



## Business & Career Education Highlights

The Lancaster High School Business and Career Education Department is a regional and national model based on its substantial work-based learning opportunities alongside a rigorous and relevant curriculum which includes significant support of local, regional and national partners. Each of the teachers within the Business and Career Education department have relevant professional industry background as well as extensive teaching experience. Students are offered a wide variety of course options with each focusing on both the technical and soft skills required for success in any career field.

### SUNY: Erie (ECC) – Advanced Studies

The Lancaster Business Department has partnered with [SUNY Erie](#) and offers college courses at our school through the Advanced Studies Program. Students are eligible to earn college credit for many classes taken during the normal school day. These classes are SUNY approved transferable courses with a C or better.



### Regents and Advanced Regents Diploma: Career and Technical Education Endorsement (CTE)

The Lancaster Business Department is an accredited CTE program with pathways for students seeking Regents and/or Advanced Regents diplomas. Students learn “hands-on” career skills while earning a Regent’s Diploma in order to prepare for college or other higher education studies. Students apply academic concepts to real-world situations with:



- Internships
- Mentorships
- Job shadowing
- Industry-based certifications
- Opportunity to earn college credit
- Other work-based learning opportunities

### NAF: Academy of Finance

The [Academy of Finance at Lancaster High School](#) is part of [NAF](#), a national network of education, business, and community leaders who work together to ensure that high school students are college, career, and future ready. NAF’s educational design includes industry-specific curricula, work-based learning experiences, and relationships with business professionals, culminating in a paid internship. Lancaster’s AOF has been awarded NAF’s distinguished status each year since 2011 and one 4 academies to have reached this highest level of recognition as often.



### Internship Program

The Internship Program at Lancaster High School is a nationally recognized leader in work-based-learning. The program shapes the direction of our youth by ensuring students are both college and career ready. Internships usually fall within these career themes: Business and Finance, Engineering, Health Care, Hospitality & Tourism, Leadership, General Education, Visual and Performing Arts.





## Microsoft Office Certification

All Computer Applications courses use the Microsoft Office 2016 Suite. (Word, Excel, PowerPoint, Access) Students are eligible to become a Microsoft Office Application Specialist; a credential recognized by educators and professionals around the world.



## School Based Enterprises

The best way to learn about business is hands-on at one of our school-based enterprises.

### *The Daily Grind*

Lancaster's very own coffee shop located within the high school is managed, marketed and operated by its students. Open daily for students, faculty and staff.

### *Cyber-Café*

Study, surf the web or read a book in our very own Cyber-Café. Students operate and manage this great new school enterprise.

### *Good Neighbors Credit Union*

This fully functional branch of the [Good Neighbors Credit Union](#) provides financial services to its members and delivers financial literacy lessons throughout the district. Students serve as interns and tellers alongside credit union staff. Open Mon, Thurs & Fri.



## DECA

Advisor: Cindy Gould

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. As a co-curricular organization, students taking marketing or a business course have the opportunity to join. Students compete at regional, state and national levels in over 30 business areas to win scholarships and cash awards. For more details visit the [DECA website](#)



## Community Service Organizations

Business students are encouraged to be active within our community and have partnered with the Lions, Rotary and Zonta clubs.

### *Leo Club (Lions)*

Advisor: Peter Herrscher

### *Interact Club (Rotary)*

Advisor: Lynn Fisher

### *Z-Club (Zonta)*

Advisor: Lynn Fisher



## Business Course Selection Overview

### Suggested Pairings

Each business course is one semester long (earning ½ credit); you can pair courses to create a year-long curriculum (earning 1 full credit). We recommend the following course pairings, based on the skill and knowledge level they require and the opportunity to build on knowledge from one course to the next. Courses may be taken in any order as there are no pre-requisites. This allows a student the flexibility to fit offerings into their schedules or to sample a variety of business disciplines. Paired courses include the ⊕ symbol.

One Semester Course	⊕	One Semester Course
CFM – Career & Success Skills	⊕	CFM – Financial Literacy
Principles of Marketing	⊕	Sports and Entertainment Marketing
Principles of Accounting	⊕	Advanced Accounting
Start it Up! (Entrepreneurship)	⊕	Make it your Business (Business Planning)
Digital Communications	⊕	Applied Digital Skills

### CTE Requirements

Students may pursue a 3.5 credit Regents or the 5.0 credit Advanced Regents Diploma CTE.

#### REGENTS DIPLOMA – CTE Endorsement (3.5 credits)

- Foundations for Success (.5)
- CFM – Career & Success Skills (.5)
- CFM – Financial Literacy (.5)
- Principles of Marketing (.5)
- Sports & Entertainment Marketing (.5)
- Business Mathematics (1)      OR      Principles of Accounting (.5) and Advanced Accounting (.5)

#### ADVANCED REGENTS DIPLOMA – CTE Endorsement (5 credits)

##### ALL OF THE ABOVE PLUS

##### Career Exploration Internship Program (.5) AND ANY TWO OF THE FOLLOWING (1 full credit needed)

- Digital Applications & Communications (.5)
- Applied Digital Skills (.5)
- Start it Up! (Entrepreneurship) (.5)
- Make it your Business (Business Planning) (.5)
- Business Law (.5)



## Business Course Descriptions

### Principles of Accounting

*(Fall) 9030 Grades 10, 11, 12*

*½ credit*

⊕ *Suggested Pairing – Advanced Accounting*

*May serve as a third Math credit required for graduation when paired with Advanced Accounting.*

This course is highly recommended for students considering a college major in business. This course is designed to provide a basic knowledge of accounting procedures, including analyzing and journalizing business transactions; constructing worksheets; calculating and recording adjusting entries; preparing financial statements; and finalizing the accounting cycle through closing entries. Emphasis is placed on service businesses organized as a sole proprietorship. All students can benefit from accounting instruction in their own personal business affairs. Basic computer application procedures and related reports are also included in this course.

SUNY ERIE: BU120 – Introduction to Accounting - 3 Credit option available for this course.



### Advanced Accounting

*(Spring) 9031 Grades 10, 11, 12*

*½ credit*

⊕ *Suggested Pairing – Principles of Accounting*

*May serve as a third Math credit required for graduation when paired with Principles of Accounting.*

This course is based on the fundamentals of Accounting with emphasis on merchandising businesses organized as corporation. This course will give students a strong foundation in advanced accounting theory and procedures including an in-depth approach to preparing income statements and balance sheets along with recording of complex business transactions related to publicly held corporations. Students will continue using computer software applications that can be used to expedite the accounting process. This course is highly recommended for students who are considering any business or accounting major in college.

### Business Mathematics

*9034 Grades 10, 11, 12*

*1 credit*

*May serve as a third Math credit required for graduation.*

How much is this new car going to cost? How can I save enough to pay for a vacation? I know I have to pay taxes, but how much? These are all examples of how math is used in everyday life or in a typical career. In Business Math students gain the skills necessary to make informed decisions on car purchases, loans, credit cards, mortgages, etc. Business Math provides students with a thorough review of all basic mathematical concepts and the applications necessary to effectively manage banking services, credit, loans, insurance, home and personal expenses, owning and operating your own business, automobiles, taxes, employment and much more.

SUNY ERIE: BU233 – Consumer Finance - 3 Credit option available for this course.





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## Business and Personal Law

*9035 Grades 10, 11, 12*

*½ credit*

Learn about legal concepts that will impact your life now and in the future on a personal level and within the business community. In this course, you will develop an understanding of your legal rights and responsibilities as a citizen, consumer, and employee. Focus areas include an introduction to law, the structure of the U.S. and New York State court systems, contract law, consumer law, criminal law, civil law, family/domestic law, employment law and careers in the legal profession.



SUNY ERIE: PA101 – Introduction to Law - 3 Credit option available for this course.

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## Start it Up! Entrepreneurship

*(Fall) 9038 Grades 10, 11, 12*

*½ credit*

⊕ *Suggested Pairing – Make it your Business! – Business Planning*

This course is designed to introduce students to the role that entrepreneurship and small business play in our economic system. An in-depth study of the various steps involved in starting a new business and the financial, legal and government aspects critical to a successful small business will be covered. Topics include marketing, competition, communication, human resources, type of ownership, location and setting up your business. Students will be involved in a variety of activities including project based learning, guest speakers, visits to local businesses and a field trip to the 43 North Business Plan Competition.

**\*\*PENDING** SUNY Erie : BU 243 – Entrepreneurship- 3 Credit option available for this course

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## Make it Your Business! Business Planning

*(Spring) 9041 Grades 10, 11, 12*

*½ credit*

⊕ *Suggested Pairing – Start it Up! – Entrepreneurship*

If you like Entrepreneurship and the hit show “Shark Tank”, this is the course for you! This course will go more in-depth and students will create and present a detailed business plan. We will work with Junior Achievement of WNY and students in this course will be eligible to compete in a business plan competition where scholarships and other great prizes are awarded. Other topics include Identifying and meeting a market need, marketing your business, Distribution, Promotion and Selling and Operations Management.



### CFM: Career Skills and Success

(Fall) 9032 Grades 9, 10, 11, 12

½ credit

⊕ Suggested Pairing – CFM: Financial Literacy

What do you want to be when you grow up? Students complete and analyze a variety of assessments which will assist them in investigating and exploring careers based on their interests, values, and skills. Students will explore post-secondary education and training options, learn about the job seeking process; including building a resume and preparing for interviews. They will gain an understanding of workplace regulations, the importance of lifelong learning, leadership and ethics in the workplace, and workplace readiness skills.

### CFM: Financial Literacy

(Spring) 9045 Grades 9, 10, 11, 12

½ credit

⊕ Suggested Pairing – CFM: Career Skills and Success

Learn how to be smart with your money and the importance of managing your money wisely so you don't go broke in the future! Through project-based tasks using true-to-life scenarios, students will learn how to navigate and make financial decisions related to saving & spending, budgeting, money management & banking, credit & loans, investing, insurance, taxes, and becoming a savvy consumer.

### Internship Program (CEIP)

(Fall) 9050 Grades 11, 12

½ credit

⊗ Required: Student must have their own transportation to and from the mentor's job site

▶ Not all internships are located in Lancaster

▶ **An internship has a time commitment and therefore schedules need to be considered prior to registering.**

The Career Exploration Internship Program (CEIP) is designed to give students hands-on experience in a career field of their choice. It also includes classroom learning on important workplace topics, such as resume preparation and effective interviewing techniques, teamwork, projecting a professional image, career research and experience connections. Students are assisted with the placement of an internship working with an employer at a job site. This experience allows students the opportunity to work with people within a similar career field of their interests and could possibly lead to future job opportunities.



### Digital Communications

(Fall) 9012 Grades 9, 10, 11, 12

½ credit

⊕ Suggested Pairing – Applied Digital Skills

What is it? A real world course that prepares students for fast, efficient forms of digital communications. Students learn efficient keyboarding skills and become skilled in Microsoft Word 2016 features by completing hands on simulations similar to what would be found in high school, college and business.

Why it matters? Be quick and efficient! Students will be able to use tools that are necessary for high school, college, the workplace and everyday. Successful students will be eligible for Microsoft Office Specialist certifications which are among the most sought after by hiring managers.





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## Applied Digital Skills

*(Spring) 7523 Grades 9, 10, 11, 12*

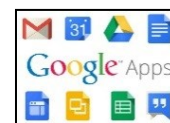
*½ credit*

⊕ *Suggested Pairing – Digital Communications*

What is it? Microsoft Office, Social Media and Google Applications are how businesses communicate today. Utilize these tools to create spreadsheets and presentations, and learn how to use social media in a professional manner while gaining experience with Google Apps and Future Edge.



Why it matters: With so much competition in the job market, it should come as no surprise that those with Microsoft Office, Social Media skills and experience using Google Apps are often selected over those who do not. This class will give you the expertise in all these critical areas.



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## Principles of Marketing

*(Fall) 9037 Grades 10, 11, 12*

*½ credit*

⊕ *Suggested Pairing – Marketing Sports and Entertainment*

Marketing provides the bridge between business and consumers. This course will open the student's eyes to the world of marketing that is all around and to become educated decision makers. Content revolves around the basic marketing functions, selling, public service announcements, promotion, market research, social media, customer service and buying behavior. Marketing is a course for anyone to take who is and will continue to be a consumer.

**\*\*PENDING** SUNY Erie: BU 151 – Principles of Marketing I- 3 Credit option available for this course.

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## Marketing Sports and Entertainment

*(Spring) 9040 Grades 10, 11, 12*

*½ credit*

⊕ *Suggested Pairing – Principles of Marketing*

This course is designed to study marketing principles as it relates to the sports and entertainment industry. Instructional areas will include: marketing, advertising, promotion, internet/social media marketing, sponsorship and endorsements, event marketing, and branding an image. A basic understanding of the principles of marketing is helpful to enroll in this course, but not a requirement. Classroom instruction will be reinforced through the use of group/individual projects, guest speakers, possible field trip experiences, current periodicals, computer work, and lecture/discussions.

**\*\* PENDING** SUNY Erie: BU 244 – Introduction to Sports Management- 3 Credit option available for this course.



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## Technology In Action

*9100 Grades 9, 10, 11, 12*

*½ credit*

Students involved in the Technology In Action class will learn a variety of innovative and engaging technology tools and assist in their implementation and utilization in the classroom and school district. This is a project-based hands-on experience in which students will be immersed in educational hardware and software applications and provide support and training to students, faculty and parents. To be successful you need to be an independent and self-motivated learner. Proposed Projects include: Individual Digital Portfolio (Video Resume), Website/App/Extension Hardware Review, Resource Development, Faculty Liaison, Technology Workshop