

COURSE OF STUDY

Accounting Major

MBLA students majoring in Accounting will take the following four-year sequence:

- Introduction to Accounting - Grades 9-12
- Introduction to Finance
- Accounting II
- Additional course to be determined

Additional Program Requirements

All seniors must obtain and participate in a senior externship.

In addition to the four required courses for each major, a student will choose at least one of the following courses - (5 credits required).

Introduction to Marketing

Introduction to Economics

Introduction to Accounting

Web Programming

Fashion Design/Interior Design

Graphic Design

Ethics in Society

Economics (for Marketing & Accounting Majors only)

AP Microeconomics

AP Macroeconomics

DECA Membership

MBLA students must hold a DECA membership.

DECA is an international association of marketing students in high school and college. This student centered organization prepares emerging leaders and entrepreneurs to be college and career ready. Through rigorous coursework, competitive events, and projects, DECA members are academically prepared, community oriented, professionally responsible, and active leaders.

Questions?

Dr. Edward Bertolini, Principal

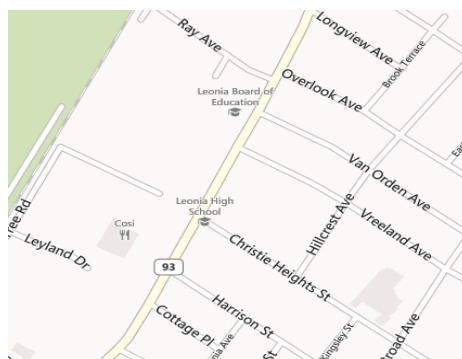
Leonia High School

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Designed by: Marta Lystvak - Class of 2018

The Marketing and Business Leadership Academy

at

Leonia High School



Mission Statement

The Marketing & Business Leadership Academy (MBLA) develops the skills and knowledge of its students for careers in marketing, finance, hospitality, and management.

To apply go to:

LHS.Leoniaschools.org

Click on Academies at Leonia - located on the bottom right side under the Quick Links tab

Rationale

The MBLA provides students with an effective, hands-on introduction into the world of business through required courses and projects, as well as optional electives.

National Business Honor Society

After the first two years in the academy, students will be invited and inducted into the Leonia High School chapter of the N.B.H.S. The standards of the National Business Honor Society require a 3.5 GPA for academy courses and an overall GPA of 3.25 (or higher).

Students will continue their active membership in N.B.H.S. if they maintain the aforementioned grade requirements and complete the predetermined academy strand sequence.

Required Projects

Year 2 - A business proposal (maximum 11 pages) compliant within competitive national program guidelines - advertising campaign, finance, fashion merchandising, accounting, sports/entertainment, or entrepreneurship.

Year 3 - A research paper (maximum 30 pages) compliant within competitive national program guidelines - advertising campaign, finance, fashion merchandising, accounting, sports/entertainment, or entrepreneurship.

Year 4 - A research paper (maximum 30 pages) compliant within competitive national program guidelines - advertising campaign, finance, fashion merchandising, accounting, sports/entertainment, or entrepreneurship.

EXTERNSHIP PROCESS

Externship Journals in a Blog

- This reflection process, completed on a weekly basis, will highlight students' experiences for the week.
- Enhanced journal entries will be shared with other marketing students in a blog-style format in order to provide early insight for future externships.

Externship Culminating Project

An oral presentation of their externship experience to fellow members of the academy, grades 9-12.

Externship Experience

1. Junior Individualized Independent Program (J.I.I.P.) - optional
2. Marketing & Business Leadership Academy Externship - Vertical

The Senior Externship Experience offers students the opportunity to experience business first hand in their area of interest. Externships help build professional networking contacts and valuable mentoring relationships.

COURSE OF STUDY

Marketing Major

MBLA students majoring in Marketing will take the following four-year sequence:

- Introduction to Marketing
Grades 9-12
- Marketing Strategies
Grades 10-12
- Sports and Entertainment Marketing
(Honors Level) - Grades 11-12
- Entrepreneurship (Honors Level)
Grades 11- 12

Economics/Finance Major

MBLA students majoring in Economics/Finance will take the following four-year sequence:

- Introduction to Economics
Grades 9-12
- Introduction to Finance
Grades 10-12
- AP Microeconomics
Grades 10-12
- AP Macroeconomics
Grades 10-12