



GLOBAL BUSINESS

COURSES OFFERED IN THE BUSINESS, TECHNOLOGY & MEDIA STRAND



CENTER FOR ADVANCED PROFESSIONAL STUDIES



What is caps[™]

Blue Valley's **Center for Advanced Professional Studies** inspires students to succeed in these critical areas: Bioscience, Business, Engineering and Human Services. **CAPS** is all about students solving real problems, with real tools (used by real professionals), being mentored by real employers, leading to real contributions in the professional arena.

BUSINESS, TECHNOLOGY & MEDIA STRAND

COURSE NAME	PREREQUISITE	HIGH SCHOOL CREDIT
Global Business: Marketing & Business Management	None, recommend Marketing and Accounting	1.0 Global Marketing & Business Development .5 Technology
Global Business: Leadership & Global Economics	None, recommend Global Business: Marketing and Business Development	1.0 Global Leadership .5 Global Economics
World Language & Business Leadership (2 periods)	Concurrent enrollment in AP Spanish 5, Honors Spanish 4 or Spanish 4; AP French 5 or Honors French 4; Honors German 4	1.0 Global Marketing & Business Development

College Credit available for all classes

GLOBAL MARKETING & BUSINESS MANAGEMENT

In an ever-expanding world, understanding how marketing decisions must be adapted to be global rather than just domestic is essential for successful careers in business. This course will utilize project-based learning and case study methods to introduce general business and marketing concepts with an entrepreneurial focus. Students will learn how to research an industry, observe market trends and develop their own domestic business plan with the intention to take it global. In addition, they will learn skills in project management and strategy by working with outside clients on real world projects in a variety of business processes.

GLOBAL BUSINESS LEADERSHIP & GLOBAL ECONOMICS

Political, technological, market, cost and competitive changes have driven many businesses to expand operations globally, creating an explosion in the growth rate of global business. Students will be introduced to domestic and global business operations, economic and cultural factors, political systems and a survey of marketing within the global economy. Students will also explore the following: organized leadership in a global world, management styles, global human resource management, global business ethics, world environmental issues, treaties and trade documentation.



WORLD LANGUAGE & BUSINESS LEADERSHIP (2 periods)

This business elective course combines global business, leadership, and world language skills in a professional environment. Students in this **CAPS** class will meet for 2 periods at **CAPS** for the global business and leadership components, and 1 period at their home high school for their concurrent language study.

Students with prior language experience and evidence of intermediate level proficiency in world languages will learn business skills through real-world client projects that combine world language, culture, and business. Students' proficiency and cultural awareness will increase while working with these business partners and mentors.

Requirements: concurrent enrollment in AP Spanish 5, Honors Spanish 4 or Spanish 4; AP French 5 or Honors French 4; Honors German 4.

SKILLS AND CURRICULUM COMMON TO ALL COURSES

- Examine innovation as a business activity
- Explore potential business careers and schools
- Develop project management skills
- Practice business ethics and etiquette
- Enhance written and oral communication skills
- Build leadership and teamwork experience

GUEST SPEAKERS AND ON-SITE VISITS

Founders, owners, entrepreneurs and leaders of major corporations, small businesses, and startups in the local business community share their experience and expertise with the students through lecture and discussion opportunities.

On-site visits to local business institutions and participation in formal and informal business community events provide the students an unprecedented exposure to decision makers and business developers.



MENTORSHIPS AND NETWORKING

Students will be able to communicate with expert professionals locally and globally, while working as a team member on projects with their companies developing life-long mentoring relationships.

STUDENTS WILL

- Develop a plan to start a business using their own unique idea
- Earn certification in the Kauffman FastTrac™ New Venture Entrepreneur process
- Acquire business skills through real client projects with local business partners
- Create a professional resume and participate in networking events
- Analyze and evaluate Harvard Business Cases and other simulations
- Have an opportunity for internships
- Earn core and elective high school credit
- Earn concurrent college credit (optional)

www.bvcaps.org

**I'M INTERESTED!
HOW DO I GET
STARTED?**

1. Go online at www.bvcaps.org to submit your application.
2. Students will be provided notice of acceptance into the program prior to enrollment. Space in the program is limited and students are encouraged to apply in a timely manner.

REQUIREMENTS

- Attain junior or senior status
- Have a desire to work in a project and problem-based real world environment with other Blue Valley high school students
- Be willing to comply with business ethics and dress codes as determined by the type of **CAPS** study in which involved
- Be willing to spend 2.5 hours a day away from home high school
- Be able to provide own transportation

PREREQUISITES

Global Business: Marketing and Business Management

none, recommend Marketing and Accounting

Global Business: Leadership and Global Economics

none, recommend Global Business: Marketing and Business Development

World Language & Business Leadership

Concurrent enrollment in AP Spanish 5, Honors Spanish 4 or Spanish 4; AP French 5 or Honors French 4; Honors German 4.



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Blue Valley CAPS
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www.bvcaps.org

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2014-15 School Year