

Santa Rosa Business Academy

Instructed by John Silang

Room 5106

Business I (Foundations of Business): Articulated through MSJC course BADM 103. This course offers students a view of various different business components including business environment, business ownership, management and organization, human resources, marketing, and information, accounting, and finance. Students will learn about career options in the diverse world of business.

Business II (Business Communications): Articulated through MSJC course BADM 104. Students will work and apply skills through the Ranger Station (student store). They will learn how to communicate verbally and through written messaging in order to convey a specific message to a specific audience. They will learn how to create reports and presentations to communicate with coworkers in the business world. Students will learn steps in seeking employment and how to stand out when applying for any job.

Business III (Small Business Management): Articulated through MSJC course BADM 150. Students will learn how to create and management a business. Students will take business idea and develop it by creating an extensive business plan and marketing plan. They will understand and apply the 4 P's of marketing: product, price, place, and promotion. They will learn what it takes to start a business including financial resources, a stable supply chain, advertising, etc. They will apply knowledge learned through managing Ranger Station operations.

Business IV (Financial Literacy): Students will complete Dave Ramsey's Foundations in Personal Finance workbook. They will learn lessons such as how to handle debt, budgeting, savings, insurance, investing, and life after high school. Students will complete their Capstone project or a 60 hour internship in order to graduate

Future Business Leaders of America (FBLA): A club offered to all high school students that provides business knowledge and allows student to compete up to a national level on subjects such as animation, accounting, banking, law, entrepreneurship, and marketing. Students will receive discount and scholarship opportunities with the ability to receive awards, which can build one's resumé. Develop a network of business-oriented peers and mentors for high school and beyond.

