

Principles of Business, Marketing & Finance



Prerequisite: None

Course: 1715CT

Credits: 1

Length: 18 weeks

Placement: 9-12

Course Description

Ever had a great product or service idea? Ever wanted to create a business plan but not known where to start? Well, your time is now! Come join Principles of BMF for a real-world business planning and development simulation. You can share your idea or create new ones with a team of students. Then, you'll have the chance to present your idea to a panel of industry professionals and investment bankers. Ready, set, come on down!

Topics of study include: forms of business ownership, ethics, marketing, finance and roles of government in business.

Student Activities

ABC's "Shark Tank" simulation with industry professionals

Completion of a business plan by the end of the course

Business consulting with a team of students

Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

DECA students have access to:

- Guest speakers
- Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition
- Local, State & Nationwide travel with DECA competitive events

BBIA's DECA Site

