

# ACADEMY INC.



McVey Innovative Learning Center



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## COURSES:

- **Customer Service & Sales**
- **Personal Finance**
- **21<sup>st</sup> Century Workplace Skills**
- **Principles of Business**

## ABOUT

Academy INC. is a two year Business and Marketing program housed at the ILC. It offers students College Credit opportunities, in addition to unique hands-on learning opportunities, through a personalized, innovative lab experience.

Transportation to and from the home high school is provided. Students will attend the ILC for a 2 period block and will return to take the rest of their courses at their home school.

## AUTHENTIC LEARNING EXPERIENCES

- **Accounting Career Day at The Ohio State University**
- **Madison County College Fair**
- **BPA Career Day at Ohio State**
- **BPA Career Day with Blue Jackets**
- **Volunteer at JA BizTown with Hilliard Elementary Schools**

## EARN COLLEGE CREDIT

Opportunity to earn up to  
**12 transcribed college  
credit hours**

**COLUMBUS STATE**  
COMMUNITY COLLEGE

## BPA MEMBERSHIP

Opportunity to participate in  
**Business Professionals of America,**  
which includes competitive events  
related to business topics



## CAREER READINESS

Learn about topics that directly  
align to industry and have the  
opportunity to intern during Year 2,  
second semester

## COLLEGE READINESS

Experience being enrolled in  
college courses and gain skills and  
knowledge to be successful  
after graduation

## QUESTIONS?

Contact Mrs. Killoran  
Lauren\_Killoran@hboe.org or

# ACADEMY INC. COURSE DESCRIPTIONS

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## YEAR 1

### **1<sup>st</sup> Semester: Customer Service & Sales**

*High School: 1 Credit*

*College: 3 Credit Hours, MKTG 1230, Articulated/ CSCC*

**Course Description:** MKTG 1230 provides an introduction to the sales process and the key role that sales activities play in any consumer or commercial business endeavor. Students learn the basic components of selling including understanding customer psychology and building customer relationships. This course also emphasizes the importance of issues facing customer service providers and customer service managers in business. A special emphasis is placed on the mastery of specific skills and analyzing customer attitudes and behaviors to determine the tasks required to deliver excellent customer service.

*\*During this course, students wishing to receive College Credit Plus for the 3 proceeding courses will be tested for "College Readiness" during class. Students must test "College Ready" on Columbus State Placement Test to be eligible to receive College Credit Plus. If students do not test "College Ready," students may still take the class, but are not able to receive College Credit.*

### **2<sup>nd</sup> Semester: Personal Finance** (also fulfills the Financial Literacy requirement for High School)

*High School: 1 Credit*

*College: 3 Credit Hours, FMGT 1101, College Credit Plus*

**Course Description:** This course presents a lifetime program of money management for the individual. Topics such as budgets, savings, job search, buying a house, insurance, mutual funds, stock market, real estate investments, taxes, and estate planning are uncovered. Students will be able to write a basic financial plan.

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## YEAR 2

### **1<sup>st</sup> Semester: 21st Century Workplace Skills**

*High School: 1 Credit*

*College Credit: 3 Credit Hours, BMGT 1008, College Credit Plus*

**Course Description:** Students learn contemporary skills needed to effectively compete in a rapidly changing global workplace environment. A survey of interpersonal communication, conflict resolution, teamwork, problem solving, ethics, professional development, and leadership is included.

### **2<sup>nd</sup> Semester: Principles of Business**

*High School: 1 Credit*

*College Credit: 3 Credit Hours, BMGT 1101, College Credit Plus*

**Course Description:** This course provides an overview of the various functions and activities of business enterprises. Marketing, human resources, accounting, finance, and operations are examined. Additionally, the topics of globalization and economics are covered. Students will learn important business terms and concepts.

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## LAB EXPERIENCES – INCLUDED IN ALL 4 COURSES

Students will participate in a variety of lab experiences throughout all 4 courses. They will participate in Individual Business Experiences where they will complete a research project, improvement/proposal plan and an entrepreneurship experience that is completely student led. Students will also collaborate to gain hands on experience in a student led business. There will be a variety of field trips, guest speakers, and the opportunity to participate in BPA, a co-curricular organization. During Year 2, students will complete informational interviews, job shadowing and an internship experience.