

# Business/ Entrepreneurship

Students who are interested in business management, accounting, finance, marketing, sales, and entrepreneurship are encouraged to participate in the Business/Entrepreneurship program. Students who complete this program will possess the entry level skills needed to be successful in college and the business world. Students will gain a solid foundation in business through the development of effective presentation skills, networking ability using social media, and a solid business plan to show colleges and employers. This is a great program for the creative yet business savvy student.

## **CAREERS IN BUSINESS** **Course No. 817, 1/4 Year**

**Grades 9, 10**  
**.50 Cr**

This course will introduce students to the world of business and the variety of career pathways available. Topics will include but not be limited to tourism and hospitality management, entrepreneurship, management, accounting and finance, marketing, and sales. A goal of this course is for students to recognize if they are interested in a career in business and if so, which business pathway program might best suit them: the Business/Tourism and Hospitality Management program or the Business/Entrepreneurship program.

## **INTRODUCTION TO BUSINESS**     **Grades 10\*, 11, 12** **Course No. 835, 1/2 Year**     **1.00 Cr**

**This course is a prerequisite for all other business courses.**

**\*\*College Credit Available through Running Start.**

This is an introductory course designed to provide students with a basic understanding of the structures and operations of business and an awareness of social and ethical responsibility as it relates to the environment, consumers, employees, and investors. An appreciation of the global economy will also be explored.

## **ACCOUNTING** **Course No. 832, 1/2 Year**

**Grades 11, 12**  
**1.00 Cr**

**\*\*College Credit Available through Running Start**

Prerequisite: Introduction to Business

This course will prepare students to understand the language of business that is accounting. Students will study owner's equity, assets, liabilities, revenue and expenses. Students will study journalizing transactions, preparing a trial balance, accounting adjustments, closing entries, inventory, accounts receivable and payable, cash receipts, disbursement and bank reconciliation.

## **MARKETING AND SALES** **Course No. 821, 1/2 Year**

**Grades 11, 12**  
**1.00 Cr**

Prerequisite: Introduction to Business

This course will prepare students to understand the foundation of marketing and sales. Students will learn the four elements of the marketing mix and apply that information to develop a proper marketing plan. In addition, students will learn the art of persuasion by learning the core components of the sales process: prospect, engage, acquire, and keep. Students who are creative and enjoy researching the consumer mind will enjoy this course. This is a project-based course that assists students in the areas of teamwork, public speaking, and business.

## **ENTREPRENEURSHIP**

**Grades 11, 12**

**Course No. 818, 1/2 Year**

**1.00 Cr**

Prerequisites: Introduction to Business, Accounting, Marketing & Sales

This is the final course in the Business/Entrepreneurship program. This is a writing intensive course where students will use all prior knowledge in business to write a comprehensive business plan and present their business idea to the class/guests. Students will have the option of competing in the school's Business Plan Competition for which the Seacoast Rotary Club has offered scholarships for the winners. (The competition is open to any PHS student.) Students will understand the key elements of a business plan, where to seek help for seed money (start-up funds), and how to present effectively.

**\*Incoming 10th graders may apply for admission. See Guidance Counselor for application.**

**\*\*College Credit - Running Start:** Introduction to Business and Accounting students will have the opportunity to participate in the Running Start program and earn three college credits through the Community College System of New Hampshire. There is a fee paid to the college for these credits. Students must be juniors or seniors to be eligible for Running Start credit.