

Courses in Finance

PATHWAY COURSES	SUBJECT CODE
Business Foundations ¹	141000
Finance Foundations ²	143000
Fundamentals of Financial Services	143020
Financial Services Operations	143025
Financial Accounting	143005
Managerial Accounting	143015
Corporate Finance	143010
ELECTIVE COURSES	SUBJECT CODE
Finance Capstone ³	143030
Management Principles	141025
Strategic Entrepreneurship	141030
International Business	141035
Marketing Principles ²	144000
Marketing Applications	144005
Professional and Technical Sales	144030
Fundamentals of Business and Administrative Services ²	142000
Human Resource Management	142035
Business Informatics	142040

¹First course in the career field; ²First course in the pathway; ³Does not count as one of the required four courses

Students must take a minimum of three courses in the pathway.

Business Foundations

Subject Code: 141000

This is the first course for the Business and Administrative Services, Finance and Marketing career fields. It introduces students to specializations within the three career fields. Students will obtain knowledge and skills in fundamental business activities. They will acquire knowledge of business processes, economics and business relationships. Students will use technology to synthesize and share business information. Employability skills, leadership and communications and personal financial literacy will be addressed.

Finance Foundations

Subject Code: 143000

This is the first course specific to Finance. It introduces students to the specializations offered in the career field. Students will obtain fundamental knowledge and skills in accounting, banking services, corporate finance, insurance, and securities and investments. They will acquire knowledge of financial analysis and application, business law and ethics, economics, international business and business relationships. Knowledge management and information technology will be emphasized. Employability skills, leadership and communications will be incorporated in classroom activities.

Fundamentals of Financial Services

Subject Code: 143020

Students will develop knowledge and skills needed in the banking, insurance and investment industries. They will analyze banking products and services, determine ways in which insurance reduces risk, and calculate insurable losses. Students will also learn to sell financial products and build positive

relationships with clients and colleagues. They will use financial ratios to evaluate company performance and select profitable investments for clients. Technology, employability skills, leadership and communications will be incorporate in classroom activities.

Financial Services Operations

Subject Code: 143025

Students will plan, organize, and carry out day-to-day activities unique to the banking, insurance and investment industries. They will learn to underwrite loan and insurance applications, handle problem accounts, and investigate and process insurance claims. Students will also evaluate risks faced by financial institutions and develop processes to promote ethically and legally compliant behavior throughout a banking, insurance or investment company. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

Financial Accounting

Subject Code: 143005

Students will track, record, summarize, and report a business's financial transactions. They will develop financial documents, project future income and expenses, and evaluate the accuracy of a business's financial information. Students will also apply tools, strategies, and systems to evaluate a company's financial performance and monitor the use of financial resources. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

Managerial Accounting

Subject Code: 143015

Students will use financial information to make strategic business decisions. They will monitor business profitability, measure the cost-effectiveness of expenditures, prepare budget and forecast reports, and set achievable business financial goals. Students will also use critical information on financial documents to determine risks to short-term and long-term business success. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

Corporate Finance

Subject Code: 143010

Students will manage policy and strategy for corporate budgeting, investment, and financial planning. They will calculate profitability, predict business success and the likelihood of failure, and compare business performance within and across industries. Students will also develop and track the achievement of financial goals. They will determine how to balance risk with return and select strategies for recovering from risky situations and disasters. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

Finance Capstone

Subject Code: 143030

The capstone course provides opportunities for students to apply knowledge, attitudes and skills that were learned in a Finance program in a more comprehensive and authentic way. Capstones often include project-/problem-based learning opportunities that occur both in and away from school. Under supervision of the school and through community partnerships, students may combine classroom learning with work experience. This course can be delivered through a variety of delivery methods

including cooperative education or apprenticeship.

Management Principles

Subject Code: 141025

Students will apply management and motivation theories to plan, organize and direct staff toward goal achievement. They will learn to manage a workforce, lead change, and build relationships with employees and customers. Students will use technology to analyze the internal and external business environment, determine trends impacting business, and examine risks threatening organizational success. Ethical challenges, project management and strategic planning will also be addressed.

Strategic Entrepreneurship

Subject Code: 141030

Students will use innovation skills to generate ideas for new products and services, evaluate the feasibility of ideas, and develop a strategy for commercialization. They will use technology to select target markets, profile target customers, define the venture's mission, and create business plans. Students will take initial steps to establish a business. Students will calculate and forecast costs, break-even, and sales. Establishing brand, setting prices, promoting products, and managing customer relationships will be emphasized.

International Business

Subject Code: 141035

Students will evaluate global business strategies and market-entry methods for conducting business internationally. They will use technology to determine the impact of government, economics, geography, history, ethics and digital communication tools on global trade. Management of sourcing and procurement, quality, distribution and supply chain in a global environment will be emphasized. Students will identify financing options for international operations. They will also analyze the competitiveness of U.S. companies in the international marketplace.

Marketing Principles

Subject Code: 144000

This is the first course in the Marketing career field. It introduces students to the specializations offered in Marketing. Students will obtain fundamental knowledge and skills in marketing communications, marketing management, marketing research, merchandising and professional selling. They will acquire knowledge of marketing strategies, market identification techniques, employability skills, business ethics and law, economic principles and international business. Technology, leadership and communications will be incorporated in classroom activities.

Marketing Applications

Subject Code: 144005

Students will develop and implement marketing strategies and techniques across marketing functions: channel management, marketing research, market planning, pricing, product/service management and branding. They will use marketing operations procedures and activities to ensure marketing's efficiency and effectiveness. Students will generate, screen, and develop new product ideas. They will predict economic trends and conditions and determine how cultural intelligence can impact organizations. Technology, employability skills, leadership and communications will be incorporated in classroom

activities.

Professional and Technical Sales

Subject Code: 144030

In this course, students will demonstrate sales processes and techniques used in a business-to-business environment. They will develop, grow, and maintain positive business relationships. Students will monitor trends and the business environment to determine the impact on their sales, customers, and competitors. They will negotiate and adjust prices and sales terms. Students will manage sales activities and territories. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

Fundamentals of Business and Administrative Services

Subject Code: 142000

This is the first course specific to the Business and Administrative Services career field. It introduces students to the specializations offered in Business and Administrative Services. Students will obtain fundamental knowledge and skills in general management, human resources management, operations management, business informatics and office management. They will acquire knowledge of business operations, business relationships, resource management, process management and financial principles. Students will use technological tools and applications to develop business insights.

Human Resource Management

Subject Code: 142035

Students will develop human resources strategies to obtain, retain, and effectively use talent throughout the organization. Students will utilize technology to create job applications, job descriptions, and job profiles to support the talent acquisition process. They will learn to recruit applicants, administer employment assessments, conduct background investigations, and make and communicate hiring decisions. Students will also develop employee handbooks and establish performance improvement processes. Rewards and recognition practices, relationship management and compliance will be addressed.

Business Informatics

Subject Code: 142040

Students will capture and use organizational knowledge and data to solve business problems and meet specific business needs. Students will select tools and techniques to facilitate knowledge sharing. They will also maintain and update knowledge management systems. They will examine business issues using business process analysis and complete data research and analysis using structured approaches and tools. Relationship management and project management skills will also be emphasized.