

Business Education

Accounting
Business Law
Business Leadership
Consumer Seminar
Consumer Seminar Online
Entrepreneurship: Startup U

Financial Management
Introduction to Business
iOS App Development
Marketing: Sports and Entertainment
Marketing and Merchandising in Fashion
Web and Multimedia Development 1 & 2

PHILOSOPHY

The Business Education Department believes that all students should participate in a rigorous program that helps them develop the ideas and skills necessary to be successful in their personal, academic, and professional lives. In our classrooms, business educators introduce students to the basics of personal finance, economic principles of an international marketplace, and the processes by which businesses operate. In addition, we provide a solid educational foundation for students who want to successfully complete college programs in various business disciplines.

Our courses are designed to prepare students to become knowledgeable and ethical decision makers as they fulfill their roles as consumers, workers, and citizens, and they are based on the conviction that business education competencies are essential for all students. Technology has accelerated the pace and frequency of change, not only in business but also in life. Because all students will use technology as a tool for managing information, students must become lifelong learners of anything that impacts decision-making.

Since all students will encounter a business environment that is characterized by diversity, both domestic and international, all students need to practice the interpersonal, teamwork, and leadership skills that will help them function successfully in that environment.

All courses in the Business Education Department except Consumer Seminar can be used to fulfill the graduation requirement for fine and/or practical arts.

Business Education Courses

Introduction to Business

OPEN TO FRESHMEN, SOPHOMORES, JUNIORS, AND SENIORS
PREREQUISITE: NONE

This *year-long* course helps students develop an understanding of the business economy in which we live and work. Several areas of business are studied, including entrepreneurship, finance, marketing, management, economics, ethics, and international business. Other topics relevant to the student as a consumer are explored, such as investing, insurance, and taxes. This course provides students with the opportunity to hone their entrepreneurial skills through competitive events similar to those seen on *The Apprentice*® and *Shark Tank*®. Students will also have the opportunity to create, run, and operate their own business with a service learning opportunity included. *This course fulfills the graduation requirement for fine and/or practical arts or the state consumer education requirement but not both.*

Accounting

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS
PREREQUISITE: NONE

Accounting is the language of business. Students interested in expanding their knowledge of business would benefit from this *year-long* course. Students will learn how a business records financial information and how professionals both within and outside the company use that information to make decisions. Sample topics include recording daily transactions, completing the accounting cycle, preparing financial statements, time value of money, inventory accounting, making large purchases, and debt vs. equity financing. This course is recommended for those students planning to pursue a career or college degree in business. *This course does not fulfill the state consumer education requirement but does fulfill the graduation requirement for fine and/or practical arts.*

Consumer Seminar

OPEN TO JUNIORS, SENIORS, AND SECOND-SEMESTER SOPHOMORES
PREREQUISITE: NONE

In this *one-semester* course, students acquire knowledge and skills that promote good personal finance habits and create an awareness of how to secure their financial future. Careers, budgeting, money management, taxes, credit, student loans, investments, housing and mortgages, transportation, insurance, and economics are just a few of the topics that students study in this course. *This course fulfills the state consumer education requirement.*

Consumer Seminar Online

OPEN TO JUNIORS AND SENIORS
PREREQUISITE: NONE

In this *one-semester* course, students acquire knowledge and skills that promote good personal finance habits and create an awareness of how to secure their financial future. Careers, budgeting, money management, taxes, credit, student loans, investments, housing and mortgages, transportation, insurance, and economics are just a few of the topics that students study in this course. This web-based, one-semester course offers students an alternative method of instruction. All assignments and quizzes are delivered via Canvas. The class meets one day per week during the early-bird time slot to introduce new concepts and answer any questions related to the previous activities. This course demands more self-sufficiency than the traditional classroom. A maximum of **two absences** is allowed for the course. Missing additional classes will result in no credit for the course. *This course fulfills the state consumer education requirement.*

Entrepreneurship: Startup U

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS
PREREQUISITE: NONE

Do you want to start the next Gucci, Nike, Netflix, or Peleton company? Everyone has great ideas - but you may not know how to turn it into a business. Entrepreneurship: Startup U will teach you how to take your passion (dancing, cooking, sports, fashion) and turn it into a business. In this year-long course, students will leverage their skills - creativity, leadership, communication, problem solving - and work with a team to ideate, develop, and iterate a product or service startup. Entrepreneurship: Startup U functions as New Trier's own business incubator where real entrepreneurs and business experts serve as volunteer coaches and mentors, guiding student teams as they turn their ideas into a business. The course culminates with an opportunity to present your business idea at a pitch event. *This course does not fulfill the state consumer education requirement but does fulfill the graduation requirement for fine and/or practical arts.*

Marketing: Sports and Entertainment

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS
PREREQUISITE: NONE

This *one-semester* course is designed for students with an interest in the sports and entertainment industry. Marketing strategies along with topics in branding, market research, pricing, sponsorships, endorsements, event management, promotions, and social media will be part of this course. Students will develop critical thinking and decision-making skills through the application of marketing principles to a variety of hands on projects with local and community businesses. In addition, students use an online simulation that allow them to own and operate a sports franchise. *This course does not fulfill the state consumer education requirement but does fulfill the graduation requirement for fine and/or practical arts.*

Marketing and Merchandising in Fashion

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS
PREREQUISITE: NONE

This *one-semester* course is designed to provide students with knowledge of the various business functions in the fashion industry. Students in Fashion Marketing and Merchandising will gain a working knowledge of fashion movement, the retail segment, visual merchandising, branding, promotion, special events global fashion and career opportunities. This course includes hands-on projects and collaborations with various local businesses. *This course does not fulfill the state consumer education requirement but does fulfill the graduation requirement for fine and/or practical arts.*

Financial Management

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS
PREREQUISITE: NONE

This *one-semester* course offers an introduction to investing and financial planning strategies. Students learn about stocks, bonds, real estate, mutual funds, retirement planning, college savings, asset allocation, taxes, mortgages, and other large purchases. All of these topics are taught with an emphasis on sound, fundamental analysis, long-term thinking, and appropriate risk management. Students participate in a semester-long stock market simulation on the web, where they buy and sell stocks and analyze their results. This class is ideal for any student who wants to learn about investment planning and the stock market or who wishes to pursue a career in business or finance. *This course fulfills the graduation requirement for fine and/or practical arts or the state consumer education requirement but not both.*

Business Law

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS
PREREQUISITE: NONE

This introductory *one-semester* course features many aspects of business law. Topics covered include the state and federal court system, contracts, intellectual property, class action, mediation and arbitration, product liability, purchase and sale of goods, and negotiable instruments. In this class, students will read and debate actual court cases related to these topics. Guest speakers and current news will add to the classroom experience. This class is recommended for students interested in studying business or law in college. *This course does not fulfill the state consumer education requirement but does fulfill the graduation requirement for fine and/or practical arts.*

Business Leadership

OPEN TO JUNIORS AND SENIORS
PREREQUISITE: NONE

This *year-long* course helps students develop an understanding of and appreciation for the mindset of a business management consultant. Students acquire and improve their skills in the areas of oral, written, and electronic communication and presentation. In addition, students develop skills in problem solving, group dynamics and decision making. Students in this course research and explore the business practices of companies like Google, Apple, Enron, and others. Key concepts in this course include: communication, leadership, employee motivation, human resources, international business, ethics and social responsibilities, and economical decision making as it applies to the functions of management. This is a vital course for any student planning a career in business or pursuing a college degree in any area of business. *This course fulfills the graduation requirement for fine and/or practical arts or the state consumer education requirement but not both.*

Web and Multimedia Development 1

OPEN TO FRESHMEN, SOPHOMORES, JUNIORS, AND SENIORS
PREREQUISITE: NONE

Web and Multimedia Development students master the production techniques and software programs used to create commercial websites. Students receive hands-on training in page creation, site architecture, file transfer techniques, visual design principles, graphic production skills, and site automation strategies. Students become familiar with HTML code, Cascading Style Sheets, FTP, and an introduction to the Java Script and PHP scripting languages. Software used includes Adobe Photoshop and Adobe Dreamweaver. *This course fulfills the graduation requirement for fine and/or practical arts.*

Web and Multimedia Development 2

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS
PREREQUISITE: WEB AND MULTIMEDIA 1 OR DEPARTMENTAL APPROVAL

Using the knowledge gained in Web and Multimedia Development 1, students in this *year-long* course create websites of their own design with added features. Students who have a passion for a particular medium, such as print, web, screen, animation, or sound, benefit from in-depth content exploration. Students learn the interactivity and functionality of PHP and MySQL, which give them an opportunity to communicate through their site. The Web and Multimedia Development 2 classroom is a fast-paced production environment that extends students' visual design, coding, and server-side programming (PHP) to manage complexity. Technical training includes hands-on work to master professional-level design tools, including Adobe Photoshop, Adobe Dreamweaver, and CSS Animations. Additionally, students develop programming (PHP), database, and system administration skills necessary to implement websites like weblogs, discussion boards, and wikis for their clients. Students also develop an online portfolio suitable for the interview process. *This course fulfills the graduation requirement for fine and/or practical arts.*

iOS App Development

OPEN TO SOPHOMORES, JUNIORS, AND SENIORS
PREREQUISITE: NONE

If you have ever dreamed of creating your own app for the iPhone or iPad, this *year-long* course will teach you how to create apps for iOS devices, including iPhones and iPads. Students will code using professional-level software in Apple's coding language, Swift. This class is designed to be friendly to beginners while also still challenging to students with previous coding experience. Throughout the year, students make ten or more fully functional iOS apps that can be loaded onto their own Apple devices for personal use, including the opportunity to build their own app ideas from scratch. *This course does not fulfill the state consumer education requirement but does fulfill the graduation requirement for fine and/or practical arts.*

BUSINESS EDUCATION

Course Classifications

Each course has a six-digit number. The fifth digit, “3” identifies the semester(s) the course is offered; full-year courses are assigned a “3” to represent both semesters. The sixth digit indicates the level. Students who want to take a course offered at the Winnetka campus for major credit may complete the Contract for Business Education Major form during the first two weeks of the semester.

Northfield Campus

Intro to Business.....	N170138
Web/Multimedia Development 1.....	N163138

Winnetka Campus

Intro to Business (So.).....	W170138
Intro to Business (Jr. and Sr.)	W170338
Financial Management	W171108
Accounting.....	W172233
Consumer Seminar (So.).....	W173208
Consumer Seminar (Jr. and Sr.)	W173308
Consumer Seminar Online.....	W17E308
Business Leadership.....	W174333
Mktg: Sports and Entertainment.....	W175308
Mktg/Merch in Fashion	W176308
Business Law	W177308
Entrepreneurship: Startup U	W177239
Web/Multimedia Development 1.....	W163138
Web/Multimedia Development 2.....	W163238
iOS App Development.....	W167239

The following courses fulfill the state consumer education requirement.

Intro to Business (So.).....	W170138
Intro to Business (Jr. and Sr.).....	W170338
Consumer Seminar (So.).....	W173208
Consumer Seminar (Jr. and Sr.).....	W173308
Consumer Seminar Online.....	W17E308
Financial Management.....	W171108
Business Leadership.....	W174333

