

Finance

Program of Study & Course Descriptions

2017/2018

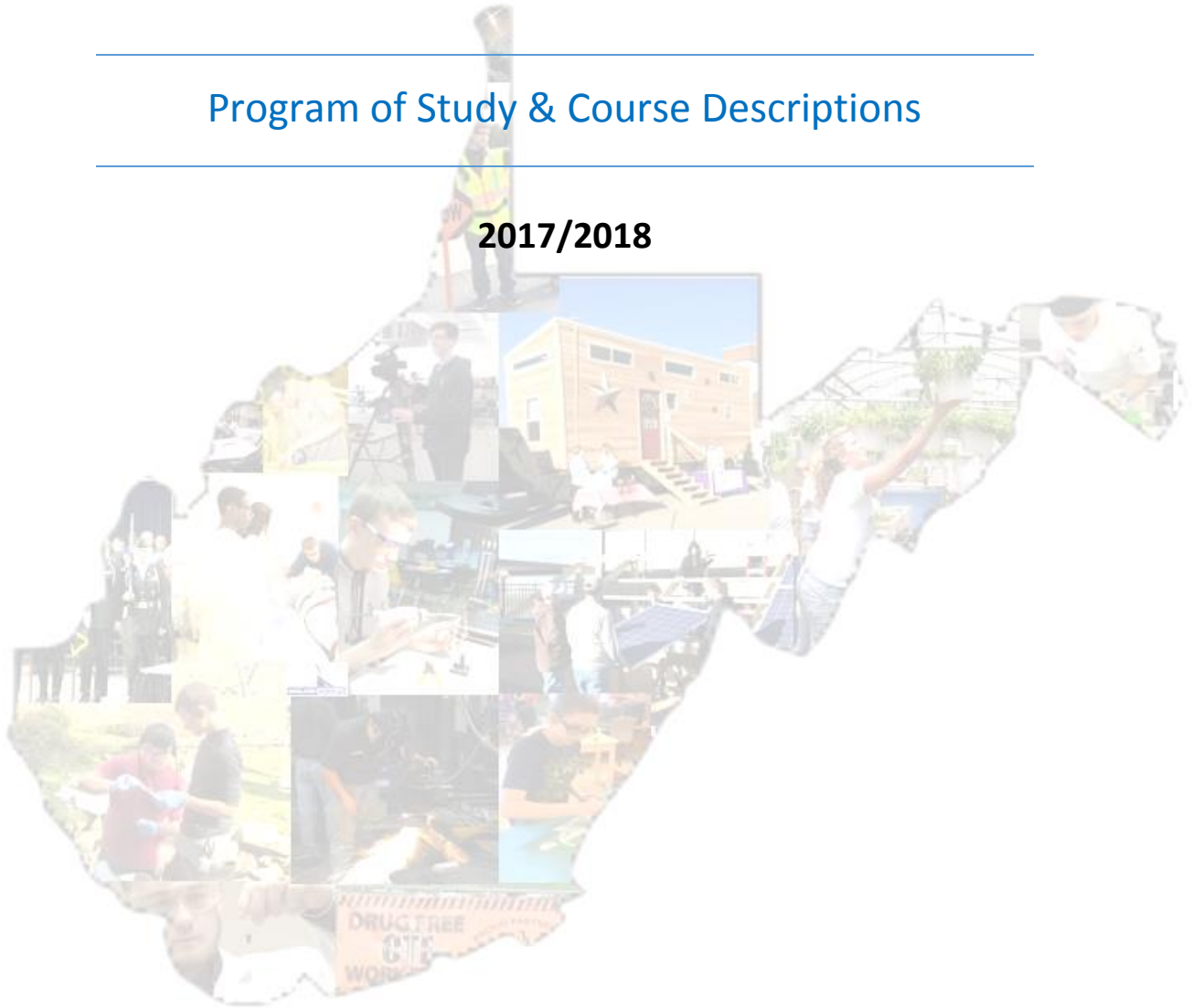


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Finance Cluster

Cluster Description:

The Finance Cluster prepares students for careers in planning and related services for financial and investment planning, banking, insurance and business financial management.

Business Finance Pathway

Pathway Description:

The Business Finance Pathway involves the management of policy and strategy, and the implementation of capital structure, budgeting, acquisition and investment, financial modeling and planning, funding, dividends and taxation.

Program of Study: FI1430 Business Finance

Courses:

1439 Business and Marketing Essentials

1470 Introduction to Finance

1471 Financial Analysis for Managers

Select One Specialization to Complete Program of Study:

1401 Accounting Principles I

0422 Marketing Principles

0400 Introduction to Management

0410 Global Business and Marketing

0451 Communications for the Global Economy

1445 Management and Entrepreneurship

1512 Workplace Practicum

Program of Study Description:

The Business Finance Program of Study focuses on careers that manage policy and strategy and the implementation of capital structure, budgeting, acquisition and investment, financial modeling and planning, funding, dividends and taxation.

Course Descriptions:

1439 Business and Marketing Essentials

This course is designed to develop student understanding and skills in such areas as business law, communication skills, customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development and strategic management. Students acquire knowledge of fundamental business activities and factors affecting business, develop verbal and written communication skills, use information literacy skills, utilize job-seeking strategies and participate in career planning. Students utilize problem-solving techniques and participate in

hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

1470 Introduction to Finance

This course is designed to develop student understanding and skills in such areas as business law, communication skills, compliance, customer relations, economics, financial analysis, financial information management, human resources management, marketing, professional development and selling. Emphasis is placed on the analysis and purchase of securities and investments, as well as the need for effective customer relationship management and information management in finance. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

1471 Financial Analysis for Managers

This course is designed to develop student understanding and skills in such areas as accounting, finance and management. It is a course that brings together all three of these business functions. It introduces students to accounting and finance knowledge and skills that all managers should possess, regardless of business type, size or department. In this course, would-be members of management forecast sales, develop budgets, manage cash flow, develop expense control plans, interpret financial statements, and much more. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

Specialization Course Descriptions

1401 Accounting Principles I

This course is designed to develop student understanding and skills in such areas as the basic principles, concepts, and practices of the accounting cycle. Journalizing, posting and analyzing of financial statements as well as banking and payroll procedures are included. The importance of ethics and confidentiality, as well as, an introduction to careers and types of business ownership are incorporated. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

0422 Marketing Principles

This course is designed to develop student understanding and skills in such areas as channel management, marketing-information management, market planning, pricing, product/service management, promotion and selling. Through the use of projects, students acquire an understanding and appreciation of marketing activities. Current technology will be used to acquire information and to complete the projects. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organization, DECA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

0400 Introduction to Management

This course is designed to develop student understanding and skills in such areas as customer relationship management, human resources management, information management, knowledge management, project management, quality management, risk management and strategic management. Economics, finance, operations and professional development are also stressed throughout the course. This course is recommended as an **Elective** in the Business Finance Program of Study. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

Introduction to Management aligns with MBA Research and Curriculum Center's national standards. You must have a username and password from MBA Research and Curriculum Center to access the standards. Click on the course above to view the required skill sets.

0410 Global Business and Marketing

This course is designed to develop student understanding and skills in such areas as the elements of introductory global business and marketing knowledge and skills necessary for a career in the business and marketing field. This course is recommended as an **Elective** in the Marketing Management, Business Finance, General Management, Entrepreneurship and High School of Business Programs of Study. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

0451 Communications for the Global Economy

This course is designed to develop student understanding and skills in such areas as the elements of introductory communications knowledge and skills necessary for a career in the business and marketing field. This course is recommended as an **Elective** in the Business Finance, General Management, Entrepreneurship and High School of Business Programs of Study. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

1445 Management and Entrepreneurship

This course is designed to develop student understanding and skills in such areas as the elements of management and entrepreneurship knowledge and skills necessary for a career in the business and marketing field. This course is recommended as an **Elective** in the Business Finance and General Management Programs of Study. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

1512 Workplace Practicum

This course is designed to develop student understanding and skills in such areas as the elements of basic work knowledge and skills necessary to participate in a workplace practicum in the business and marketing field. This course is recommended as an **Elective** in the Accounting, Administrative and Business Support, Legal Office and Medical Office Programs of Study. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

Finance Cluster Electives

Business Finance Pathway

Program of Study: FI1430 Business Finance

WVEIS CODE	COURSES
0520	Work-Based Integration and Transition

Elective Course Descriptions:

0520 Work-Based Integration and Transition

This course gives students the opportunity to integrate theory and practice by interacting with industry professionals. Students will study various requirements for employability including ethics, communication, teamwork and professionalism. Students will participate in hands-on, digital or work-based experiences related to industry settings in order to practice skill sets and to transition from student to employee. A supervised project will be developed in one or more of the following categories: Entrepreneurship (ownership or operation of a business); Placement (employment or internship); Research and Experimentation (planning and/or conducting a scientific experiment); Exploration (exploration of related careers through activities such as shadowing employees in various work settings, conducting on-line research, attending professional development activities, etc.). Students will develop materials to supplement their Simulated Workplace portfolios.

Foundational/Non-Occupational Courses

Course Description:

1441 Keyboarding

This course is designed to develop student understanding and skills in such areas as the elements of introductory keyboarding techniques necessary for a career in the business and marketing field. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

Middle School Career Technical Education Courses

Course Descriptions:

0295 Exploring Business, Marketing and Entrepreneurship

This course is designed as an exploratory course to develop student understanding and skills in the nature of business and marketing in an economy and to study related careers in fields such as entrepreneurship, financial services, marketing, public relations, promotion and travel tourism. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

1404 Business Preparation

This course is designed as an exploratory course to develop student understanding and skills in such areas as information literacy, social responsibility, writing, listening, speaking and media literacy, information and communication and personal and workplace skills. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organization, FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

1441 Keyboarding

This course is designed to develop student understanding and skills in such areas as the elements of introductory keyboarding techniques necessary for a career in the business and marketing field. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organization, FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.