

# LAKE FOREST BUSINESS EDUCATION DEPT.

QUARTERLY NEWSLETTER "Your Future Depends On it. Your Career Demands it."

ISSUE 1



## Business Education Mission Statement

To provide educational opportunities for the entire student population, the department will offer courses which will develop business, legal, and technological skills and knowledge commensurate with needs identified in the present and the future job market. The department will also prepare students for post-secondary studies in the area of business. In addition, the courses will develop an awareness of career opportunities in the business world, develop responsible consumer and economic behavior, and provide students with a technological foundation. Students enrolled in Business Education courses will have a basis for further study and preparation for entering a technology-oriented market.

## NEW TECHNOLOGY

Luke Streppa and Conor Hanrahan working on new technology that was given to the Business Education Department through a Federal Perkins Grant. This Apple computer allows students to use state of the art video editing software.

## UPCOMING EVENTS

**FIELD TRIP-  
PRESENTED BY THE  
CHICAGO BULLS ON  
11/3/09**

The Chicago Bulls Marketing and Management Staff have teamed up with area schools to give a presentation to the students on daily operations of the organization as well as marketing techniques. The students will then be able to stay for the game after.

# What Is Going on In Business Education Courses?

Introduction to Business: LaScala and Matheson

The students are forming their own corporations and performing Marketing Research on what products to sell. They are also creating a Business Plan for their potential investors which includes a in-depth Executive Summary, Product Summary, Marketing Plan and Financial Forecasts. They will present these plans to their investors. They have elected a Board of Directors for their corporations based on student speeches.

Business Technology: Matheson

Students are becoming efficient at Microsoft Word 2007. They are creating Business related Excel spreadsheets. They are creating sample Income Statements by using real life Business simulations.

Accounting: Forgette

We are now beginning the 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> steps of the 9 step accounting cycle where students create the Trial Balance, Work Sheet and Financial Statements. Each student in the class has also just purchased the Forbes Special Issue of the 400 Richest People in America. As we continue learning the entire accounting cycle, we will be dissecting the entire issue over the next several weeks learning how wealth is created and analyzing related companies' financial statements.

Consumer Education: Forgette

We have finished studying taxes rates, income tax forms and taxing concepts. They were shocked at how much a tax payer has to pay. Other hands in their pockets are those who are trying to defraud them out of their money and other property. Multiple tricks, cons and swindles including Bernie Madoff were studied to their amusement. Now, students are just finishing a two and a half week checking account project where they learned what hassle life can be keeping track of your money as well as how you can get into trouble not keeping track of your money.

Law Honors: Pulio

In my Law Honors class we are doing a court simulation of a legal case from Illinois called Wardlow vs. Illinois. Students are learning about their rights in terms of being searched by a police officer and are writing oral arguments to defend Mr. Wardlow against an illegal search. This case actually occurred in Chicago and was appealed all the way up to the U.S. Supreme court.



## Business Education Instructors

Phil LaScala  
Joe Pulio  
Steve Forgette  
Jim Matheson

## Recent News

Introduction to Business  
took a Field Trip to the  
Board of Trade and the  
Federal Reserve in Chicago.

## Business Education Department

### Students of the Month

#### October

Jack Hermes

Tori Lanzillotti

Jack Hermes

#### November

Anthony Reinert



UM

## Business Education Courses

### **ACCOUNTING HONORS – 1 Unit of credit**

*Prerequisite:* None

**Junior, Senior**

This two-semester course is designed to give the student a rigorous curriculum in accounting along with many of its applications in personal finance, personal investing (stocks and real estate) and business finance. The course, which uses a college text and replicates the first year of college accounting, can help direct students in their post-secondary education choices. Students will study the basic accounting cycle, sole proprietorship accounting, February 6, 2008 4:52 PM a merchandising corporation, and accounting for special procedures such as plant assets, depreciation and inventories. This course requires a much greater in-depth study of accounting than the one semester Computerized Accounting course and is far more demanding in both subject content and work load.

### **BUSINESS PRINCIPLES AND MANAGEMENT — 1/2 Unit of credit**      **Juniors, Seniors**

*Prerequisite:* None

This semester course is designed to give students an understanding of the fundamentals and foundations of business and will prepare students for post-secondary studies and careers in the area of business. Students will gain an understanding of the structure of American business and will be exposed to several of the foundations of business including management, production, human relations, labor-management relations, marketing and finance. Students will take part in a labor-relations simulation and be introduced to the concept of entrepreneurship and the creation of a business plan. There will be heavy emphasis on group work and class discussion. This course utilizes simulations, videos and guest speakers.

### **COMPUTERIZED ACCOUNTING 1 — 1/2 Unit of credit**      **Juniors, Seniors**

*Prerequisite:* None

This semester course provides students with a basic foundation of accounting theory. This is meant as a beginning course in which students will learn both the theory and function of a basic computerized accounting system. The computerized accounting system used in this course is a comprehensive accounting package that rivals many commercial accounting packages used in business today and helps establish an accounting foundation that will be used as a basis for further study and preparation for entering a technology-oriented market.

### **WEB PUBLISHING 1 — 1/2 Unit of credit**      **Freshmen, Sophomores, Juniors, Seniors**

*Prerequisite:* None

This semester course introduces the Hyper Text Markup Language (HTML), which is the basic programming language for websites. Students will develop an understanding of how the web operates and how it is designed. Students engage in strategic site analysis to determine marketing objectives. Students will then design web pages using essential HTML tags. Students will employ imaging techniques, tables and frames to organize and display materials in a clear and attractive format. Dynamic elements will be introduced.



NT.

**Course Name  
Change**

**Introduction to  
Business**

**Will be changed to**

**Business  
Entrepreneurship**

**CONSUMER EDUCATION — 1/2 Unit of credit      Sophomores, Juniors, Seniors**

*Prerequisite: None*

To enhance consumer competency, this semester course addresses four topics of concern to all individuals: decision making, financial management, resource management and the economy. Areas of study include decision making, consumer action, advertising, earning and managing income, money and banking, savings and investing, consumer credit, life and health insurance, transportation, housing, taxes and our economic system. This course will provide the tools and skills necessary to function as a responsible consumer citizen. The course fulfills the Consumer Education requirement.

**BUSINESS ENTREPRENEURSHIP/INTRODUCTION TO BUSINESS —1/2 Unit of credit**

**Freshmen, Sophomores, Juniors**

*Prerequisite: None* This semester course provides students with a broad understanding of stock market investments, knowledge of how a business operates and the skills required to successfully create and manage an organization.

Emphasis throughout the first six to nine weeks will focus on the stock market with students participating in a stock market project. The second nine weeks of the course will provide students with an actual business workshop where they will administer a business, apply for a company charter, elect officers, issue stock and conduct daily business activities. Consultants from local businesses will assist students in the development of their business organization throughout the semester.

**FASHION MERCHANDISING —1/2 Unit of credit Sophomores, Juniors, Seniors**

*Prerequisite: None*

This semester course is designed to provide fundamental knowledge of the fashion field as a foundation for post secondary study and fashion careers. This course covers the nature of the fashion field and how it operates—from the development of fibers and fabrics to the production and marketing of apparel and accessories. Units of study include creating and marketing fashion, predicting the direction of fashion, exposure to different types of apparel, fashion retailing, fashion promotion and careers in the fashion field. This class utilizes case studies, videos and outside speakers, as well as field experience activities

**LAW 1 — 1/2 Unit of credit      Juniors, Seniors**

*Prerequisite: None* This is an introductory semester course in law which is designed to give students a better understanding of our legal system. Major emphasis will be the study of constitutional and criminal law. Topics studied will include the rights of an accused person after arrest, search and seizure and student rights. The study of criminal law will entail using a combination of the textbook and the Illinois Statutes. This combination will provide the students with a better understanding of the different kind of crimes in Illinois and how criminal law process works in Illinois. **This course fulfills the Consumer Education requirement.**

**LAW-H — 1 Unit of credit      Juniors, Seniors**

*Prerequisite: Instructional Director recommendation* This two-semester course is a demanding introduction for the student to our legal system. The major emphasis of this course will be in four areas: constitutional law, civil law, criminal law and consumer law. Constitutional law will be taught using case law. Topics studied will include the rights of an accused person after arrest, search and seizure and student rights. The study of criminal law will utilize a combination of the textbook and Illinois Statutes. This will provide students with a better understanding of the different kinds of crimes in Illinois and how the criminal law process works. Other areas of study will be the federal and state court systems, as well as the trial process in the U. S. This course fulfills the **Consumer Education requirement**

**MARKETING PRINCIPLES AND PRACTICES — 1/2 Unit of credit      Sophomores, Juniors, Seniors**

*Prerequisite: None*

This semester course will cover the principles and practices of marketing and will prepare students for post-secondary studies and careers in the area of marketing or business. Areas of study will include the functions of marketing, market segmentation, market research, product development, pricing, channels of distribution, promotion and advertising and managing the marketing mix. This class utilizes case studies, videos and outside speakers, as well as field experience activities. There is heavy emphasis on teamwork and real life marketing scenarios.

