



Business & Marketing Technology

Course Descriptions

FIRST YEAR COURSES

BMT:ENT Entrepreneurship - Owning your Future

Discover strategies to generate ideas for business ventures and begin building your business from the ground up. Learn how the global economy and the legal environment of business laws and regulations affect business practices.

SWD:FA1 Financial Accounting 1

Learn the principles of recording accounting transactions, accruals, receivables, payables, sales, purchases and the accounting cycle. Create and interpret financial statements such as the balance sheet and income statement.

ITA:3CF Computing Fundamentals, *Internet and Computer Core Certification (IC³)*

Gain foundational understanding of computing including: knowledge and use of computer hardware and peripherals, software, and operating systems. Students must pass the Computing Fundamentals exam toward earning their IC³ Certification.

ITA:3LO Living Online, *Internet and Computer Core Certification(IC³)*

Learn aspects of working in an Internet or networked environment including basic knowledge of networks and the Internet, skills in specific applications such as email, Web browsers, Web literacy, ergonomics, security, and Internet ethics. Students must pass the Living Online exam toward earning their IC³ Certification.

ITA:3KA Key Applications, *Internet and Computer Core Certification(IC³)*

Students learn three applications (word processing, spreadsheet, and presentation software) and the commonalities of features between programs. Students must pass the Key Application exam toward earning their IC³ Certification.

BMT:PUB Microsoft® Publisher

Using the popular desktop publishing program effectively, students will learn how to create and design marketing materials.

BMT:QB QuickBooks® Financial Software

QuickBooks is the most widely used software for small businesses. Students will learn how to manage business bank accounts, customer invoices, vendor bills, and more.



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SWD:HTM HTML & Web Design Fundamentals

Develop Websites with XHTML utilizing tables, CSS, iframes and video with emphasis on Web standards and design.

CSF:ACC Microsoft® Access

Students will learn how to structure a database, create and format database elements including tables, queries, and reports and how to manage and maintain databases.

BMT:PSF Adobe® Photoshop Fundamentals

Photoshop is the industry's most used photo-editing software. Students will learn how to select pixels; work with layers, gradients, adjustments and brushes; create special effects, and improve productivity. Students will have the opportunity to earn an Adobe Certified Associate (ACA) certification.

BMT: HOB Hands-On Banking, Personal Finance

The Hands-On Banking course provides the essentials of financial education, real-world skills, and knowledge everyone can use, including how to: Use tools, such as a spending plan, to make the most of your money; Protect yourself financially from identity theft and other scams; Use credit wisely to build a good credit score and avoid too much debt; Create a financial future through saving, investing, and building wealth.

BMT:DW Adobe® Dreamweaver Fundamentals

This course introduces the student to the fundamentals of Dreamweaver with an emphasis on best practices and current web standards. Students will learn how to create websites by applying knowledge and hands-on practice they need to build and manage professional web sites using industry standard for professional web development and design.

SWD:PRG Introduction to Programming - VB

Students are introduced to computer program design and development using Visual Basic. Emphasis is on object oriented programming and basic computer language structures that are common to all programming languages.

BMT:INT International Business

This course explores international trade in the context of the interdependence of nations, the global marketplace. Students will examine the effects of international trade on the United States and the countries with whom the U.S. trades



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SECOND YEAR COURSES

BMT:MKT Marketing Essentials

This course covers the marketing role and function in business and the use of marketing strategies to guide marketing decision-making; Includes marketing research and assessment of marketing strategies to improve return on marketing investment.

BMT:COM Marketing Communications

Learn how to utilize marketing channels to promote messages to targeted audiences; leverage direct-marketing, trade shows, community outreach, and customer relations to build brand and promote products and services.

BMT:MKO Marketing Online

Students will learn how to integrate the creative and technical aspects of the Internet, including design, development, advertising and sales including search engine marketing (SEM), search engine optimization (SEO), banner ads, email marketing, mobile advertising, and Web 2.0 strategies.

BMT:ID Adobe® InDesign Fundamentals

Designers and graphics production artists are the principal users of Adobe InDesign to create periodical publications, posters, and print media such as: posters, flyers, brochure, magazines, newspapers and more.

BMT:MGT Business Management

Learn how to foster company and staff growth using strategies in human resource management, planning tools, safety and security procedures, facilities management, and vendor performance.

BMT:PPS Product, Price and Selling

Learn how to generate product and service ideas and how to position a company to acquire the desired business image; utilize pricing and selling strategies to complete successful sales transactions.

BMT:PRF Professional Success Strategies

Learn the strategies to succeed professionally including: professional behavior, appearance, and hiring ethics and regulations. Course includes career planning, job seeking, and interviewing.



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SWD:PHN Designing Phone Applications

Learn how to develop diverse mobile application for today's smart phones in the Android operating systems using Java and the Eclipse Development Environment.

CSF:NET Introduction to Networking

Understand the fundamentals of TCP/IP protocol and the network architecture; students will learn about the layers of the Open Systems Interconnection Model and the role of the server in computer networks.

ITA:CAP IT Academy Capstone Project

During the second year, students of the IT Academy will collaborate, plan, design, build, and implement a simulated company and will integrate their knowledge and skills across program majors including a business and marketing plan, website, acquisition of technology, and more.