TECHNOLOGY COURSES

5668 Career and College Computer Skills: (recommended 10-11-12 grade) This course is uniquely designed for students preparing for success in high school, college, and beyond through efficient and proficient use of computer software. Students will experience keyboarding, word processing, desktop publishing, presentations, spreadsheets, and databases to raise the quality and depth of what they do—all through an integrated approach. Higher levels of online research, simulations, wikis, blogs, and podcasts are contemporary elements that flow naturally into this dynamic, hands-on course.

5525 Web Page Design: (recommended 10-11-12 grade) Do you have the desire to learn the ins and outs of creating a professional Web site? Then Web Page Design is for you! Utilizing HTML5, Note Pad and Dreamweaver, students will learn general design concepts and the process of developing a Web site from sketches to publishing. Knowledge gained will be useful in both your personal and college life, as well as in determining if this is a career path for you.

FOR MORE INFORMATION:

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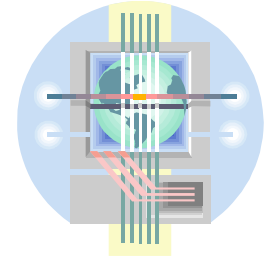**Mr. Campbell**
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C.B. East
Business and Computer Applications

What do we offer?

- **Business Courses:**
  Business education courses are directed toward students pursuing a business degree in college as well as students seeking employment in the skilled areas immediately following graduation.

- **Computer Application Courses:**
  The evolution of technology has changed both our personal lives and the way business is conducted in today's society. Discovery learning, problem solving and trouble shooting skills learned will prepare you for the rapidly changing world we live in.

FOUNDATION COURSES

5160 Accounting I: (recommended 10-11-12 grade) Planning to major in business or own your own company? Then this course is strongly recommended! This first year course will provide students considering careers in the fields of Marketing, Business Administration, Finance, Accounting, and Entrepreneurship with a firm foundation in Accounting concepts. Learn the language of business, balance a checkbook, and gain an understanding of accounting practices for a sole proprietor or partnership. Course content will be combined with technology to give you the edge you need to compete in today's job market. Students will also gain real life experience through the completion of business simulations.

5061 Business Today: (recommended 10-11 grade) Business Today is an introductory course that is beneficial to all students interested in learning more about their role as consumers, workers, and citizens. This course is recommended for all students planning a business career. Course topics include banking, international business, entrepreneurship, small business management, career exploration, credit and more! Many college graduates secure a position in the business environment. Get the necessary skills, knowledge, and attitude for success in this high demand field.

5660 Consumer Law & Business Ethics: (recommended 10-11-12 grade) This class presents the principles of law that govern the activities of individuals and businesses. In this course you will learn both your legal rights as consumers, as well as the legal obligations that businesses deal with every day. Topics include contract law, marriage and divorce, employment rights and duties and consumer protection. A field trip to the Bucks County Courthouse, where students will experience the U.S. legal system first hand may be used to reinforce course concepts. This course is valuable to both business and non-business students.

5661 Marketing & Advertising Fundamentals: (recommended 10-11-12 grade) This highly interactive, hands-on course provides an overview of marketing in modern organizations. Incorporate your own creativity into class assignments while learning basic concepts such as: advertising, brand recognition, pricing, and competitive selling techniques. Students will be exposed to the terms, concepts, and framework used by practicing marketing managers and will have an opportunity to use newly acquired skills in developing and marketing an innovative product. This popular course provides an awareness of career opportunities and improves personal consumer knowledge.

5062 Personal Finance: (recommended 10-11-12 grade) Are you a risk taker? Do you love money and wish you had more? This course will teach the skills necessary to invest in your future financial goals. Learn money management strategies, how to budget, save earnings, invest in the stock market, maintain good credit, complete a 1040EZ and more. It's never too early to think about funding college, your first car, home ownership, and your retirement nest egg. Start now by investing your time in Personal Finance.

All foundation courses incorporate computer projects and simulations to reinforce course concepts.

TECHNOLOGY COURSES

5163 Advanced Business Computer Applications: (recommended 10-11-12 grade) Think you know Microsoft Word, Excel, and Access? Well you don't know what you need to be a super star in the world of technology! This course will help you to compete effectively in college, as well as in the job market. You may gain enough knowledge to test out of a college required technology course. Course content includes the individual application of word processing, database management, graphics, and spreadsheet programs, as well as the integration of these programs.

5561 Media Design: (recommended 10-11-12 grade) Students will learn basic design concepts to produce professional-looking documents through the use of Microsoft Office, Photo Shop and In Design. Students will learn to use advanced features of PowerPoint to enhance presentations by incorporating sound, video, and animation. Students will learn web design software to create and design personal web pages. Effective internet searching techniques will also be explored.