

# **YONKERS**

## **MIDDLE HIGH SCHOOL**



**CAREER & TECHNICAL  
EDUCATION PROGRAMS**



# INTRO TO WEB DESIGN

## PROGRAM OVERVIEW

Web design is the planning and creation of websites. This includes a number of separate skills that all fall under the umbrella of web design. Some examples of these skills are information architecture, user interface, site structure, navigation, layout, colors, fonts, and overall imagery.

ARTICULATION AGREEMENTS: N/A  
MAGNET EXIT PROJECT: Final Exam

## TECHNICAL SKILLS

Use of multi-media sites. Understanding of a multitude of design, text-based applications and software.

## CAREER OPPORTUNITIES

IT Designer, programmer and technical support.

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# CAREER AND FINANCIAL MANAGEMENT

## PROGRAM OVERVIEW

Students will gain knowledge to assess their skills, values, needs and lifestyles enabling them to discover paths they may take in their future. Students will investigate and evaluate possible paths as they transition from high school to postsecondary education and careers. Students completely operate the school store.

ARTICULATION AGREEMENTS: N/A

MAGNET EXIT PROJECT: Successful operation of the school store, including: ordering, fiscal management, inventory, and sales

## TECHNICAL SKILLS

Students are provided with basic financial concepts, job placement, money management skills, introduction to taxes, and insurance skills.

## CAREER OPPORTUNITIES

Entry level banking, insurance, and retail.

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# IB BUSINESS MANAGEMENT

## PROGRAM OVERVIEW

The business management course is designed to develop students' knowledge and understanding of business management theories, as well as their ability to apply a range of tools and techniques. Emphasis is placed on strategic decision-making and the operational business functions of human resource management, finance and accounts, marketing and operations management. Through the exploration of six concepts underpinning the subject (change, culture, ethics, globalization, innovation and strategy), the course allows students to develop their understanding of interdisciplinary concepts from a business management perspective.

## ARTICULATION AGREEMENTS:

International Baccalaureate Organization (IBO)

**MAGNET EXIT PROJECT:** Internal Assessment and Extended Essay

## TECHNICAL SKILLS

Students will explore and describe a social enterprise, that includes understanding the human and potential organizational challenges facing an entrepreneur. Students will apply appropriate business management tools and theories to a real organizational issue or problem using conceptual lens.

## CAREER OPPORTUNITIES

Entrepreneurship – sole or partnership, employment within a domestic or international corporation.

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# PRINCIPLES OF MARKETING

## PROGRAM OVERVIEW

Principles of marketing is the precursor to Virtual Enterprise. This class prepares students for successful futures by transforming classes into companies and bridging the divide between the classroom and the working world. The class embraces hands-on-learning and interactive simulations; thereby, enabling the students to actively engage and explore various types of businesses.

**ARTICULATION AGREEMENTS:** Virtual Enterprises International, Mt. St. Vincent's, SUNY Farmingdale and LIU

**MAGNET EXIT PROJECT:** Business and Marketing Plan

## TECHNICAL SKILLS

Leadership, marketing, entrepreneurship, financial, product development, sales, and technology: spreadsheets, word processing, presentation software function-specific technology (e.g., InDesign, QuickBooks, and more)

## CAREER OPPORTUNITIES

Marketing, sales, product development, managerial positions, banking, accounting & finance

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# FINANCIAL MATH

## PROGRAM OVERVIEW

Money management, borrowing – credit use and abuse, earning power, investing money, financial services and insurance.

## ARTICULATION AGREEMENTS:

NEFE- National Endowment for Financial Education

MAGNET EXIT PROJECT: Interactive evaluation

## TECHNICAL SKILLS

Financial knowledge and skills, financial policy skills

## CAREER OPPORTUNITIES

Financial Planner, Accounting, Financial Services

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# BUSINESS LAW

## PROGRAM OVERVIEW

Business Law is course is designed to provide students with a solid foundation in understanding the legal issues related to topics of business law and personal law. Areas of study will include how laws were formed, procedures in civil and criminal cases, making contracts, terminating contracts, responsibilities of minors, being a consumer, purchasing power, purchasing insurance, personal and real property rights, starting a business and leadership skills.

ARTICULATION AGREEMENTS: N/A

MAGNET EXIT PROJECT: Capstone Project

## TECHNICAL SKILLS

Understand law and discuss its important function. Analyze the most common torts and the basic elements of each. Describe a valid contract and its elements. Explain the qualities of contracts. Describe the methods by which offers are terminated. Contrast oral and written contracts. Discuss and explain the termination of contracts. Explain the rights and duties of minors as individuals, students, and drivers. Identify the rights and duties of adults as parents and guardians. Examine the importance of the juvenile court system. Analyze the rights and obligations in borrowing money and using credit. Discuss negotiable instruments. Explain and discuss employer-employee relations.

## CAREER OPPORTUNITIES

Paralegal, Employee Relations, Human Resources, Compliance Officer, Financial Analyst, Actuary

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