

# Course Descriptions

## *Burnaby Central*

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### **APPLIED DESIGN, SKILLS & TECHNOLOGIES**

### **BUSINESS TECHNOLOGY**

#### **Business Technology 8**

This course brings business and computers together. Be introduced to some exciting business concepts like marketing, entrepreneurship and much more. All courses in school require computer generated reports and presentations, you will learn life-long skills that you will use in school, at work, or in your personal life. Learn to type properly and improve your speed and accuracy.

Learn to use the Microsoft Office 365 Package which is provided to each student free of charge to use at school and home. We will cover the Digital Literacy portion of the curriculum as we learn to protect your online presence as we discuss cyber bullying, viruses, online scams and how to manage your digital tattoo.

#### **Entrepreneurship & Marketing 9**

This course is incorporated with the popular grade 10 course. If you are interested in learning what business is all about, then this is your next stop. You will learn aspects of a wide variety of business topics including accounting, finance, economics, marketing, investing, money management, and much more. Just like the grade 10's you may have a chance to start your own business competing with other teams to sell products or services in the school and enjoy the profits too! This class is a great starting point to all other business courses at Central.

#### **Information & Communication Technologies 9**

This course is one of the most useful classes that you will ever take. Using the Microsoft Office suite of products, you will learn very important computer skills including word processing (format a report for English), spreadsheets (make a graph for Science), and presentation programs (for all your classes). You will develop proper keyboarding skills.

Become aware of security threats such as viruses, spyware, cyber bullying, and how to keep you and your family safe. You may also try out Photoshop, website creation, programming, music editing, or more.

## **Entrepreneurship & Marketing 10**

Business is all around you. Everyone needs to learn about how money and the excitement of the business world is pervasive in all aspects of life. Like many others, you may also find that your passions lie in the field of business. Everyone needs to learn basic accounting, finance, economics, marketing, investing, and money management. You may also have a chance to start your own business competing with other teams to sell products or services in the school and enjoy the profits too!

## **Computer Studies 10**

### **Digital Communications 11**

This exciting, hands-on course will help you learn how to effectively use the computer as a problem-solving tool. Building on the skills from prior computer experiences, learn to energize your assignments with computer graphics and presentation software. We utilize the Office 365 suite of programs including Word, Excel spreadsheets, and much more. You will learn about Entrepreneurship, Finance and budgeting as well as Marketing in this course. You may also learn advanced topics such as basic website design, video editing, alternative presentation types, and much more.

## **Accounting 11**

This is knowledge that everyone needs in life. Do you want to own or work in a small business? This course is highly recommended for students who want to become a professional (accountant, doctor, lawyer, business person) and learn what is required to look after your own business. Learn the fundamentals of accounting and the techniques of solving financial problems. Projects include applying accounting principles to a business such as the school store or an external business such as Roger's Arena.

## **Computer Programming 11**

Students can choose their learning to suit their styles and can investigate a variety of programming languages including JavaScript, Python, C++, Java and much more. Some students also have the chance to try Unity, Flash, Blender and other advanced computer programs. Students work independently or in small groups to learn and understand the code and ultimately will amend and enhance their code and investigate more advanced topics.

## **Marketing & Promotion 11**

This is a practical, activity-based course that provides a framework for creative application for retailing concepts. Topics include retail marketing, consumer research, store operations, retail selling, promotion and advertising. Students are responsible for operating the school store and will design and produce Central merchandise such as clothing (hoodies, sweats, T-shirts, bags and more) as well as bringing new items into the store.

## **Media Design 11**

This is a fun and very creative class. Using advanced video editing software (Adobe Premiere), learn to create your own videos incorporating camera tricks and customized video effects and transitions. Emphasis is on starting with an idea, developing a proposal and script, filming, and editing the video by adding sound & music. More advanced students may be able to try out advanced special effects using Adobe After Effects. Final project will be to create your own short movie. We will also investigate basic web design and Flash animations.

## **Tourism 11 & 12**

This is a comprehensive introduction to a fast-paced, rapidly changing, and extremely diversified industry. Core elements are designed to encourage students to apply and refine a wide range of skills and knowledge. This course will provide students with both transferrable and employability skills and a foundation for workplace training in the five sectors of the tourism industry.

## **Applications of Leadership 11: Technology**

Designed for students considering engineering, programming, graphic design or any post-secondary studies utilizing computers. This self-directed course is designed for those students who want to work on high-end, integrated computer projects. These projects can include 3D modeling, Photoshop, video and sound editing, and programming (Java, Python, or whatever language that your program will be studying). You are responsible for creating your own learning plan. Students must be self-motivated and able to complete individual projects.

## **E-Commerce 12 (Marketing 12)**

E-Commerce 12 is a study of national and international marketing and advanced topics of e-commerce. Topics include marketing research, product planning, product enhancement, sales promotion and advertising including the design and production of Wildcat clothing and merchandise. Students will be actively involved in the daily operation of the school store. Those who have taken Marketing 11 are prime candidates to be store managers and all grade 12s are eligible for one of the marketing scholarships.

## **Economics 12**

With what's gone on in the US and here in Canada, economic concepts are more important than ever and is a must for any student whether they go to business school or any career. To excel in today's business world, you must have a good understanding of how economics governs our lives. Topics include supply and demand, production/distribution, labour, role of government, international trade, decision making in business. Students may apply these topics in activities that include discussion of current events, entrepreneurial games, the stock market game, projects, debates, and global studies. This course can be used for university GPA calculations and open to younger grades.

## **Entrepreneurship 12**

Are you interested in starting your own business? Would you like to make some money? Entrepreneurs come in all shapes and sizes and this course will start you on your way. You can look into areas such as investing, starting a business, becoming an entrepreneur in a company. We can look at existing successful entrepreneurs and look at all the many areas where we can make our own mark. This project-based course has so many possibilities. Let's have some fun and make some profit!

## **Financial Accounting 12**

A must if you are planning to go to business school. This course is intended for students who wish to pursue post-secondary studies in accounting, finance, business management, or commerce. Accounting theory and assessment of financial statements will be the emphasis of this course. Students without Accounting 11 may have difficulty with this course.

## **Media Design 12**

Explore all aspects of video editing in a fully project-based class. You will learn industry standard Premiere video editing and move towards advanced special effects using After Effects. Emphasis will be on creating not only visually impressive productions but also interesting and varied content. Final project will be to create your own movie (from writing a script, filming schedule, filming, editing, to creating a full DVD menu). Students may also be able to enter video contests.

## **Applications of Leadership 12: Technology**

A must for any student considering engineering or computer sciences. This course continues the project approach in grade 11. Students will complete designated programs started in grade 11 or proceed to new ones. In addition, students will work on advanced projects using industry standard software. If you can dream of an application or a design, then you can do it here. Students must be self-motivated and able to complete projects on their own.

## **AP Microeconomics 12 or AP Macroeconomics 12**

This is a challenging course that gives students the opportunity to take TWO university level courses in high school. You learn the same theories and at the same depth as a first-year university student and possibly gain university credits. Students who successfully complete the examination in May with a minimum score of 4 on a 5-point scale may be granted university course credit. For more information, please check [www.ap.ca](http://www.ap.ca) and [www.collegeboard.org](http://www.collegeboard.org). **AP Macroeconomics is offered in 2023-24 school year and AP Microeconomics will be in 2024-25 school year.**