BUSINESS ACADEMY

College credits earned: up to 21.0 college credits available based on student career interest and goals

Why College Credit in High School?
… Find your passion
… Get a head start
… Experience college-level expectations with rock star teachers
… Earn free college credit
… Why not!

Experience
Determine if you’re a born marketer or if management is more your style.

Outcome
Some of the most popular college majors are in business-related fields. This academy will give you a jump start to determine which of the areas best matches your future goals.

Career Focus
Management, marketing or business-related majors add value and prepare you for a variety of flexible career opportunities in our region.

The Kirkwood Business Academy prepares students for associates, bachelors and graduate degrees. Examples of college majors include, but are not limited to: business, management, marketing or related field. If you’re planning to transfer to a four-year college or university after attending Kirkwood, specific transfer information can be found at www.kirkwood.edu/fouryeartransfer

Iowa Average Salaries in Business Related Fields
Manager: $50,000-$100,000 depending on field
Marketing Manager: $60,000-$80,000
More info can be found at: www.bls.gov

College credit courses included in this academy experience:

SPRING

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<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>CSC-110</td>
<td>Introduction to Computers</td>
<td>3</td>
</tr>
<tr>
<td>ECN-120</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>FIN-121</td>
<td>Personal Finance</td>
<td>3</td>
</tr>
<tr>
<td>MKT-140</td>
<td>Principles of Selling</td>
<td>3</td>
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Sapilarizes the student with business, personal and industrial uses of microcomputers. Broad-based overview of microcomputer topics is presented; concepts of storage media, file organization and data representation are also presented. The fundamentals of computer problem solving and programming are discussed.

Introduces principles of the economizing problem with emphasis on national income accounting, the business cycle, money and banking, fiscal and monetary theory, policy and economic growth, Recommended for students pursuing a baccalaureate degree.

Provides a comprehensive examination of the concepts and principles of personal finance and offers solid strategies for successful management and planning. Students learn planning, analyzing and controlling financial resources, and develop the knowledge and skills necessary to take advantage of favorable financial opportunities, resolve personal financial problems, achieve self-satisfaction and strive towards financial security.

Provides basic skills needed to sell goods and services in a marketing economic system. Students learn about careers in selling, buyer behavior, product knowledge and selling concepts. Emphasis is on problem solving.

FALL

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<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUS-102</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>MGT-145</td>
<td>Human Relations in Management</td>
<td>3</td>
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Focuses on American and global business and introduces the student to each primary facet of operating business. This course will help the student understand economic, social and political influences that affect business success.

Emphasizes the importance of proper attitudes towards self, others and organization values. Stresses the development of a good self-concept and the relationship this has to energy levels, emotions, verbal and nonverbal communication. Prepares students how to deal with conflict and how to be a productive member of a work group.
Business Academy

Need to Know…
• Students receive credit from their high school and college credit from Kirkwood. The high school district pays the college tuition.
• The grade earned in this course is reflected on the student’s official college transcript. Students not planning to attend Kirkwood after high school graduation should plan to include this transcript as part of the application process to other colleges or universities. www.kirkwood.edu/transcript
• As part of earning college credit for this academy, students must complete an online application to Kirkwood Community College, and must provide a social security number as part of the secure online college application process to create the official student record.

How to Get Started
• Talk to your parents and your guidance counselor.
• Go to www.kirkwood.edu/apply and click Earn College Credit in High School.