

INTRODUCTORY BUSINESS & COMPUTER APPLICATIONS

ZDR Academy of Yeshiva Rambam



This class will serve as an introductory course for students, providing an overview of the many components of business. Students will be exposed to concepts in the following domains, among others:

Computer Applications

- Microsoft Office applications – Microsoft Word, Microsoft Excel, and Microsoft PowerPoint.
- Students will also gain some exposure into web design, learning about HTML coding.
- Adobe Photoshop

Finance

- Investing in the stock market, and the principals of diversification – Stock Market Game
- Personal finance and money management
- Corporate finance
- Taxation
- Accounting Principles

Marketing

- Principles of marketing
- Advertising
- Public Relations
- Marketing Research
- Consumer Behavior
- Pricing Strategies

Entrepreneurship & Management

- Starting your own business
- Forms of ownership and business structures
- New product innovation
- Creating a business plan
- Management principles & techniques

Exploring Interests & Career Opportunities

- Exploring career fields
- Exploring personality types and interests
- Resume and cover letter writing

The Global Marketplace

- Economic systems and trends
- Current events
- Supply and demand
- Business cycle