

## **Business Education**

### **BUSINESS EDUCATION 9**

Business Education 9 This course will be based on the popular grade 10 course. If you are interested in learning what business is all about, then this is your next stop. You will learn aspects of a wide variety of business topics including accounting, finance, economics, marketing, investing, money management, and much more. Just like the grade 10's you will have a chance to start your own business competing with other teams to sell products or services in the school and enjoy the profits too!

### **BUSINESS EDUCATION 10**

Students interested in going into business should take this course as they will learn about investing, marketing, banking and economics. Marketing and financing a viable business idea during good and bad economic times will help students understand the role that corporations play in our daily lives. By using hands on activities students will:

- Apply basic economic concepts such as demand and supply to real life situations
- Learn how to identify a business opportunity and successfully take it to market
- Identify potential financing sources and investment instruments



### **BUSINESS COMPUTER APPLICATIONS 10**

This is an introductory computer course that provides students with a wide range of computer skills. Students will be able to use their computer skills in high school and, later on, in university and beyond. The overall goal is to enable students to touch type, publish both in print and on the web, and create multimedia presentations.

Students will learn how to:

- word process, chart and graph data, and manage databases
- edit pictures and other digital media
- design and create websites and multimedia presentations



### **BUSINESS COMPUTER APPLICATIONS 11**

This is a practical hands-on course for students interested in learning how to use their computer skills in a business environment. Students will use industry-standard software to analyze data to identify market opportunities or solve problems. Recommendations will be summarized and published either in print or on the web. Students will learn how to:

- create ads, flyers, brochures, and reports
- research and gather data to create business reports
- share and publish reports either in a print format or on the web

### **YEARBOOK 11/12**

The Yearbook is a book whose average lifespan will be 40 years. Teamwork and responsibility are a must in this course. Each student must be prepared to dedicate more than just class time to the production of this historical document. In return, this course offers students valuable work skills and training in desktop publishing and design. Students will use Photoshop and InDesign, and learn about journalism, photography, photo editing, layouts, typography and colour theory. Highly motivated and organized students will have the opportunity to take on various leadership roles on the Yearbook Executive, including Co-Editor, Photo Archivist, Events Coordinator and Sales Manager. Because of the demands of meeting publishing deadlines, both attendance and punctuality are a must. *A recommendation from a teacher or counsellor, as well as a student application to this course is required. Applications are available in the counselling office or from the Yearbook teacher.*

### **ACCOUNTING 11/12**

Students interested in pursuing a career; where they will be in charge of an organization, either big or small, should take this very practical course. After learning the fundamentals of accounting, students will be able to read and analyze financial statements. These basic skills will enable students to make sound financial decisions that will contribute to the success of any organization. Through this course students will:

- Learn how to keep track of the money
- Re-create the operation of an organization after a financial transaction occurs
- Practice reading financial statements
- Use Simply Accounting to enter financial transactions and create financial statements
- Analyze financial statements of known organizations

## MARKETING 11

In this course students will learn that having a brilliant idea is just the beginning to success. The rest will be a brilliant marketing campaign. For any business to become profitable, it needs both the business idea or product and the right marketing mix. Students will have the opportunity to apply their marketing skills while working in the school store.



- Create marketing strategies and advertising campaigns
- Design print ads and web ads as well as commercials
- Create and implementing promotional activities for a product of their choice
- Choose the most adequate distribution channel
- Choose all of the above within a legal and ethical framework.

## ICT: COMPUTER PROGRAMMING 11/12

Students who are interested in continuing to learn about computer-related technologies should enrol in this course. The course will revolve around the technical/logical aspects of information technology tools and resources. Topic selection will be based on the curriculum, students' interest and ultimately on the availability of software. Students therefore may be working on:

- 2D and 3D design and animation
- Networking technologies and systems management
- Desktop digital media including websites and blogs
- Object Oriented Programming

## ICT: DIGITAL MEDIA DEVELOPMENT 11/12

This course provides practical, hands-on experience that encourages students to pursue the technical side of digital media development. Students will be able to create multimedia rich projects including video, print, web-based and audio. The theme in this course will be storytelling and will focus on the communication aspect of computer technology. Students will:



- Create and edit digital videos and animations
- Record and edit sound and music
- Write and produce their own movie

## FINANCIAL ACCOUNTING 12

Students will use Excel, Simply Accounting and tax software; while acquiring high level accounting theory and principles. This course is strongly recommended for students who are planning to pursue post-secondary studies in commerce or business administration. There is no prerequisite for this course, but completion of Accounting 11 is recommended. Highlights of the course include:



- finding the best financial source for your organization
- cash flow management strategies including short term investments
- inventory valuation methods
- filing personal tax returns

## ECONOMICS 12

Interested in the economy, human behaviour, or the accumulation of wealth? In this course, students will gain a good understanding of the competitive global economy by studying and applying the economic principles. In addition to this, they will be able to use these principles to the analysis of personal, business, and government decisions. Also, students will learn the importance of having a strong economic model and sound financial system in achieving economic growth. Throughout the course, students will do activities such as:



- participate in highly interactive assignments to understand the economic principles
- research the economic indicators, e.g. GDP of the country of their choice
- debate global issues such as outsourcing
- work at a simulated production line

## MARKETING 12

This is a project-based course that enables students to learn and immediately apply their marketing and business management skills. Since students are responsible for managing the school store, they will have the opportunity to work for the Human Resources, Accounting, Marketing, or Operations departments. Students will follow ethical and good business practices in all their projects and ventures. Some of their main activities will be to:

- Select product and merchandise, including clothing, for the school store
- Design and implement inventory, marketing, accounting, and personnel plans.
- Market and distribute the school store merchandise
- Design and implement an event at lunch or after school.

## TOURISM 12

Students interested in providing great customer service in any tourism related business will like this course very much. In addition to learning about destinations and the eight different sectors in the tourism industry, students will complete the training required to obtain their Superhost certificate. Students will:

- Visit some of the main tourist attractions in the lower mainland
- Plan an itinerary for a local trip either in BC or any other province
- Plan an itinerary for an international destination
- Explore adventure tourism and outdoor recreation in BC
- Research jobs available in the tourism industry

