

ENTREPRENEURSHIP

PROPOSED COURSES FOR THE TECHNOLOGY ACADEMY

Course Descriptions



Leadership and Entrepreneurship Education 9093

Grade Level 9-10

This course is designed for students who wish to concentrate on strategies for career development through ownership/management of their own businesses. Although individual skills are emphasized, the focus of the course is on development of a business plan, including the following: Determination of type of business enterprise, legal considerations, location selection, financing, steps in getting the enterprise started, marketing strategy, and interaction with successful entrepreneurs.

Sports, Entertainment, and Recreation Marketing 8175

Grade Levels: 10, 11, or 12

Students develop skills in the areas of marketing analysis, event marketing, communication, and human relations, along with a thorough understanding of the sports, entertainment, and recreation industry and career options available. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Internet Marketing 8125 *Currently taught at GFHS*

Grade Levels: 11, 12

Students learn about the paperless exchange of business and marketing information, using technology (e.g., Internet, e-mail, electronic data interchange, and electronic funds transfer). Included in this course is an overview of the technology of Web servers, clients, and net infrastructure and the background of this fast-growing market; the economics of electronic markets; marketing research; advertising on the Web and Web page basics; pricing information; security and encryption; and on-line business opportunities. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Global Marketing and Commerce 8135

Grade Levels: 11, 12

Prerequisites: None (We recommend that students be enrolled in a foreign language course either concurrently or prior to enrolling in this course.)

Global Marketing and Commerce is a specialized course for students with a career interest in the field of international trade. Students gain an understanding of the various careers in international trade, finance, shipping, and marketing and consider fundamental concepts, principles, and theories of marketing in an international setting. Course content blends macroeconomic and microeconomic theory with international culture, politics, legal issues, concepts, practices, and applications. Internships may be available to provide students with additional opportunities for "hands-on" experiences in international marketing. Academic knowledge and skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Leadership Development 9096

Grade Levels: 11-12

Students develop competencies in identifying individual aptitudes in relation to effective leadership skills, understanding organizational behavior, using effective communication in the workplace, handling human resources and organizational problems, supervising and training employees, resolving conflict, and planning for the future. Continuing education in leadership is emphasized as well as practical leadership experiences in cooperation with school and community leaders.

Advanced Global Marketing and Commerce 8136

Grade Level: 12

Prerequisite: Completion of Marketing 8120 or 8121 or Global Marketing and Commerce 8135 (It is recommended that students be enrolled in a foreign language course either concurrently or prior to enrolling in this course.)

Advanced Global Marketing and Commerce, a specialized course for students with a career interest in international trade, builds upon concepts learned in Global Marketing and Commerce (8135). Economic and international trade concepts are reviewed, and the world environment of international trade is further explored. Students expand their knowledge about the impact of culture on international trade and continue their study of the legal and political aspects of international marketing. Global product strategies are examined. Concepts detailing entry into international markets, pricing strategies, international promotion, and marketing research are studied. Computer/technology applications supporting international marketing are explored. A review of skills and preparation required for careers in international marketing complete this course. Internships that provide "hands-on" opportunities in the international area may be available to students. Academic knowledge and skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

Advanced Sports, Entertainment, and Recreation Marketing 8178

Grade Level: 12

Prerequisite: Sports, Entertainment, and Recreation Marketing 8175

Students will continue their study of the sports, entertainment, and recreation industry including the impact of Internet marketing and international marketing in this area. Other topics include market research, market segmentation, and sponsorships as well as planning, implementing, and evaluating SER events. Also covered will be working with agents and personal managers and appraising the role of labor unions in SER. Additional study will be focused on developing a career plan in the sports, entertainment, and recreation area. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.