



# COURSE DESCRIPTIONS

*Students must complete a minimum of four classes to graduate from the Academy of Finance*

## **PRINCIPLES OF FINANCE – 1<sup>st</sup> Semester Freshman Year**

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This is the first course students take in the Academy of Finance and introduces students to the financial world. Students develop financial literacy as they learn about the function of finance in society. They study income and wealth; examine financial institutions; learn how businesses raise capital; and study key investment-related terms and concepts. They also research how innovations have changed the financial services field. Finally, students explore careers that exist in finance today.

## **CAREER AND FINANCIAL MANAGEMENT – 2<sup>nd</sup> Semester Freshman Year**

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This course is required for students in all NYSED-Approved CTE Programs. The Career and Financial Management course stresses the effective management of personal, time, and financial resources in student's futures. Career planning and job searches are integrated with developing the skills employers want. Topics will include interview techniques for college and career, writing a strong resume and college/employment application preparation. Students will learn how to develop financial responsibility and preparation for their future. Personal budgets, checking and savings accounts, other banking and credit are enhanced by the use of personal computers.

## **PRINCIPLES OF ACCOUNTING – 1<sup>st</sup> Semester Sophomore Year**

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This course provides students with an understanding of the accounting process and how it facilitates decision making by providing data and information to internal and external stakeholders. Students learn that accounting is an integral part of all business activities. They learn how to apply technology to accounting by creating formulas and inputting data into spreadsheets. Students also examine career opportunities and the professional certifications and designations earned by individuals in the accounting profession.

## **MANAGERIAL ACCOUNTING – 2<sup>nd</sup> Semester Sophomore Year**

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This course introduces the fundamentals of management accounting, including manufacturing and cost accounting, budgeting, accounting for managerial decision-making, and financial statement analysis. Students learn how to use accounting information for internal decision-making and planning and control. Regardless of the career path they choose, this course gives students the financial acumen necessary to make informed personal and business decisions.



# COURSE DESCRIPTIONS

## **FINANCIAL PLANNING – 1<sup>st</sup> Semester Junior Year**

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This course provides students with an overview of the job of a financial planner. Students learn to consider how all aspects of financial planning might affect a potential client, and learn about the importance of financial planning in helping people reach their life goals. This course includes lessons on saving, borrowing, credit, and all types of insurance, and covers various types of investments. Students also examine careers in financial planning.

***Students may enroll with the Early College Experience at Westchester Community College to receive 3 college credits in Personal Finance at a discounted price.***

## **MARKETING – 2<sup>nd</sup> Semester Junior Year**

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Marketing introduces students to the objectives, strategies, and tools that are important to marketing in the business world. This course exposes students to the wide range of marketing options that all marketing managers and business owners consider as they create marketing plans. Students become familiar with each phase of marketing and with strategies to build business and brand equity, for both large-scale operations and smaller businesses. They learn how to assess marketing niches, understand customer and consumer needs, and conduct basic market research. As students study the benefits and potential drawbacks of various marketing channels, they develop an integrated marketing campaign that uses a range of appropriate marketing channels. Finally, this course explores career opportunities in the field of marketing.

## **ENTREPRENEURSHIP – 1<sup>st</sup> Semester Senior Year**

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This course introduces students to the critical role entrepreneurs play in the national and global economy. Students learn the skills, attitudes, characteristics, and techniques necessary to become successful entrepreneurs. They explore starting a business and learn about the operational issues and financial risks that new businesses face. Students examine ethical issues and develop a framework for managing them. Finally, students identify the risks, returns, and other aspects of entrepreneurship as a potential career.

***Students may enroll with the Early College Experience at Westchester Community College to receive 3 college credits in Entrepreneurship at a discounted price.***

## **BUSINESS IN A GLOBAL ECONOMY – 2<sup>nd</sup> Semester Senior Year**

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This course provides students with an understanding of how and why businesses choose to expand their operations into other countries. This course exposes students to the unique challenges facing firms doing business internationally, and to the potential opportunities available to those businesses. Building on concepts introduced in Principles of Finance, Business in a Global Economy broadens students' understanding of how businesses operate, grow, and thrive in our ever-changing world.