where mistakes will not cost them real dollars. This class has the power to change the financial course of a student's life! Topics covered include how to effectively use credit cards, understanding your credit score, purchasing a car, paying for college and budgeting for major life events.

Personal Finance II

(9th-12th)

4th Year Math Credit

Money will not buy happiness, but it sure doesn't hurt! This class will help you avoid the financial stress that plagues many adults. Students will learn personal decision making skills such as paying taxes and filing tax returns, renting an apartment, obtaining a mortgage for a home, investment strategies and the importance of insurance.

Computer Applications

(9th-12th)

Students will learn Microsoft Office software applications (Word, Excel, PowerPoint and Publisher) and the integration of these applications to create all types of different business documents. Students will learn the proper techniques for creating documents, worksheets, databases and presentations suitable for coursework, professional purposes and personal use. A main component of this course will be project-oriented assignments that allow learning by doing.

Web Page Design I

(9th-12th)

VPAA Credit

Web pages have become an important part of our daily lives. Discover the mysterious HTML tags that make publishing on the WWW possible! *Topics covered include:* HyperText Markup Language (HTML), including advanced HTML features such as frames, tables, forms and checkboxes; PNG and Jpg files. Students will spend the majority of the semester learning how to use Adobe Dreamweaver CS6.

Web Page Design II

(9th-12th)

VPAA Credit

Continue your web page experience and create web pages with all the bells and whistles! You will learn to use the "Industry Standard" Adobe software packages: Flash CS6 and Photoshop CS6. *Flash:* Create animated symbols; create your own movies using layers; create animations and interactive movies; add sound to your movies. *Photoshop:* Create artistic effects by using filters, layers and styles. Work with "color" to transform images to create impressive web sites and much more!
Prerequisite: Web Page Design I.

Business Principles and Management

(10th-12th)

This course provides a solid foundation about what business is and how it is managed. Students will explore topics such as business in a global environment, organization and management, operations and technology, business law/ethics, and accounting. Students will also use a business management simulation to develop their skills.

Entrepreneurship

(11th-12th)

Do you have what it takes to be your own boss? If so, this class is for you. Learn what steps you need to consider when starting your own business. Areas covered will include developing a detailed business plan, locating the finances necessary to start the business, marketing your product or service and eliminating the legal red tape. Eligible to participate in Pioneer's DECA Chapter.

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Marketing Education

(10th-12th)

Econ credit (.5) or English Language Arts credit (.5)

One third of all occupations in today's economy are marketing occupations; however, all occupations involve marketing in some way. This course addresses the following seven Marketing career pathways: Management & Entrepreneurship, Sales, Buying & Merchandising, Advertising & Promotion, Marketing Information Management, Distribution & Logistics. Concepts and skills are taught in a fun and entertaining manner through projects and cooperative learning groups. Many students completing this course continue their education in collegiate business programs. Enrolled students will have an opportunity to participate in Pioneer's award winning DECA Chapter. This course also serves as a prerequisite for those students wanting credit for Marketing Work-Based Learning.

Advanced Marketing

(11th-12th)

This semester class is a continuation of the Marketing Education class with an emphasis on in-depth analysis of the four main components of the Marketing Mix – Product, Price, Place and Promotion. Students will learn advanced principles that lead to careers in marketing, advertising, finance and supply chain management. Students will assume a managerial perspective in applying marketing functions. Students will have the opportunity to participate in DECA, a student organization that prepares emerging leaders and entrepreneurs. DECA related activities and curriculum will be used throughout the course.

Prerequisite: Marketing Education

Sports & Entertainment

Marketing I

(11th-12th)

Are you ready to join the exciting career field of Sports & Entertainment Marketing? This is an advanced marketing course, which will help students develop a thorough understanding of the marketing concepts that apply to sporting and entertainment events. The areas covered in this course include target marketing and segmentation, sponsorships & endorsements, branding & licensing, promotions and sports marketing plans. Students taking sports marketing will have the opportunity to participate in DECA.

Sports & Entertainment

Marketing II

(11th-12th)

This is an advanced course that is a continuation of the Sports Marketing I class. The areas this course will cover include pricing, promotions, public relations, event planning and careers in Sports. Computer simulations are used to apply and practice Sports and Entertainment Marketing strategies. Students taking sports marketing will have the opportunity to participate in DECA

Prerequisite: Sports Marketing I.

School Store Operations

(11th-12th)

This course focuses on the skills learned in previous business classes. Students will gain hands-on experience in selling, promotion, advertising, servicing, merchandising and displaying by completely running and managing the school store.

Employment Opportunities

Business: Work-Based

Learning

(11th-12th)

The office experience is where the professionals begin to gain the basic knowledge that is necessary for bigger and better positions. Students have the opportunity to explore a career area, obtain competitive work skills at labor market standards, gain school credit and earn a paycheck while gaining work experience. Linkage between the classroom and work site ensures quality experiences.

Marketing: Work-Based

Learning

(11th-12th)

This course allows you the opportunity to practice what is learned in your marketing class in a paid work situation for which you will receive a full unit of "academic credit" per semester. This course is a supervised work experience program where your marketing teacher visits your place of employment and gives you feedback and guidance for self-improvement in a job situation. Your marketing teacher can assist you in obtaining employment in a 10 hour a week part-time job. Hours worked in this program may be applied towards college degrees that require verified work experience.

*****Earn your MBA*****

(Major in Business Administration)

► Taking three business classes will qualify you for your Pioneer High School MBA

Department Members:

Mrs. Allgeyer
Mr. Guastella
Mrs. Morabito