

COURSE DETAILS



COMMERCIAL ARTS

General Business

This course is designed to engage students with the basic concepts, theories, and issues relating to general business. Students will learn how business organizations function to achieve business goals, interact with the dynamic business environment, and manage these business organizations. This fundamental course will be beneficial to the subsequent study of specialized subjects.

The topics covered in this course are:

- Understanding Economic Systems and Business
- Owning and Operating a Business
- Marketing
- Human Resources
- Financial Resources
- Business Ethics and Social Responsibility
- Management Information Systems

Accounting

In this introductory course, students gain a foundation in the skills needed for college accounting courses, office work, and managing their own small businesses. They also build an appreciation for the role of accounting in managing a profitable business. The course provides an overview of the three forms of accounting: financial, cost, and management accounting. Instructional material covers the basic concept conventions and rules of the double entry system. The concepts of ethics, integrity, confidentiality, and rigor are intertwined throughout this course.

The following are the major topics that will be covered during the year:

- You and Your World of Accounting
- The World of Business Accounting
- Business Transactions and the Accounting Equation
- Transactions that Affect Assets, Liabilities, Owner's Capital, Revenue, Expenses, and Withdrawals
- Six-Column Worksheet
- Financial Statements for a Sole Proprietorship
- Bank Reconciliation
- Payroll Accounting including Liabilities and Tax Records
- Adjustments and the Ten-Column Worksheet



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Economics

Students are introduced to the basics of economic principles. They get to learn the importance of understanding different economic systems. They investigate how to think like an economist. Students will be presented with economic applications in today's world.

The following topics are discussed:

- Basic Economic Concepts
- Different Economic Systems including the American Free Enterprise System
- The Laws of Supply and Demand
- Money, Banking and Finance
- International Trade
- Economic Stability and Causes for Instability

Business Management

Business Management's goal is to give students an understanding of the nature and purpose of business while developing the technical knowledge and skills needed. Emphasis is on the analysis and understanding of human behavior in organizations. Good business management involves leadership, decisiveness, empathy, results and flexibility. Today's manager is a coach, a teacher, and a participant who knows modern technology and often how to do more with less.

The following topics will be discussed:

- Fundamentals of the Business World
- Ethical and Social Responsibility in Business
- Essentials of Leadership and Management
- Operations Management
- Human Resource Management and Labor Relations
- Organizational Behavior
- Introduction to Marketing
- Accounting and Financial Statements

Marketing

This is the study of the importance and fundamentals of marketing, the marketing plan, analyzing the current market trends, and marketing skills such as math, communication, interpersonal, and management skills. Students learn the concept of selling and promotion and the importance of market research. All these topics aim to equip them with the necessary know-how on marketing strategies used in business.

The following topics are discussed:

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| • The World of Marketing | • Promotion |
| • Economics | • Distribution |
| • Business and Society | • Pricing |
| • Skills for Marketing | • Marketing Information Management |
| • Selling | |

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AP Macroeconomics

The purpose of the AP course in macroeconomics is to give students a thorough understanding of the principles of economics that apply to the economic system. The course places particular emphasis on the study of national income and price-level determination, and develops students' familiarity with economic performance measures, the financial sector, stabilization policies, economic growth, and international economics. There is no single approach that an AP Macroeconomics course is expected to follow. Whatever the approach, however, AP teachers are advised to consider certain topics generally covered in college courses. The following is a brief discussion of these topics and some aspects of them that a teacher may choose to explore.

- Basic Economic Concepts
- Measurement of Economic Performance
- National Income and Price Determination
- Financial Sector
- Stabilization Policies
- Economic Growth
- Open Economy: International Trade and Finance

AP Microeconomics

AP Microeconomics is a college-level course that introduces students to the principles of economics that apply to the functions of individual economic decision-makers. The course also develops students' familiarity with the operation of product and factor markets, distributions of income, market failure, and the role of government in promoting greater efficiency and equity in the economy. Students learn to use graphs, charts, and data to analyze, describe, and explain economic concepts. AP teachers are advised to consider certain topics generally covered in college courses. The following is a brief discussion of these topics and some aspects of them that a teacher may choose to explore.

- Basic Economic Concepts
- Supply and Demand
- Production, Cost, and the Perfect Competition Model
- Imperfect Competition
- Factor Markets
- Market Failure and the Role of Government

