# Business Services Technology/Academy of Finance Syllabus

## Level One

**Teacher**  Ed Leszczynski  
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### Course Description:
In this level students are introduced to the basics of business. Students learn to associate the relationships, similarities and differences between personal and business decision-making as well as financial planning. Serving as ‘rank and file’ employees, students have the opportunity to participate in the marketing and operations of the school store as well as the promotion and sales of the school’s annual yearbook. Students enter this level ‘interested’ in business and end the year ‘involved’ in business activities and practices.

### Course Objective:
Level One students will be introduced to business practices through the study and application of key business components, including: Basic Economic Concepts and Business Activities; Economic Resources and Systems; U.S. Business History; The Business Cycle; Microsoft Word and Excel Training; Rewards and Challenges of Entrepreneurship; The Business Plan; Business Ownership and Operations; Business Management; Leadership in Management; Money and Financial Institutions; Managing Personal Finances; Checking Accounts; Savings Accounts; Investing; Real Estate and Other Investment Options; Making Consumer Decisions; Consumer Rights and Responsibilities; and, Protecting Consumers. They will also be taught MSOffice applications, (Word, Excel and PowerPoint) and they will be given an overview of the Financial Services industry with an emphasis on Personal Financial Planning. Students will be involved with the operations of school store as well as yearbook sales.

### Course Requirements:
Students are required to pass all quizzes and tests, complete all projects in accordance with stated specifications, and demonstrate a competency in using the business software for which they have been trained. Mid-term and Final exams/projects must also be completed in alignment with defined rubrics relevant to exam/project content.

### Criteria for Assessing Student Performance:
- Attendance – 5%
- Class Participation – 15%
- Homework – 5%
- Quizzes – 25%
- Tests – 40%
- Projects – 10%

- Common Core State Standards (CCSS) in English Language Arts and Mathematics
- New Jersey Core Curriculum Content Standards (NJCCCS) that includes: 8.1 and 8.2 Technology Standards;

### Textbooks, Software:
Business Services Technology/Academy of Finance Syllabus
Level Two

Teacher   Ed Leszcynski
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Course Description:
This level expands on the knowledge that students gained through Level 1. As ‘middle managers’, they continue to participate in the marketing and operations of the school store as well as the promotion and sales of the school’s annual yearbook. Students enter this level ‘involved’ in business activities and practices and end the year ‘committed’ to succeeding through the application of this knowledge.

Course Objective:
Level Two students will continue to study business practices including: Business Ethics and Social Responsibility; The Role of Government in Our Economy; Marketing and the Marketing Concept; The Marketing Plan; Communication Skills; Marketing Information Management; Microsoft PowerPoint Training; Managing Business Finances; Purchasing, Invoicing and Shipping; Marketing and Financial Plans; Financing the Business; Price Planning; Promotional Concepts and Strategies; Advertising; Selling; Channels of Distribution; The Basics of Credit; How to Get and Keep Credit; and, Credit and the Law. They will undertake projects related to the real-life applications of business practices. They will apply the skills they learn through involvement with the school store and annual yearbook sales.

Course Requirements:
Students are required to pass all quizzes and tests, complete all projects in accordance with stated specifications, and demonstrate a competency in using the business software for which they have been trained. Mid-term and Final exams/projects must also be completed in alignment with defined rubrics relevant to exam/project content.

Criteria for Assessing Student Performance:
- Attendance – 5%
- Class Participation – 15%
- Homework – 5%
- Quizzes – 25%
- Tests – 40%
- Projects – 10%

- Common Core State Standards (CCSS) in English Language Arts and Mathematics
- New Jersey Core Curriculum Content Standards (NJCCCS) that includes: 8.1 and 8.2 Technology Standards;

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Level Three

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Course Description:
This level takes the business foundational learning achieved through Levels 1 and 2 and focuses students’ activities on career planning and entrepreneurship. Level 3 students serve as the ‘senior managers’ in their involvement with the marketing and operations of the school store and the promotion and sales of the annual school yearbook. This year culminates in the students’ completion of ‘The Business Plan Project’, in which they will develop a full plan for the business of their choice. Students enter this level ‘committed’ to succeeding through the application of the knowledge they have gained thus far through their business studies, and they graduate from the program ‘expert’ in their understanding and application of the full ‘toolbox’ of business processes, practices, procedures and tools.

Course Objective:
Level Three students will apply their understanding of business activities through their operation of the school store, including: HR Mgmt; Culture and Diversity in Business; Interpersonal Skills; Career Planning; Identifying Career Opportunities; Finding and Applying for a Job; Technology and Business; Technology in the Workplace; The Basics of Risk Mgmt; Feasibility and Business Planning; Mkt Analysis; Types of Business Ownership; The Legal Environment; Handling Gov’t Regulations; Site Selection and Layout Planning; The Mkting Plan; Price Strategy; Promotion Strategy; Budgeting and Implementing Promo Plans; Preparing and Planning to Manage; Managing Operations and Staffing; Managing HR; Financing Your Business; Accting and Financial Reporting; Financial Mgmt; and, The Business Plan Project. Level Three students will also be introduced to and gain a full knowledge of all components of a strategic business plan.

Course Requirements:
Students are required to pass all quizzes and tests, complete all projects in accordance with stated specifications, and demonstrate a competency in using the business software for which they have been trained. Specifically, the writing of a full strategic business plan will be their senior project. Program Completers will pass the Microsoft Office Specialist (MOS) industry-certification exams for MSWord, MSExcel and MSPowerPoint. Mid-term and Final exams/projects must also be completed in alignment with defined rubrics relevant to exam/project content.

Criteria for Assessing Student Performance:
- Attendance – 5%
- Class Participation – 15%
- Homework – 5%
- Quizzes – 25%
- Tests – 40%
- Projects – 10%
- Common Core State Standards (CCSS) in English Language Arts and Mathematics
- New Jersey Core Curriculum Content Standards (NJCCCS) that includes: 8.1 and 8.2 Technology Standards;