

Business Advisory Committee Curriculum Discussion

CURRENT COURSES TAUGHT

Applied Communications

- Journal writing
- SSR logs
- Book Reviews
- Newspaper Articles
- E-mail postcards
- Advertising brochures
- How-to Manuals
- Technical writing with graphic design elements
- Poetry
- Business letters
- Media literacy

Information Technology

- Understand and use basic technology operations and concepts
- Use technology responsibly and ethically
- Use technology to communicate effectively and creatively
- Use technology for thinking, learning, and producing
- Use technology for research, problem solving, and decision-making

Business Law

- The student will be able to demonstrate the ability to understand and relate to his/her own life the legal system and how it works.
- Difference between criminal and civil law and how its affect them.
- Federal, state, and local courts systems
- Rights and responsibilities of citizenship
- Consumer protection laws
- Credit as it pertains to debtor and creditors.
- Contract law
- Insurance law as it pertains to:
- Tenant and landlord law

Computer Applications

- Word, Excel, Access, and PowerPoint applications
- Develop touch-keyboarding skills and techniques
- Manipulative parts of the software/hardware
- Formatting and proofreading copy
- Enter, edit, revise and print copy
- Import and download clipart and graphics

Microsoft Office Specialist Certification

- Complete MOS (Microsoft Office Specialist) core test for Word XP and Excel XP.
- Upon completion, students may pursue taking the certification test for an additional fee

Publications

- Write effectively under pressure
- Gather information independently and organize it effectively
- Desktop publishing equipment and software
- Interview
- Work with peers
- Feature story, reviews, editorial and viewpoints, columns, survey stories, sports stories
- Design elements

PROPOSED COURSES

Hospitality Administration/Management

Prepares individuals to serve as general managers and directors of hospitality operations. Includes instruction in principles of operations in the travel and tourism, hotel and lodging facilities, food services, and recreation facilities industries; hospitality marketing strategies; hospitality planning; management and coordination of franchise and unit operations; business management and coordination of franchise and unit operations; accounting and financial management; hospitality transportation and logistics; and hospitality industry policies and regulations.

Tourism Promotion Operations

Prepares individuals to perform marketing and sales operations connected with the promotion of tourism in public and private sector settings. Includes instruction in principles of marketing research and advertising, promotional campaign organization, media relations, and applicable technical and administrative skills.

Entrepreneurship

A course that generally prepares individuals to perform development, marketing and management functions associated with owning and operating a business. (90 or 180 hours)

Advertising

A course that focuses on the creation, execution, transmission, and evaluation of commercial messages in various media intended to promote and sell products, services, and brands; and that prepares individuals to function as advertising assistants, technicians, and managers. Includes instruction in advertising theory, marketing strategy, advertising design and production methods, campaign methods and techniques, media management, related principles of business management, and applicable technical and equipment skills.