Business

- Academy of Business & Finance

- Academy of Information Technology/Digital Media

Courses in business have a long history in American high schools. The courses have varied over time, but the goal of providing "realistic" and "relevant" instruction for students seeking business skills has not changed. Today, computer skills are vital for success.

The Business Department offers programs to students who are considering business as a career, to students who want a business education for personal use, and to those students who are planning to pursue a business program in college.

The Business Department will provide the students with the knowledge and skills needed for employment in business and the ability to continue study beyond high school. It will also provide the student with the knowledge, attitudes and skills needed by everyone to function effectively in our economic system.

Students taking our courses will apply all of the standards they are expected to learn through their academic core subjects. The strong emphasis on application, the linkages with the business community and the high standards established for the business curriculum will help students reinforce and learn concepts included in their Regents program.

Courses taken in clusters afford students an opportunity for in-depth exploration of a business program. These clusters can also be used to meet articulation agreements which provide students with college credit. Currently the Business Department has agreements with: SUNY Erie, Hilbert, Trocaire and Bryant and Stratton. For students interested in obtaining college credits, there are many courses you can take in the business department. See chart below for specific courses.

ELECTIVE OFFERINGS

Course	Credit
Computer Skills 4Life	½ unit
Marketing	1 unit
*Business & Criminal Law	1 unit
Career & Financial Management	½ unit
Microsoft & Google Suites	½ unit
Think, Code, Create (Course taught at West)	½ unit
Digital Design (Course taught at West)	½ unit
West Seneca Designs - Business (West)	1 unit
East Designs (East)	1 unit

* Advanced study college credit with SUNY Erie is available
Business & Criminal Law – PA 101 Introduction to Law (3 credits)
College and Career Portfolio - GS 111 College Success Skills (3 credits

Business and Criminal Law

Credit: 1 Unit   Length: 40 Weeks
Grade 11 and 12 only

This course has relevance for all students because it introduces the legal rights and obligations that govern individuals in our society. A rich mixture of criminal law, combined with a strong foundation of business law, make the course especially relevant and useful in students' daily lives. Various topics for discussion include the basics of the law, including criminal, tort, contract, consumer, and property. Other topics include agency and employment, business organizations, wills and trusts, and other legal issues that will affect students as they make the transition into adulthood. A variety of techniques are used to enhance the course curriculum, including field trips, guest speakers, and mock trials.

Advanced Studies Course through SUNY Erie: 3 college credits. (PA 101 Introduction to Law) Cost: 1/3 of the tuition of a 3 credit course. Must apply when you are taking the course to receive transcripted credit.

Marketing

Credit: 1 Unit   Length: 40 weeks

A Google search results in over 70 different definitions for marketing. However it is defined, marketing provides the bridge between business and consumers. One goal of the course is to open the student's eyes to the world of marketing that is all around and to become educated decision-makers. Students will study consumer behavior in order to understand and apply marketing, management, and entrepreneurial principles to make rational economic decisions and to exhibit social responsibility in a global economy. Emphasis is placed on marketing concepts, such as the buying and selling process, advertising and promotion, distribution, economics, and the global marketplace. Participation in hands-on marketing activities such as actual sales presentations, designing newspaper advertisements, preparing radio commercials, and designing visual merchandise displays will be an integral part of the course.

Career & Financial Management

Credit: 1/2 Unit   Length: 20 Weeks

What do you want to do to earn a living? Come and explore your options! You will identify your strengths and weaknesses, investigate career interest areas, and research different occupations. Examine job leads, prepare a resume, and learn job interview techniques.

Once your occupational goal has been identified, discussion will be focused on becoming an independent adult. Learn how to handle your finances including budgeting, banking, income tax preparation, credit and consumerism. Don't waste time and money in college trying to determine your major. Plan your future now!!

Microsoft & Google Suites

Credit: 1/2 Unit   Length: 20 Weeks

Students enrolled in this course will receive the necessary skills to gain knowledge and understanding in using word processing, presentation and spreadsheet programs. Microsoft Office 2019 and the Google Suite will be explored and contrasted. Google Docs, Slides and Sheets will be compared to

Microsoft Word, PowerPoint and Excel. Students will learn how to enhance the visual display and clarity of their documents regardless of what suite they are using. The skills learned in this course will assist students throughout high school, college, and beyond. Students can also earn a Microsoft Office certification in Word, Powerpoint and Excel. These certificates and testing can occur during class.

Computer Skills 4Life
Credit: 1/2 Unit   Length: 20 weeks
Can you keyboard correctly? With speed? Without looking at your fingers? This one semester course is designed to reinforce "touch keyboarding techniques". Basic academic and workforce formatting applications - emails, letters, table reports and a look at digital footprints are also covered. Learn the proper way to keyboard - it will make your life both academically and on the job easier and more productive.

Think, Code, Create (Course taught at West)
Credit: ½ Unit   Length: 20 Weeks
Ready to dive into the world of computers, coding, and creativity? This beginner-friendly course is designed to make computer science exciting, approachable, and full of hands-on fun! No experience needed - just bring your curiosity and problem-solving skills! The course focuses on interactive animations and games, web development, AI and machine learning along with virtual reality. Students will get to use virtual reality headsets and will even get to program a small handheld computer! Get

ready to have some fun with computer science!

Digital Design (Course taught at West)
Credit: ½ Unit   Length: 20 Weeks
Computer science is everywhere, from our smartphones and video games to music, medicine and much more. This beginner level class introduces students to the foundational concepts of Computer Science and challenges them to explore how computing and technology can impact the world. Course focuses on app design, cyber security, the internet along with virtual reality. Students will get to use virtual reality headsets and will get to program a small robot! Sign up and see where computer science can take you!

WS Designs (West)/East Designs (East)
Credit: 1 Unit   Length: 40 Weeks
Prerequisite: Must be in grade 11 or 12
Imagine the Possibilities? What you can imagine, you can create. This course is designed to provide students with hands-on experience in operating a student run business. Students will be assigned to work in different departments of a business; accounting, product production, sales, marketing and quality control to name a few. This will provide students with a unique experience to create, market, promote and sell products to the school community. This course is designed for students who have a self-starter attitude, intrinsically motivated, eager to create and innovate and the ability to work collaboratively with others.

Co-Curricular Activity
DECA

An Association of Marketing, Management, and Entrepreneurship Students
Prerequisite: Must be enrolled in a Business Course (9th Graders may join as freshman with special permission and not meet the prerequisite)

Students may join this co-curricular student organization to further develop their business skills through application. DECA is an international association of marketing and management students, and the role of DECA as a professional student organization is to provide students with opportunities to apply the skills and knowledge they learn in the classroom. DECA enables students to find themselves, to express a positive self-image, and to be self-reliant. It puts them on a path of opportunity that is clear and meaningful to them.
Students learn how the business world functions. Students will be involved in a variety of activities which include community projects as well as conferences and competitions. DECA is an effective way to develop leadership skills such as working together, establishing goals, decision making, team building, problem solving and leadership skills. These skills will last a lifetime; they are useful in any career field situation, and are in great demand in the business world. Students also have access to numerous networking opportunities with members of the business community.

Web pages to visit for more information about DECA:
National DECA: www.deca.org
New York State: www.newyorkdeca.org

<u>**Business and Marketing Honor Society**</u>

The West Seneca Business Department would like to recognize students who have demonstrated outstanding achievement in our business and academy programs.

<u>Eligibility Requirements</u>
- Must be currently enrolled in a business course.
- Seniors: Must complete three (3) units in business by the end of the current school year.
- Juniors: Must complete two (2) units in business by the end of the current school year. (You must be planning to continue for at least one additional credit prior to graduation.)

<u>Minimum Criteria</u>
- G.P.A. for Business/Marketing courses of 88% or B+ (3.5).
- Overall G.P.A. of 80% or B (3.0).

<u>Additional Criteria</u>
To be selected, you must also have demonstrated the following (in the classroom, in the community and through extracurricular involvement):
- Character - evidenced by teachers attesting to this quality.
- Leadership - evidenced by committee chair positions, officer/chair or other lead positions in student organizations, civic/community leadership roles, etc.
- Service - evidenced by volunteer activities in the school and/or community, etc.
- Attend at least 1 field trip within the business/academy department per year
- Participate in service project(s) (Ex. Holiday helpers, Chicken BBQ, and/or assist with an Academy event)

SEE YOUR BUSINESS TEACHER FOR AN APPLICATION.

Academy of Business and Finance

Students have an opportunity to join one of only 604 such Academies in the United States. This "school within a school" program is affiliated with the National Academy Foundation. Students enrolled in the Academy will receive a Regents diploma or Regents Diploma with an advanced designation along with an expanded certificate from the National Academy Foundation.

Students will achieve universal business skills and knowledge with a focus on the Financial Industry. Academy graduates will participate in a vast array of industry-sponsored activities including field trips, shadow days, classroom speakers, paid internships, and college credit for courses.

The Academy is supported by an Advisory Board, which currently includes the following companies, organizations and colleges:

Villa Maria College	Kenworth Northeast Group, Inc.	WNY Dyslexia Specialists, LLC
Hilbert College	Wallstreet Properties LLC	West Seneca Chamber of Commerce
West Seneca Central Schools	Auricchio Insurance	West Seneca Library
M & T Bank	Buffalo First Wealth Management, LLC	Western New York Federal Credit Union
Key Bank	Ferraro CPA Services, P.C.	M&T Securities
Niagara Frontier Boy Scouts Assoc.	Instream, LLC	Real Help Decorative Concrete
Canisius College	Just Pizza	Equitable Advisors
Junior Achievement of WNY	Kevin Gibson, CPA	Evans Bank
Chicago Title Insurance Co	Leo's Pizzeria	One Bridge Benefits
Financial Trust Federal Credit Union	Michalek & Harrington LLC	SUNY Erie
Sgroi Financial, LLC	Morgan Stanley	Goldberg Segalla
Primerica	Omega Del	SUNY Brockport
Bryant & Stratton	Prestige Wealth Strategies	Cetera Investors
Foresight Financial	Scott Enterprises Inc.	Buffalo Financial
Citizens Bank	Supper Club-Prevention Focus	

This 3 year program will require students to take the following electives in addition to their Regents courses.

ACADEMY OF BUSINESS & FINANCE COURSE SEQUENCE
• Three Year Program •

Grade Level	Course	Credit
Ninth Grade - Recruitment, application, selection of candidates		
Tenth Grade	Microsoft Office	1 unit
Eleventh Grade	*Accounting	1 unit
	*College Career Portfolio & Internship Skills	1 unit
	Summer Internship	Paid
Twelfth Grade	*Personal Finance	1 unit
	Economics (see Social Studies)	½ unit
Eleventh OR Twelfth Grade	Course at Local College	

* Advanced study college credit with SUNY Erie is available
Accounting – BU 120 Introduction to Accounting (3 credits)

Personal Finance – BU 233 Consumer Finance (3 credits)
College and Career Portfolio – GS 111 College Success Skills (3 credits)
*Graduation - Certificate of Financial Studies in addition to their NYS Diploma.   Also, students completing the Finance Academy program and successfully passing the CTE exam will receive the Career and Technical Endorsement affixed on their diploma.

Articulation/Dual Enrollments with:
Bryant & Stratton, SUNY Erie Community College, Trocaire College, Hilbert College,
College Board Advanced Placement Program, Syracuse University, Villa Maria College

Accounting/Academy

Credit: 1 unit   Length: 40 weeks

This course is recommended for students considering a college major in business, as well as those with an interest in accounting as a career. The first year accounting course provides a thorough background in the basic accounting procedures used to operate a business. Students will have a basic understanding of accounting procedures, payroll records, basic debits and credits, cash and special journals, worksheets, adjusting and closing entries, financial statements and checking accounts. The student is introduced to computerized accounting applications, including Microsoft Excel and more.

Advanced Studies Course through SUNY Erie: 3 college credits (BU120 Introduction to Accounting).Cost: 1/3 of the tuition of a 3 credit course. Must apply when you are taking the course to receive transcripted credit.

College Career Portfolio & Internship Skills

Credit: 1 Unit   Length: 40 Weeks

This hands-on course will introduce students to the application of multimedia technology in the workplace. The course will explore electronic presentations,
Internet exploration, and desktop publishing while highlighting the interpersonal skills vital to a successful career. The Business and Education Employability Portfolio, an electronic portfolio, will be compiled highlighting the student's exemplary work and extracurricular activities during high school. The student's career exploration, personal profile and academic records will also be included in the portfolio.
This portfolio can be used for college applications and interviews, for scholarship applications and for workforce interviews. This course will also highlight internship expectations and soft skills needed in industry as students work towards post-graduation career readiness. Students will also be assigned a free website location until graduation enabling the electronic transfer and viewing of their portfolio. This portfolio is essential for all students. Qualifying students will receive an employability certificate from the Niagara Frontier Industry Education Counsel.

Advanced studies course through SUNY Erie: 3 college credits (GS111 College Success Skills). Cost: 1/3 of the tuition of a 3 credit course. Must apply when you are taking the course to receive transcripted credit.

Microsoft Office/Academy

Credit: 1 Unit   Length: 40 Weeks
Recommended: Computer Skills 4Life

Computer skills are NOT a bonus anymore; they are an EXPECTATION in the workforce

and college! This course is a necessity for all students. Course emphasis is on word processing, spreadsheet, presentation and database applications utilizing Microsoft Office 2019 software. We'll take the guesswork out of preparing documents your teachers and college professors require.

Personal Finance

Credit: 1 unit   Length: 40 weeks

Do you want to be financially independent? Do you want to live your life without financial concerns? Personal Finance will help you achieve those goals. This course will provide students with the knowledge of the financial planning process and the components of saving and investing. Students will learn to set and reach financial goals by creating budgets, exploring various investment vehicles such as stocks, bonds, mutual funds and IRA' s and planning for retirement. Students will also learn the facts about

trading on-line, purchasing insurance and understand some basic concepts of investing including "buying low and selling high," "not putting all your eggs into one basket" and the "Rule of 72."

Advanced studies course through SUNY Erie: 3 college credits (BU233 Consumer Finance). Cost: 1/3 of the tuition of a 3 credit course. Must apply when you are taking the course to receive transcripted credit.

College Course

Credit: 3 college credits

All Academy students MUST take and successfully pass a college course. College courses are offered every semester including summer to fit a student's schedule. Courses can be taken on-site at a West Seneca High School or off-site at the campus location. Courses usually are offered one day per week after school, evenings or Saturdays. Most courses are tuition free requiring only a textbook expense. Students may elect to take more than one college course.

Academy Co-Curricular Activities:

Financial Trust Federal Credit Union Branch

Through a unique partnership agreement with Financial Trust Federal Credit Union, the West Seneca Finance Academy operates a student run branch, "The Vault". The first of its kind in Western New York, this experience provides an opportunity for Academy students to apply their skills and knowledge in a real setting.The general student population and faculty and staff will have the option to open checking and savings accounts and conduct their banking business on site. Students working the credit union will receive a certificate and earn 1/4 to 1 credit or accumulate hours towards an internship.

Stock Market Game

In this portfolio management simulation, teams of students construct a portfolio of stocks using a hypothetical $100,000. Each team buys and sells from its portfolio with the objective of achieving an appreciation in the value. The teams that have the highest portfolio value at the conclusion of the simulation are awarded prizes.

Academy of Information Technology/ Digital Media

DIGITAL MEDIA Academy

The Academy of Information Technology/ Digital Media (AODM) introduces students to the broad career opportunities in today's digital workforce and, in the process, equips them with the personal, analytical, technical and communications skills they need to thrive.

Despite a volatile economy, information technology is everywhere, and the need for education to bridge the digital divide is more critical than ever. A study conducted by the Information Technology Association of America showed nearly half a million unfilled IT jobs in the U.S. - and a persistent "skills gap" that was keeping these positions from being filled. The Academy of Digital Media helps meet this need by preparing high school students for successful careers in information technology. Through their Academy experience, students gain an understanding of the connections that exist between their education and the workplace. Academy teachers and industry mentors provide students with the curriculum and guidance necessary for rewarding careers. In particular, the Academy's focus on math and science emphasizes what is needed for a concentration in information technology. Interested students will be asked to apply during their freshman year.

The Academy is supported by an Advisory Board which currently includes the following companies, organizations and colleges:

West Seneca Central Schools • Execision Group • Hilbert College • Mission Ignite/Computers for Children, Inc
Bryant and Stratton • Automated Computer Solutions
NAF Representative • Community Service for Developmentally Disabled • SUNY Erie
UB School of Management .• MOOG, Inc. • Rich Products • M&T Bank

ACADEMY COURSE SEQUENCE
• Three Year Program •

Grade Level	Course	Credits
Ninth Grade - Recruitment, application, selection of candidates		
Tenth Grade	Introduction to Information Technology/Computer Applications	1 unit
	Programming	½ unit
Eleventh Grade	Web Page Design	½ unit
	*College Career Port & Internship Skills	1 unit
	Digital Media	½ unit
Summer	Summer Internship	Paid
Twelfth Grade	App Development	½ unit
	Gaming	½ unit
Eleventh OR Twelfth Grade	Course at a local college	3 College Credits

* Advanced study college credit with SUNY Erie is available

Articulation/Dual Enrollments with:
Bryant & Stratton, SUNY Erie Community College, Trocaire College, Hilbert College,
College Board Advanced Placement Program, Syracuse University, Villa Maria College

App Development

Credit: 1/2 Unit   Length: 20 Weeks

The Academy of Digital Media, in conjunction with Lenovo and the Massachusetts Institute of Technology (MIT), will prepare the next generation of app developers. This course enables students to learn the skills to design, develop and launch apps using App Inventor. It provides hands-on examples, including simple games and practical tools, to make creating apps fun and easy.

College Career Portfolio & Internship Skills

Credit: 1 Unit   Length: 40 Weeks

This hands-on course will introduce students to the application of multimedia technology in the workplace. The course will explore evolving technologies including electronic presentations, Internet exploration, and desktop publishing while highlighting the interpersonal skills vital to a successful career. The Business and Education Employability Portfolio, an electronic portfolio, will be compiled highlighting the student's exemplary work and extracurricular activities during high school. The student's career exploration, personal profile and academic records will also be included in the portfolio. This portfolio can be used for college applications and interviews, for scholarship applications and for workforce interviews. This course will also highlight internship expectations and soft skills needed in industry as students work towards post-graduation career readiness. Students will also be assigned a free website location until graduation enabling the electronic transfer and viewing of their portfolio. This portfolio is essential for all students. Qualifying students will receive an employability certificate from the Niagara Frontier Industry Education Council.

Advanced studies course through SUNY Erie: 3 college credits (GS111 College Success Skills). Cost: 1/3 of the tuition of a 3 credit course. Must apply when you are taking the course to receive transcripted credit.

Digital Media

Credit: 1/2 Unit   Length: 20 weeks

In this course, students will integrate audio, video, graphics, text and animation tools while creating their own media. Animate Screencastify and Adobe Premiere Pro will be the programs utilized.

Gaming

Credit: 1/2 Unit   Length: 20 weeks

Do you want to develop computer games without spending countless hours learning how to become a programmer? Then you've come to the right place. This course will allow you to make exciting computer games. You will also learn about the history of games, understand the industry rating system, and research possible careers within the gaming field.

Web Page Design/Academy

Credit: 1/2 Unit   Length: 20 weeks

This course will help students gain a general understanding of the history of the Internet, protocols, browsers, email, HTML language and web page design. Students will learn how the world communicates electronically via e-mail and newsgroups, effective web searching techniques, and file transfer protocols. In addition, students will create their own personal web pages using state of the art software. Each student will plan, design, and create professional web pages. Advanced features including animation, marquees, video clips and sound clips will be covered.

Introduction to Information Technology/Computer Applications

Credit: 1 Unit   Length: 40 weeks

What impact has technology had on your life? Is your computer safe from "predators"? Are you considering a career in computer science? This course will examine the operation and management of business and society. Students will gain proficiency in word processing, database, spreadsheets, and desktop publishing using computer software such as Microsoft Office 2019 or other available software in a Windows Environment.

Computer Programming

Credit: 1/2 Unit   Length: 20 weeks

Why do programs work? Students will learn how to describe, analyze and solve programming problems. These skills will be acquired while learning the syntax of the Java Script and Alice programming languages.

Advanced Studies Course through SUNY Erie: 3 college credits (DA105: Intro to Structured Programming). Cost: 1/3 of the tuition of a 3 credit course. Must apply when you are taking the course to receive transcripted credit.

College Course

Credit: 3 college credits

All Academy students MUST take and successfully pass a college course. College courses are offered every semester including summer to fit a student's schedule. Courses can be taken on-site at a West Seneca High School or offsite at the campus location. Courses usually are offered one day per week after school, evenings or Saturdays. All courses are tuition free requiring only a textbook expense. Students may elect to take more than one college course.