

BUSINESS STUDIES

Eventually all students will encounter business in their daily lives and it is imperative that they be prepared to engage in business activity with confidence and competence. The Business Studies Department at Superior Heights offers a number of courses that will prepare students in understanding how business functions, the role it plays in our society, the opportunities it generates, the skills it requires, and the impact it can have on their own lives and on society, today and in the future.

In addition, business studies will help students build a strong foundation for those wishing to move on to further study and training in such areas as management, marketing, and accounting. It will also provide practical skills for those who wish to move directly into the workplace.

The following courses are available in the Business Studies program:

BTT10

Information and Communication Technology in Business, Grade 9, Open

This course introduces students to information and communication technology in a business environment and builds a foundation of digital literacy skills necessary for success in a technologically driven society. Students will develop word processing, spreadsheet, database, desktop publishing, presentation software, and website design skills. Throughout the course, there is an emphasis on digital literacy, effective electronic research and communication skills, and current issues related to the impact of information and communication technology.

Prerequisite: None

BBI20

Introduction to Business, Grade 10, Open

This course introduces students to the world of business. Students will develop an understanding of the functions of business, including accounting, marketing, information and communication technology, human resources, and production, and of the importance of ethics and social responsibility. This course builds a foundation for further studies in business and helps students develop the business knowledge and skills they will need in their everyday lives.

Prerequisite: None

BMI3C**Marketing: Goods, Services, Events, Grade 11, College**

This course introduces students to the fundamental concepts of product marketing, which includes the marketing of goods, services, and events. Students will examine how trends, issues, global economic changes, and information technology influence consumer buying habits. Students will engage in marketing research, develop marketing strategies, and produce a marketing plan for a product of their choice.

Prerequisite: None

BAF3M**Financial Accounting Fundamentals, Grade 11, University/College**

This course introduces students to the fundamental principles and procedures of accounting. Students will develop financial analysis and decision-making skills that will assist them in future studies and/or career opportunities in business. Students will acquire an understanding of accounting for a service and merchandising business, computerized accounting, financial analysis, and ethics and current issues in accounting.

Prerequisite: None

BAT4M**Financial Accounting Principles, Grade 12, University/College**

This course introduces students to advanced accounting principles that will prepare them for postsecondary studies in business. Students will learn about financial statements for various forms of business ownership and how these statements are interpreted in making business decisions. This course expands students' knowledge of sources of financing, further develops accounting methods for assets, and introduces accounting for partnerships and corporations.

Prerequisite: Financial Accounting Fundamentals, Grade 11, University/College Preparation