

**- GALWAY BUSINESS DEPARTMENT -
(A Business Major – up to 16 College Credits)**

Summary Course Descriptions for Galway High School – 2010-2011

Mr. Swain (*Business Teacher*)

<p>Class: Credit: Grade: Description:</p>	<p>* <u>e-Commerce</u> 1 Year (3 UHS/College Credits) 10th, 11th & 12th Students will publish an on-line information service about Galway High School. Students will use their website to promote fund-raising events, create their own on-line Auction, obtain site sponsorship and use traditional Marketing concepts on the World Wide Web. Students will promote school sports activities and report on topics they find of interest while having fun!</p> <p>Students in this class will be taught how to successfully use proven e-business concepts. They will apply these concepts to real-world tasks as employees of a real e-commerce business. Take a look at the students work by logging onto www.scoresup.com/galway.</p>
<p>Class: Credit: Grade: Description:</p>	<p>* <u>Principles of Business Management & Entrepreneurship</u> 1/2 Year (3 UHS/College Credits) 10th, 11th & 12th This course will introduce the diverse world of business, its structure and its impact on society. The class will cover basic principles of management, types of business ownership, financial management, human resource management, marketing and sports sponsorships and endorsements. This course will also begin to introduce students to concepts of both business law and the broader concept of the legal system as it applies to law enforcement, renting vs owning property and contract law. Recommended for the future business executive or entrepreneur!</p>
<p>Class: Credit: Grade: Description:</p>	<p>* <u>Introduction to Computer Applications, Keyboarding & Business Analysis</u> 1/2 Year – (3 UHS/College Credits) 10th, 11th & 12th This course will introduce Microsoft Office 2007 suite of applications: Word, Power Point, Excel and Access. This class will use these applications to solve real business problems by working individually and in teams. Students will learn how to create and manage projects, plan, organize and present through hands-on computer experience. Students will also explore game design software and research future careers in Information Technology.</p>
<p>Class: Credit: Grade: Description:</p>	<p>* <u>Accounting and Financial Management</u> 1 Year (4 UHS/College Credits) 10th, 11th & 12th This course will cover basic concepts of accounting and how journal entries work. Students who enjoy mathematics and performing detail calculations will enjoy this class. Students will obtain the knowledge of business papers, office procedures and business practices in bookkeeping, accounting and financial analysis. It also develops the ability to maintain ledger accounts and interpret financial statements. Accounting and Finance is a “must course” for any student entering the business field.</p>
<p>Class: Credit: Grade: Description:</p>	<p><u>Career & Financial Management (CFM)</u> 1 Year 9th, 10th & 11th This course is designed to help students develop work place skills and explore different occupational subject areas. There will be an emphasis on the application of foundation skills and competencies essential in the work place. Each student will begin and plan a career portfolio that will record their goals and interests. This class will also cover financial management and economic issues. Financial topics will include types of insurance and each student will complete realistic and detailed bank reconciliations. Ballston Spa National Bank (BSNB) and the National Endowment for Financial Education (NEFE) both sponsor this class by supplying valuable educational materials. This is the old Introduction to Occupation (IO) curriculum.</p>

Notes:

* These classes have been approved as University in the High School (UHS) credits through Schenectady County Community College (SCCC). Students must choose to enroll at the beginning of the school year to be eligible to take these classes as college credit. Students need a certificate of residency to apply, plus a check for current UHS enrollment fee.

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<p>Class: Credit: Grade: Description:</p>	<p>NEW 2010-2011 <u>College Marketing</u> – * <i>applying for college approval – 3 college credits</i> 1/2 Year (* <i>applying for 3 UHS/College Credits</i>) 10th, 11th & 12th This course is designed to help students develop knowledge, work place skills, and attitudes that will prepare them to enter the field of marketing. This course emphasizes the foundation skills and competencies essential in the work place relating to communication and interpersonal skills. Students will evaluate finances, selling, pricing, promotion, marketing management and product/service management. Skills in communication, mathematics and psychology are reinforced in this course. Marketing simulations, projects, teamwork, DECA leadership activities, meetings, conferences and competitions provide many opportunities for application of instructional competencies.</p>
<p>Class: Credit: Grade: Description:</p>	<p>NEW 2010-2011 <u>Business Senior Internship</u> 1 Year 12th Students will be responsible for managing the E-WayVillage holding company and its' subsidiary businesses. Students will oversee the 4 major corporations, Poppin' Kernels & its' Snack Shack, ScoresUp, The Village Press & emc3 (Eagles Media Center). These positions are limited to two or three students who will be responsible for the day-to-day operations of these companies. Students must have taken or be currently enrolled in at least one of Mr. Swains' business classes and preferably Accounting, e-Commerce and or Business Management. Requirements of the position are as follows: Leadership skills, communication skills, energetic, organized, independent, ability to lead/manage, a go getter, financial/mathematical skills and proven ability to meet deadlines and set goals. The candidates will be expected to make all four businesses run smoothly and document all processes and procedures while supporting auditing and the production of financial statements. A demonstration of marketing concepts and the understanding of customer service are critical to the success of all E-WayVillage businesses. If students are interested in applying for the position they will need to submit a letter of interest, a resume (CV) and letters of recommendation. Applicants will also be interviewed by Mr. Swain and other members of the high school staff.</p>
<p>Class: Credit: Description:</p>	<p><u>Sports & Entertainment Marketing and Management</u> 1/2 Year This course <u>can be taken on its' own</u> or in conjunction with Principles of Business Mgt. This course will cover topics in Sports Marketing and Management as well as cover business entertainment case studies. Students will plan a marketing strategy for a line of sports clothing and identify the target market while choosing a professional athlete to promote their product.</p>

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