

Business Education, Marketing, and Personal Finance Curriculum

School District of Three Lakes

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Philosophy of Business Education, Marketing, and Personal Finance at Three Lakes

The primary mission of business education, marketing, and personal finance is to prepare students for the world of business and life after high school. The disciplines of business education, marketing, and personal finance prepare students to be contributing citizens who are college, career, and civic-ready leaders.

The business education, marketing, and personal finance program will encourage creative thinking, problem-solving, research, presentation, and oral communication skills while developing both hard and soft skills for students to succeed in the ever-changing workforce.

Our business education, marketing, and personal finance program includes comprehensive courses that are relevant and in high demand from our employers as well as our students. We offer a number of transcribed courses with Nicolet College, giving students the opportunity to earn college credit while in high school.

Our program is supported by our school district, school board, former students, business owners, employees, educators, parents, and other community members. They recognize that business education, marketing, and personal finance courses can improve the quality of life for the individual and the overall economic well-being of our community.

General Goals

Our students will:

1. Understand the value of business within our community, our nation as well as the entire world.
2. Develop hard and soft skills necessary to be successful in the career field of their choosing.
3. Develop problem-solving and decision-making skills.
4. Develop an understanding of a good work ethic that is reflected at home, in school, and in the workplace.
5. Work individually as well as in a team to solve problems and come to solutions.
6. Develop strong interpersonal and oral communication skills.
7. Develop a positive attitude toward lifelong learning.
8. Participate in FBLA (Future Business Leaders of America), the Investment Bowl, and many other leadership opportunities within our school and community.

Career Clusters

Agriculture, Food & Natural Resources

Architecture & Construction

Arts, A/V Technology & Communications

Business Management & Administration

Education & Training

Finance

Government & Public Administration

Health Science

Hospitality & Tourism

Human Services

Information Technology

Law, Public Safety, Corrections & Security

Manufacturing

Marketing

Science, Technology, Engineering, Math

Transportation, Distribution & Logistics

Courses Available

Accounting 1*

Accounting 2

Marketing Fundamentals*

Sports and Entertainment Marketing

Introduction to Business*

Microsoft Office*

Entrepreneurship

Personal Finance**

Block 7 Business Exploration

*Transcripted through Nicolet College. College credits are available.

**Graduation Requirement for Class of 2027 and beyond.

Recommended Course Sequences

Class and Grade	9th Grade	10th Grade	11th Grade	12th Grade
Introduction to Business*	X	X	X	X
Microsoft Office*	X	X	X	X
Entrepreneurship		X	X	X
Sports and Entertainment Marketing		X	X	X
Accounting 1*		X	X	X
Accounting 2			X	X
Marketing Fundamentals*			X	X
Personal Finance**			X	X

*Transcripted through Nicolet College. College credits are available.

**Graduation Requirement (Class of 2027 and beyond).

Career Pathways

Accounting/Finance Pathway	Marketing Pathway	General Business Pathway
Accounting 1*	Marketing Fundamentals*	Introduction to Business*
Accounting 2	Sports and Entertainment Marketing	Microsoft Office*
		Entrepreneurship

Accounting 1

Credits: 0.5

Transcribed: 2 transcribed credits available through Nicolet College

Prerequisite: N/A

Class Description: This course is a must for students desiring to pursue any occupation in business. Accounting 1 will introduce students to the general concepts of double-entry accounting for sole proprietorships and merchandising businesses. Students will complete the entire accounting cycle through this course. Students will study and construct basic financial reports such as balance sheets, capital statements, and income statements. Students will learn about in-demand accounting and finance careers throughout the course.

Resources: Century 21 Accounting 11e textbook, General Journal, Cengage, Chromebooks, Microsoft Office, and online resources.

Objectives:

- Define accounting terms related to accounting, business management, and finance.
- Identify how accounting serves as a basis for business careers and the tasks associated with various accounting occupations.
- Describe how communication skills are important in reporting accounting information.
- Describe the importance of ethical business decisions in the workplace and their impact on consumers.
- Compare and contrast a service business organized as a proprietorship and a merchandising business.
- Identify accounting concepts and practices related to a proprietorship and a merchandising business.
- Master the ability to apply the accounting cycle for different types of businesses.
- Classify accounts as assets, liability or owners equity, revenue, and expenses.
- Analyze how transactions related to starting a proprietorship and merchandising business affect accounts in the accounting equation.
- Prepare financial statements for a proprietorship and merchandising business from accounting information.

Accounting 2

Credits: 0.5

Transcribed: N/A

Prerequisite: Accounting 1

Class Description: Accounting 2 is an advanced accounting course that builds on concepts and skills learned in Accounting 1. This course is recommended for students who have the desire to take a deeper dive into accounting and finance and possibly pursue a career in accounting, finance, or consulting after high school. Students will analyze financial information from sole proprietorships, partnerships, and corporations. Students will learn about management accounting, cost accounting, and financial analysis.

Resources: Century 21 Accounting 11e textbook, General Journal, Cengage, Chromebooks, Microsoft Office, and other online resources.

Objectives:

- Define accounting terms related to accounting, business management, and finance.
- Identify how accounting serves as a basis for careers and the tasks associated with various accounting occupations.
- Describe how communication skills are important in reporting accounting information.
- Describe the importance of ethical business decisions in the workplace and their impact on consumers.
- Demonstrate practices related to:
 - Accounting for plant assets and depreciation.
 - Accounting for inventory and inventory management.
 - Accounting for notes and interest.
 - Accrued revenue and expenses.
 - End of the fiscal period work for a corporation.
 - Accounting for businesses organized as a partnership.
 - Recording international and internet sales.
 - Recording departmental purchases, cash payments, sales, and cash receipts.
 - Calculating and recording departmental payroll data.
 - Financial reporting for a departmentalized business
 - A voucher system.

Marketing Fundamentals

Credits: 0.5

Transcripted: 2 transcripted credits available through Nicolet College

Prerequisite: N/A

Class Description: This course is designed to provide students with the insight, skills, and knowledge to prepare for a career in marketing and business. Students will create, execute, and evaluate promotional strategies and content for advertising, sales promotion, and publicity and public relations. Students will learn about branding techniques and design principles when communicating with target audiences. Students will learn how to use traditional and social media marketing strategies to communicate with target audiences.

Resources: Marketing 5E textbook, Chromebooks, and online resources.

Objectives:

- Explain the role of marketing in our economy and society.
- Characterize consumer and customer decision-making.
- Explain the four principles of marketing.
- Explain various methods and media of marketing (traditional, social, digital).
- Define marketing segmentation and target markets.
- Define marketing ethics.
- Characterize methods of selling and sales management.
- Explain the product life cycle, profit goals, and pricing.

Sports and Entertainment Marketing

Credits: 0.5

Transcribed: N/A

Prerequisite: N/A

Class Description: Sports and Entertainment Marketing is one of the most exciting and competitive industries in the world. Whether you are watching a famous athlete make an unbelievable play or witnessing a sensational singing performance, the world of sports and entertainment is never dull. This course focuses on marketing as a function and applies it to the sports and entertainment industry. This course will show students the different careers in the sports and entertainment industry while also exposing students to different teams and entertainers. Students will develop their own fantasy teams, create promotional materials for game days, and create entertainment events that will be presented throughout the course.

Resources: Chromebooks and online resources.

Objectives:

- Implement marketing principles for sports and entertainment marketing.
- Execute the common responsibilities and duties for managing and marketing large sports and entertainment events.
- Demonstrate an informed understanding of the sports and entertainment industries.
- Execute promotional activities for sports and entertainment events.
- Analyze and evaluate endorsements and sponsorships.
- Demonstrate customer service principles that put customers first.
- Understand ticketing principles for sports and entertainment events.

Introduction to Business

Credits: 0.5

Transcripted: 1 transcripted credit available through Nicolet College

Prerequisite: N/A

Class Description: This course is designed to introduce students to the many aspects of business. Explore the basics of business, including types of business structures, the basics of wants and needs, resources, supply and demand, business economics, human resources, management, leadership, entrepreneurship, marketing, business operations, business accounting, and finance. This course serves as a foundation course for many of the other business courses that are offered at Three Lakes Junior/Senior High School.

Resources: Principles of Business 8e textbook, Chromebooks, and online resources.

Objectives:

- Describe the context and purpose of business.
- Analyze the business environment.
- Discuss the legal forms of business.
- Explain and analyze the basics of the accounting function.
- Identify the importance of operations management to business.
- Describe and demonstrate decision-making skills in the marketing function.
- Describe the finance function and its relation to business owners.
- Describe the role and functions of a manager and demonstrate management skills.
- Describe the function of human resource management.

Microsoft Office

Credits: 0.5

Transcribed: 3 transcribed credits available through Nicolet College

Prerequisite: N/A

Class Description: In business and college today, the Microsoft Office suite is the preferred software program, not Google. Throughout the course, students will learn how to type properly using a typing platform and how to write and correspond in email. In Word, students will learn how to create professional documents, letters, flyers, press releases, and memos. In Excel, students will learn basic to advanced formulas and functions. Students will be exposed to Sum, Min, Max, Averages, IF statements, XLOOKUP, HLOOKUP, VLOOKUP, Pivot Tables, Waterfall charts, charting data, graphing data, and much more. In PowerPoint, students will learn how to give a professional presentation, different transitions, and animation tools, and how to design professional PowerPoint slides. Applications covered in this course include Microsoft Word, Microsoft Excel, and Microsoft PowerPoint.

Resources: The Shelly Cashman Series Microsoft 365 & Office 2021 Introductory textbook, Microsoft Office Suite, online resources.

Objectives:

Microsoft Word Competencies

1. Create and modify a flyer
2. Create a research paper
3. Create a business letter

Microsoft Excel Competencies

1. Create a worksheet and a chart
2. Work with formulas, functions, and formatting
3. Work with large worksheets, charting, and what-if analysis

Microsoft PowerPoint Competencies

1. Create and edit presentations with pictures
2. Enhance presentations with shapes and SmartArt
3. Insert WordArt, charts, and tables

Entrepreneurship

Credits: 0.5

Transcribed: N/A

Prerequisite: N/A

Class Description: Want to be your own boss? Want to manage people? In this course, students will go through the process and principles of starting a business. Students will learn about and create business model canvas', minimum viable products, and how to write business plans. Students will learn the successful principles business leaders of big and small companies apply every day to generate sales, hire great people, and run a successful business. To conclude the course, students will develop a product or service and pitch their business idea in a similar way as seen on the hit TV show Shark Tank®.

Resources: Chromebooks and online resources.

Objectives:

- Acquire a foundational understanding of entrepreneurship and small business ownership.
- Develop personal traits/behaviors to foster successful business ownership.
- Acquire knowledge of business ownership to establish and continue business operations.
- Demonstrate a customer-service mindset.
- Identify the impact of small business/entrepreneurship on market economies.
- Analyze cost/profit relationships to guide business decision-making.
- Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.
- Understand marketing's role and function in entrepreneurial undertakings.

Personal Finance

Credits: 0.5

Transcribed: N/A

Prerequisite: N/A

Class Description: The goal of this personal finance course is to help students become financially responsible, conscientious members of society. This course explores students' career interests, economic indicators, money management skills, the psychology behind money, budgeting, financial goal attainment, the wise use of credit, credit cards, and insurance. Students will learn about investments like 401K's (traditional and Roth), IRAs (traditional and Roth), stocks, bonds, cryptocurrency, mutual funds, index funds, and ETFs. Students will learn about student loans, renting an apartment, buying a home, and retirement planning.

Resources: Chromebooks, Next Generation Personal Finance (NGPF) resources, and other online resources.

Objectives:

- Identify components and sources of income.
- Explain how sound financial decisions can increase a person's standard of living and wealth.
- Apply decision-making skills to personal financial choices.
- Evaluate how insurance and other risk management strategies protect against financial loss.
- Design a financial plan (budget) for earning, spending, saving, and investing.
- Compare different sources of credit (credit cards, consumer loans, auto loans, and student loans).
- Identify the pros and cons of renting an apartment vs owning a home.
- Demonstrate awareness of consumer protection and information.
- Compare consumer choices for saving and investing.
- Identify ways to start saving for retirement.
- Identify what a good credit score is and the different ways to build a credit score.

Business Exploration (Block 7)

Credits: 0.5

Transcribed: N/A

Prerequisite: N/A

Class Description: Students will explore the world of business. This course is designed to introduce students to everything in the business world, from accounting and finance to entrepreneurship to marketing, human resources, and supply chains. Students will learn about the stock market, how businesses run and operate, and how marketing impacts our decisions to purchase goods and services. Students will be exposed to typing techniques, how to compose professional emails and letters as well as the different soft skills that are important to develop in middle school and high school.

Resources: Chromebooks and online resources.

Objectives:

- Classify features and market characteristics of economic systems.
- Explain the need for ethics in the business environment.
- Recognize the impact of globalization on business.
- Differentiate the different forms of business ownership.
- Discuss the role of small businesses in the economy.
- Relate management functions and roles, and responsibilities.
- Define the four components of the marketing mix.
- Discuss the role of financial statements in business.
- Apply the aspects of a professional sales presentation.
- Understand the role of human resources in a business setting.