

# Business Education



Accounting  
Business Law  
Business Leadership  
Personal Finance  
Personal Finance Online  
Entrepreneurship: Startup U  
Introduction to Business  
iOS App Development  
Investing and Corporate Finance  
Marketing and Merchandising in Fashion  
Sports Marketing and Management  
Web and Multimedia Development

## PHILOSOPHY

The New Trier Business Education Department believes our mission lies within preparing our students not just for a job or career, but equipping them with the tools to succeed in a competitive global economy. Business is a multidisciplinary field that provides a variety of opportunities for individuals to flourish. A strong business education not only enhances college and career prospects, but also cultivates responsible, informed, productive citizens. Our goal is to help students identify, develop, and refine their problem-solving, communication, collaboration, leadership and other human skills.

Our classes empower students with practical knowledge that can provide value, often immediately transcending the classroom. We have found that students from varied educational backgrounds often thrive in this inclusive and dynamic setting. We acknowledge that every student brings a unique set of strengths, talents and interests to our classroom. We foster a learning environment where engagement, individual effort, and grit are highly valued. Our program is designed to enable students to unlock and apply knowledge from their core academic subjects. We believe this is best achieved through hands-on learning, and projects derived from current, real-world issues.

***All courses in the Business Education Department with the exception of Personal Finance can be used to fulfill the graduation requirement for fine and/or practical arts/***

## BUSINESS EDUCATION COURSES

### Introduction to Business

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**OPEN TO FRESHMEN, SOPHOMORES, JUNIORS, AND SENIORS**  
**PREREQUISITE: NONE**

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This *year-long* course helps students develop an understanding of the business economy in which we live and work. Several areas of business are studied, including entrepreneurship, finance, marketing, management, economics, ethics, and international business. Other topics relevant to the student as a consumer are explored, such as investing, insurance, and taxes. This course provides students with the opportunity to hone their entrepreneurial skills through competitive events similar to those seen on The Apprentice® and Shark Tank®. Students will also have the opportunity to create, run, and operate their own business with a service learning opportunity included. *This course fulfills the graduation requirement for fine and/or practical arts or the state consumer education requirement but not both.*

### Accounting

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**OPEN TO SOPHOMORES, JUNIORS, AND SENIORS**  
**PREREQUISITE: NONE**

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Accounting is the language of business. Students interested in expanding their knowledge of business would benefit from this *year-long* course. Students will learn how a business records financial information and how professionals both within and outside the company use that information to make decisions. Sample topics include recording daily transactions, completing the accounting cycle, preparing financial statements, time value of money, inventory accounting, making large purchases, and debt vs. equity financing. This course is recommended for those students planning to pursue a career or college degree in business. ***This course does not fulfill the state consumer education requirement but does fulfill the graduation requirement for fine and/or practical arts.***

### Personal Finance

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**OPEN TO SOPHOMORES, JUNIORS, AND SENIORS**  
**PREREQUISITE: NONE**

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In this *one-semester* course, students acquire knowledge and skills that promote good personal finance habits and create an awareness of how to secure their financial future. Careers, budgeting, money management, taxes, credit, student loans, investments, housing and mortgages, transportation, insurance, and economics are just a few of the topics that students study in this course. *This course fulfills the state consumer education requirement.*

### Personal Finance Online

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**OPEN TO JUNIORS AND SENIORS**  
**PREREQUISITE: NONE**

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In this *one-semester* course, students acquire knowledge and skills that promote good personal finance habits and create an awareness of how to secure their financial future. Careers, budgeting, money management, taxes, credit, student loans, investments, housing and mortgages, transportation, insurance, and economics are just a few of the topics that students study in this course. This web-based, one-semester course offers students an alternative method of instruction. All assignments and quizzes are delivered via Canvas. The class meets one day per week during the early-bird time slot to introduce new concepts and answer any questions related to the previous activities. This course demands more self-sufficiency than the traditional classroom. A maximum of **two absences** is allowed for the course. Missing additional classes will result in no credit for the course. *This course fulfills the state consumer education requirement.*

## Entrepreneurship: Startup U

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**OPEN TO SOPHOMORES, JUNIORS, AND SENIORS**  
**PREREQUISITE: NONE**

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Do you want to start the next Gucci, Nike, Netflix, or Peleton company? Everyone has great ideas - but you may not know how to turn it into a business. Entrepreneurship: Startup U will teach you how to take your passion (dancing, cooking, sports, fashion) and turn it into a business. In this year-long course, students will leverage their skills - creativity, leadership, communication, problem solving - and work with a team to ideate, develop, and iterate a product or service startup. Entrepreneurship: Startup U functions as New Trier's own business incubator where real entrepreneurs and business experts serve as volunteer coaches and mentors, guiding student teams as they turn their ideas into a business. The course culminates with an opportunity to present your business idea at a pitch event. *This course **does not** fulfill the state consumer education requirement but **does** fulfill the graduation requirement for fine and/or practical arts.*

## Sports Marketing and Management

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**OPEN TO SOPHOMORES, JUNIORS, AND SENIORS**  
**PREREQUISITE: NONE**

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This *one-semester* course is designed for students interested in exploring the sports industry through the lens of marketing and management. Students will study fundamental marketing principles and topics such as marketing mix, branding, market research, sponsorships, endorsements, promotions, and social media as they apply to the sports world. New sports management curriculum will be introduced this year including: public relations, team management, facility and event management. Students will develop critical thinking and decision-making skills through the application of marketing principles to a variety of hands-on projects and partnerships with local and community businesses. In addition, students use an online simulation that allows them to own and operate a sports franchise. *This course **does not** fulfill the state consumer education requirement but **does** fulfill the graduation requirement for fine and/or practical arts.*

## Marketing and Merchandising in Fashion

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**OPEN TO SOPHOMORES, JUNIORS, AND SENIORS**  
**PREREQUISITE: NONE**

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This *one-semester* course is designed to provide students with knowledge of the various business functions in the fashion industry. Students in Fashion Marketing and Merchandising will gain a working knowledge of fashion movement, the retail segment, visual merchandising, branding, promotion, special events global fashion and career opportunities. This course includes hands-on projects and collaborations with various local businesses. *This course **does not** fulfill the state consumer education requirement but **does** fulfill the graduation requirement for fine and/or practical arts.*

## Investing and Corporate Finance

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**OPEN TO SOPHOMORES, JUNIORS, AND SENIORS**  
**PREREQUISITE: NONE**

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This *one-semester* course provides an introduction to investing and advanced financial management strategies. This course is tailored for students interested in being a more informed investor as well as those looking to explore college-level finance. Students will explore individual investing topics, including stocks, bonds, mutual funds, ETFs, retirement plans, and mortgages, with an emphasis on sound analysis, long-term thinking, and risk management. During the second half of the course, students will engage with corporate finance fundamentals, covering topics like investment banking, IPOs, mergers and acquisitions, dividend policy, SEC regulations, debt vs. equity, and finance-related career paths. *This course **no longer fulfills** the state consumer education requirement but continues to meet a semester of the fine and/or practical arts graduation requirement.*

## Business Law

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**OPEN TO SOPHOMORES, JUNIORS, AND SENIORS**  
**PREREQUISITE: NONE**

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This introductory *one-semester* course features many aspects of business law. Topics covered include the state and federal court system, contracts, intellectual property, class action, mediation and arbitration, product liability, purchase and sale of goods, and negotiable instruments. In this class, students will read and debate actual court cases related to these topics. Guest speakers and current news will add to the classroom experience. This class is recommended for students interested in studying business or law in college. *This course **does not** fulfill the state consumer education requirement but **does** fulfill the graduation requirement for fine and/or practical arts.*

## Business Leadership

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**OPEN TO JUNIORS AND SENIORS**

**PREREQUISITE: NONE**

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This *year-long* course cultivates leadership skills by immersing students into real-world, authentic experiences. Students frequently take on the role of a business management consultant, which prompts them to evaluate their business knowledge, skill set, and problem-solving approach. They will develop proficiency in oral, written, and electronic communication, as well as in collaboration and presentation. Key course concepts are organized into four primary categories: Self- & Social-Awareness, Wicked Thinking, Communication and Collaboration, and Ethical Decision Making and Problem-Solving Tools. Through hands-on projects and dynamic discussions, students synthesize concepts from texts, podcasts, and videos such as Adam Grant's *Give and Take*, Simon Sinek's *Start with Why*, and Dan Pink's *The Puzzle of Motivation*. Activities include analyzing communication channels, exploring motivation archetypes, and investigating multiple intelligences. This course is designed for all students interested in refining their leadership identity in any field, especially those considering a college path or career in business. *This course fulfills the graduation requirement for fine and/or practical arts or the state consumer education requirement but not both.*

## Web and Multimedia Development

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**OPEN TO FRESHMEN**

**PREREQUISITE: NONE**

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In this semester course, students explore the production techniques and software programs used to create commercial websites. Students receive hands-on training in page creation, site architecture, visual design principles, graphic production skills, and site automation strategies. Students become familiar with HTML code, Cascading Style Sheets, FTP, and an introduction to the Java Script and PHP scripting languages. Software used includes Adobe Photoshop and Adobe Dreamweaver. *This course fulfills the graduation requirement for fine and/or practical arts.*

## iOS App Development

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**OPEN TO SOPHOMORES, JUNIORS, AND SENIORS**

**PREREQUISITE: NONE**

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If you have ever dreamed of creating your own app for the iPhone or iPad, this *year-long* course will teach you how to create apps for iOS devices, including iPhones and iPads. Students will code using professional-level software in Apple's coding language, Swift. This class is designed to be friendly to beginners while also still challenging to students with previous coding experience. Throughout the year, students make ten or more fully functional iOS apps that can be loaded onto their own Apple devices for personal use, including the opportunity to build their own app ideas from scratch. *This course **does not** fulfill the state consumer education requirement but **does** fulfill the graduation requirement for fine and/or practical arts.*

# BUSINESS EDUCATION

## Course Classifications

Each course has a six-digit number. The fifth digit, “3” identifies the semester(s) the course is offered; full-year courses are assigned a “3” to represent both semesters. The sixth digit indicates the level. Students who want to take a course offered at the Winnetka campus for major credit may complete the Contract for Business Education Major form during the first two weeks of the semester.

### Northfield Campus

Intro to Business	N170138
Web/Multimedia Development	N163338

### Winnetka Campus

Intro to Business	W170138
Investing and Corporate Finance	W171208
Investing and Corporate Finance	W171209
Accounting	W172239
Personal Finance	W173408
Personal Finance Online	W17E408
Business Leadership	W174339
Sports Marketing and Management	W175408
Sports Marketing and Management	W175409
Mktg/Merch in Fashion	W176308
Business Law	W177308
Entrepreneurship: Startup U	W177239
iOS App Development	W167239

The following courses fulfill the state consumer education requirement.

Intro to Business (Fr.)	N170138
Intro to Business	W170138
Personal Finance	W173408
Personal Finance Online	W17E408
Business Leadership	W174339