

Online Business Curriculum: More than a Textbook Replacement



Newark High School

SCHOOL TYPE:

High School

COURSE TITLE:

- Business, Finance, and Marketing Essentials (BFME)

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Does your classroom still use a textbook? Would you like to embrace technology? Do you have students that are difficult to engage? Business teacher, Edina Buzgon, tells AES how using the online curriculum resource, Business&ITCenter21 benefits both her and her students.

Edina Buzgon teaches Business, Finance, and Marketing Essentials (BFME) at Newark High School in Newark, Delaware, where they have one of the largest business education departments in the state. She uses Business&ITCenter21 as her primary source of curriculum for the BFME course, "which gives students a little bit of everything. They get a broad exposure so they can decide which area in business they would like to focus on in the future."

The full year course is offered to 9th and 10th graders, giving those students time to take more specialized courses in 11th and 12th grades. They can focus on accounting, marketing, travel, administrative services, and banking. After graduating, many of these students go on to major in business in college.

How She Uses It

"Since I don't have a textbook, the Business&ITCenter21 is the backbone of my course," Buzgon explains.

Her students start each class with warm-ups, called "Stingers" since they are the Newark High School Yellowjackets. These reviews are questions pulled from last class.

Then Buzgon introduces the next topic and directs them to use the computers with the Business&ITCenter21 program. They complete a lesson a day. Some lessons have worksheets, which students work through while online. In addition, Buzgon has students take note of important facts in each lesson. Students turn the notes and worksheets

in for credit and then she returns them by the next class. She allows students to use their notes during quizzes and tests that are included in the online program.

"Business&ITCenter21 is so easy to use. The program grades the quizzes and tests immediately. The kids like the instant feedback. The program saves me the time that it takes to grade assessments. I can view which questions the students had difficulty answering and revisit them." Buzgon shares.

"I can add my own projects related to the curriculum, such as the Juice-Tree project in the marketing unit. The students make the juice boxes during the unit. The students then have to create a PowerPoint and a coupon for the product. They have to influence the Juice-Tree executives to select their package design and marketing suggestions during their presentations in class." says Buzgon.

Why Students Like It

"The students like being on the computers," Buzgon says. She goes on to explain, "They look at a textbook and they say, 'I have to read that? I have to read the books in social studies, English and science classes. I want a change in learning the material.' I like this because it encourages them to read the information on the screen as they go along during the lesson. I like how the Check for Understanding questions are asked throughout the lesson and not at the end where the students may have difficulty recalling all of the information they learned. They know they have to pay attention to the curriculum. They like that they are responsible for their own learning and have to complete the modules in a timely manner."



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Why Teachers Like it

For Buzgon, it’s all about helping the students be successful. “I like watching the kids go through the modules and then discussing the topics with them. My enjoyment comes from watching them go through the lessons, learning the material, and knowing that they like being on the computers,” she explains.

She states, “The helpdesk is wonderful. They are polite and provide instant feedback.”

ESL Solution

When talking about problems and solutions, Buzgon shared one that is very common: helping ESL students be successful. She has four non-English speaking students in her class. Business&ITCenter21 has been a great help to Buzgon and these students. “It forces them to learn more English,” she explains.

Her students deal with the language issue in a variety of ways. One student has a translator app on his cell phone. The two Spanish-speaking students share a teacher’s aide that translates it to them during class. “They’ve really become used to the program. Before they didn’t do as well. We just finished the 3rd marking period and both students have A’s,” Buzgon says. She goes on to describe that these student copy questions from the Business&ITCenter21 quizzes and tests into Google Translate and they are translated for them. “It takes them time, but I don’t have a problem with that. Their test grades have improved and their English has improved too, as they’ve gone through the process.”

Her German student relies on on-screen text provided on some pages. “That really helps him. He speaks English, but sometimes struggles listening to narration. The kids love the page texts. He can follow along with the text really easily,” Buzgon explains.

Solution for All Students

For all students the program “works really well for high school kids,” Buzgon says. “The program is not written for an elementary aged student and not at a college level either. A lot of the material can be applied to real-world situations. Students have said things like, ‘in my social studies class or economics class this is what we’re talking about also. I already know what a good is and I already know what a service is.’ This knowledge is reinforced in other classes.”

In all, Buzgon says, “I’m happy with the program, the customer service is great! AES really works for us.”



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