

# BUSINESS AND INFORMATION TECHNOLOGY

**Business and Information Technology** classes prepare students for life after High School. They provide a foundation of learning for students who plan to pursue higher education, start a career right away, and choose and for those planning to enter the world of business as a career. Students will learn the latest in business and technology practices in a variety of courses. Seniors will have to enroll in **Senior Seminar**, a graduation requirement, which focuses heavily on post high school planning and personal financial literacy skills. The courses in **Business and Information Technology** are aligned with the *Vermont Framework of Standards*.

GRADE	COURSES (1.0 Credit Required)
9-12 Electives	Intro to Computing Intro to Business Career Exploration Computer Programming Marketing Journalism: BHS Register Sports Marketing and Media Workplace Internship/TIPS Yearbook I, II, III
12 <sup>th</sup> Required	Senior Seminar (1.0 Credit)

## BHS GRADUATION REQUIREMENT

The Burlington High School graduate is able to meet the demands of the changing employment market by demonstrating skills and knowledge in career preparation and computer literacy.

**To achieve the graduation requirement, a student must:**

- *develop a broad-based educational/career plan;*
- *exhibit the interpersonal skills necessary for success in the modern workplace;*
- *use technology to find, organize, and communicate information effectively.*

## COURSE OFFERINGS

### 52601 Introduction to Computing

**0.5 Credit**

**Grades 9-10**

Designed for the student new to computers, *Introduction to Computing* provides the foundation for effective and efficient use of personal digital technology. Topics will focus on general hardware/software usage and terminology; file management; basics of using word processing, presentation software, and spreadsheets (Microsoft Office and GoogleApps); safe/effective use of the Internet; writing professional emails and letters. Good verbal and digital communication will be promoted throughout this class. The content of this class will also be informed by assignments in other classes at BHS where students are using technology to complete work. The goal of this course is for students to gain many of the computer-based skills needed to succeed during their high school career and beyond. *Primary Graduate Expectations:* Effective Communication; Curiosity & Creativity.

### 52603 Career Exploration

**0.5 Credit**

**Grades 9-10**

This course is for students who are in the early stages of planning life after High School. We will explore ways to enter the job market immediately after graduation or after post-secondary education. Topics addressed will include interests and skills inventories, career research, workplace expectations, and school-to-work transitions. A variety of assessment tools will be used to help students identify strengths and weaknesses as they may relate to a future career and/or further education. This course will provide resources needed for making informed decisions about post-secondary education, employment, and personal growth. The entire job application process will be practiced, including resume writing and interviewing skills. This course will also provide students with a basic understanding of key concepts of personal financial literacy. Upon completion of the course, students will have generated an electronic library of relevant career and college research tools, as well as necessary documents for job applications. *Primary Graduate Expectations:* Critical Thinking & Problem Solving; Personal Development.

### 52623 Computer Programming 1

**1.0 Credit**

**Grades 9-12**

In this year-long course, students explore computer concepts, apply logic procedures, and implement programming procedures with one or more languages, such as Python, Visual Basic, Java, C#, and C++. Graphical User Interfaces, such as Alice, Game Maker, and Flash, may be used as students design and develop interactive multimedia applications. In addition, HTML or JavaScript may be employed to create Web pages. *Primary Graduate Expectations:* Effective Communication; Curiosity & Creativity.

### 52624 Computer Programming 2 - Independent Study

**1.0 Credit**

**Grades 10-12**

In this year-long course, students engage in an independent study opportunity designed to provide the opportunity to explore computer programming beyond Computer Programming 1. Students will be required to propose a project, connect and consult with a community-based mentor, meet project deadlines and present their project in a Presentation of Learning. *Prerequisite:* Successful completion of Computer Programming 1 or Teacher Approval AND independent study application. *Primary Graduate Expectations:* Effective Communication; Curiosity & Creativity.

### 52625 Journalism: BHS Register 1

**1.0 Credit**

**Grades 10-12**

BHS Register is a course designed to support the production of the BHS News Magazine, *The Register*. Students in the BHS Register course will produce *The Register* using both print and digital platforms. Students will learn to: write, research, and edit news stories in both traditional print and through emerging digital platforms, including digital storytelling and social media. *Primary Graduate Expectations:* Critical Thinking & Problem Solving; Effective Communication.

**52626 Journalism: BHS Register 2** **1.0 Credit** **Grades 11-12**  
**52627 Journalism: BHS Register 3**

BHS Register is a course designed to support the production of the BHS News Magazine, *The Register*. Students in this course will produce *The Register* using both print and digital platforms. Students will learn to: write, research, and edit news stories in both traditional print and through emerging digital platforms, including digital storytelling and social media. Students will also take leadership positions as editors and mentors for the Register I students. Students enrolled in this course will learn the various components necessary to running a business. Prerequisite: Successful completion of BHS Register 1. *Primary Graduate Expectations:* Critical Thinking & Problem Solving; Effective Communication.

**52606 Marketing** **0.5 Credit** **Grades 10-12**

Marketing is one of the most popular career tracks for collegiate business graduates. Marketing is about figuring out the purchasing behavior of groups of people, and getting them to buy your products/services. There are a variety of ways marketers approach this issue, and the topics that are covered in this class. They include: Consumer Behavior, Marketing Research, case studies, Sales and Role Playing, Advertising and Methods, and the Foundations of Business. We also visit current events that are applicable in the marketing world, and apply them to the topic of study. One of the main goals for this class is for you to become a smarter consumer. *Primary Graduation Expectations:* Effective Communication; Cross-Cultural Understanding.

**52629 Senior Seminar** **1.0 Credit** **Grade 12**

The curriculum for the *required* Senior Seminar prepares students for life after high school. This includes applying to college or other post-secondary education programs (supporting students on college and career applications in class with guidance) and paying for this education; 21<sup>st</sup> century job search skills; digital citizenship issues facing young adults living on their own or in college; and a student-centered independent learning opportunity. The course will also focus heavily on financial literacy skills, including taxes; credit and borrowing; home ownership and renting; cars and costs associated with transportation; risk-management/insurance; banking and loans; savings and investments, the stock market and retirement planning; the economics of family. Throughout this class, a personal budget will be developed. **Course required for graduation.** *Primary Graduate Expectations:* Critical Thinking & Problem Solving; Personal Development.

**526291 Senior Seminar – Independent Study** **1.0 Credit** **Grade 12**

Students may complete the *required* Senior Seminar including personal planning, personal finance, and individual learning project in a guided independent and on-line study. Regular meetings with a teacher and submissions of work will be required for students to demonstrate progress towards meeting course goals. Limited slots are available; an application is required and available in the Guidance Office. *Primary Graduate Expectations:* Critical Thinking & Problem Solving; Personal Development.

**52636 Sports Marketing and Media** **0.5 Credit** **Grades 10-12**

This semester course examines the concepts and processes used in marketing and communications of a sport organization at the college, professional, and/or community level. We will look at the impact a variety of marketing and media methods have had on sports nationally and globally. We will reference case studies, current events in sports, the Fantasy Phenomena, and historical sporting situations that have shaped the sports marketing environment. We will also explore individual teams and find out how they identify their market, and how best to reach them. *Primary Graduation Expectations:* Effective Communication & Cross-Cultural Understanding.

**52639 Introduction to Business** **0.5 Credit** **Grades 10-11**

This course is designed for students with developing English language skills. Students will learn about their own abilities, skills, and interests as they relate to possible future careers and/or further education. Jobs or careers that fit certain profiles and job-specific criteria (growth, salary, benefits, tasks, requirements, etc.) will be researched. Students will prepare a resume, cover letter and list of references; they will fill out job applications and practice interviewing skills. Students will learn that there are people and resources available to help them find jobs, and that there are particular practices in the U.S. that one uses to get and keep a job. Students will also learn about the US College system, typical requirements, and cost of attendance, as well as alternative post-secondary training opportunities. If time allows, basic personal financial literacy topics will be addressed. *Prerequisite:* ELP Level 2. *Primary Graduate Expectations:* Personal Development; Effective communication.

**52630 Workplace Internship (TIPS)** **0.5 Credit** **Grades 11-12**

This class is developed by and co-taught with the Lake Champlain Regional Chamber of Commerce. It is intended for juniors and seniors who are independent self-starters and want to explore a possible career interest in a real work environment. It offers students the completion of an internship with a local business while earning high school credit, and teaches important workplace skills and expectations. Students attend 20 hours pre-employment skills classes that include interactive assignments, site visits at local businesses, and classroom presentations by various guest speakers from within the business community. Students will then complete a 40-hour internship with a local business where they practice skills discussed and learned in the classroom. Students who successfully complete this class and its internship component are occasionally offered paid employment at their internship site (not a guarantee). *Primary Graduate Expectations:* Personal Development; Effective Communication.

**526261 Yearbook I** **1.0 Credit** **Grades 10-12**

This course is for the highly motivated student wishing to obtain marketable experience in print media publishing. Students will identify and report news-making events; incorporate journalistic forms, create eye-catching layouts, and use photography to document a year in the history of Burlington High School and our community in the annual publication of our yearbook,

*OREAD.* Students must be able to accept responsibility and work independently to meet deadlines. Documentation of events will require that staff members work after school and on weekends. Upon completion of the course students will be able to:

1. apply the basic principles of page design and layout
2. operate Adobe InDesign software
3. write copy for captions and text
4. shoot, select, and crop photographs for layout
5. work collaboratively to create a unified theme

Students who wish to enroll in Yearbook must submit a one-page writing sample to Ms. Skoglund answering the following question: *What is the role of the yearbook in a school community? What skills or strengths will you bring to the team?*

*Primary Graduate Expectations:* Effective Communication; Curiosity & Creativity.

**526262 Yearbook II**

**526263 Yearbook III**

**1.0 Credit**

**Grades 11-12**

Students in Yearbook II and III will build on the skills learned in Yearbook I. Students will also learn to edit copy, lead a team to produce articles in a timely fashion, generate new story ideas and feature articles, create slide shows for school events, create marketing campaigns to continue funding the publication's development, and assume responsibility and leadership for a certain component of the yearbook and publications. *Prerequisite:* Approval by Ms. Skoglund. Co-listed in Design Technology.

*Primary Graduate Expectations:* Effective Communication; Curiosity & Creativity.