

Business Education - Winnetka Campus Offerings

ACCOUNTING

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| ✓ Year-long course | Topics Include: |
| ✓ Elective credit (2/2) | ○ Language of business through finances |
| ✓ Skills-based | ○ Preparing financial records |
| ✓ Individual/group work | ○ Current events, company analysis |
| ✓ 3 level only | |

BUSINESS LAW

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|-------------------------|-------------------------|
| ✓ Semester-long course | Topics Include: |
| ✓ Elective credit (1/2) | ○ Contracts |
| ✓ Project-based | ○ Intellectual property |
| ✓ Group work | ○ Class action lawsuits |

BUSINESS LEADERSHIP

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| ✓ Year-long course | Topics Include: |
| ✓ Elective credit (2/2) or
Consumer credit | ○ Communication |
| ✓ Discussion-based | ○ Leadership and decision-making |
| ✓ 3 level only | ○ Influence and negotiation |
| ✓ Open to grades 11-12 | |

ENTREPRENEURSHIP: STARTUP U

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| ✓ Year-long course | Topics Include: |
| ✓ Elective credit (2/2) | ○ Work in a team to develop a business idea |
| ✓ Project-based | ○ Test idea through MVP (minimum viable product) |
| ✓ Group work | ○ Learn from and work with business
professionals in the community |
| ✓ 3 level only | ○ Culminates with "Shark Tank"-like pitch |

INTRODUCTION TO BUSINESS

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| ✓ Year-long course | Topics Include: |
| ✓ Elective credit (2/2) or
Consumer Credit | ○ Introduction to several areas of business |
| ✓ Activity/project-based | ○ Current events |
| ✓ Individual/group work | ○ Competitive project incorporating service-learning |

INVESTING & CORPORATE FINANCE

- ✓ Semester-long course
- ✓ Skill/project-based
- ✓ Individual/group work

Topics Include:

- Investment simulator
- Analyzing, selecting stocks
- Building an investment portfolio

iOS APP DEVELOPMENT

- ✓ Year-long course
- ✓ Elective credit (2/2)
- ✓ Project-based
- ✓ Individual work

Topics Include:

- Coding apps
- Write your own app, post in Apple Store
- Mac/Apple-based

MARKETING & MERCHANDISING IN FASHION

- ✓ Semester-long course
- ✓ Elective credit (1/2)
- ✓ Project-based
- ✓ Group work

Topics Include:

- Business side of fashion
- Designers and trends, fashion week
- Collaboration with local organizations, ex: Sheridan Rd. Magazine, Old Orchard Mall

SPORTS MARKETING & MANAGEMENT

- ✓ Semester-long course
- ✓ Elective credit (1/2)
- ✓ Project-based
- ✓ Group work

Topics Include:

- Promotion in sports and entertainment
- Social media campaigns
- Local projects and partnerships, ex: Chicago Cubs, Winnetka Music Festival

WEB & MULTIMEDIA DEVELOPMENT 1/2

- ✓ Year-long courses
- ✓ Elective credit (2/2)
- ✓ Skill/project-based

Topics Include:

- Build websites and edit media
- HTML, CSS, Bootstrap
- Adobe Photoshop and Canva

PERSONAL FINANCE/ONLINE

- ✓ Semester-long course
- ✓ Consumer credit
- ✓ Skill/project-based
- ✓ Online open to grades 11-12

Topics Include:

- Managing your personal finances
- Buying a car and home
- Credit