

National Academy Foundation (NAF) Curricula

NAF Finance Curriculum

Principles of Finance

Principles of Finance, the first course students take in the Academy of Finance, introduces them to the financial world. Students develop financial literacy as they learn about the function of finance in society. They study income and wealth; examine financial institutions; learn how businesses raise capital; and study key investment-related terms and concepts. They also research how innovations have changed the financial services field. Finally, students explore careers that exist in finance today.

Principles of Accounting

Principles of Accounting provides students with an understanding of the accounting process and how it facilitates decision-making by providing data and information to internal and external stakeholders. Students learn that accounting is an integral part of all business activities. They learn how to apply technology to accounting by creating formulas and inputting data into spreadsheets.

Advanced Finance

Advanced Finance delves into the financial concepts introduced in Principles of Finance. Students learn to identify the legal forms of business organization and continue to develop an understanding of profit. They learn about various financial analysis strategies and the methods by which businesses raise capital. Students also have the chance to explore, in depth, topics of high interest in the field of finance and to explore the types of careers that exist in finance today.

Business Economics

Business Economics introduces students to the key concepts of economics as they pertain to business. This course discusses the American economy and the factors that influence the success of businesses and products. It describes forms of business ownership, discusses the relationship of labor and business, and provides a broad overview of the global economy. Students also examine careers in business, both as employees and as business owners.

Business in a Global Economy

Business in a Global Economy provides students with an understanding of how and why businesses choose to expand their operations into other countries. This course exposes students to the unique challenges facing firms doing business internationally, and to the potential opportunities available to those businesses.

Entrepreneurship

Entrepreneurship introduces students to the critical role entrepreneurs play in the national and global economy. Students learn the skills, attitudes, characteristics, and techniques necessary to

become successful entrepreneurs. They explore starting a business and learn about the operational issues and financial risks that new businesses face. Students examine ethical issues and develop a framework for managing them.

Ethics in Business

This course introduces students to the importance of ethics in business. Students focus on the significance of ethics to stakeholders; examine who bears responsibility for monitoring ethics; and explore ethical situations common in organizations. Students examine how ethics affects various business disciplines and consider the impact of organizational culture. Students also explore ethics as social responsibility, the evolution of ethics in international business, and how the free market and ethics can coexist.

Financial Planning

Financial Planning provides students with an overview of the job of a financial planner. Students learn to consider how all aspects of financial planning might affect a potential client and learn about the importance of financial planning in helping people reach their life goals. This course includes lessons on saving, borrowing, credit, and all types of insurance and covers various types of investments. Students also examine careers in financial planning.

Financial Services

This course gives students an overview of banks and other financial services companies. It introduces them to the origins of money and banking and examines the early history of banking in the United States. Students study the financial services industry and the types of companies it includes in depth. They learn about the services offered by such companies and analyze the ways these companies earn profits. Finally, students examine careers in financial services.

Insurance

This course introduces students to the insurance industry and to its critical role in the financial services sector and in society. It covers common types of insurance, including life, health and disability, property, and liability insurance and forms of commercial insurance. Students examine the business model underlying the industry and how underwriting, actuarial science, and investment practices affect an insurance company's financial success.

Managerial Accounting

Managerial Accounting introduces students to the fundamentals of management accounting, including manufacturing and cost accounting, budgeting, accounting for managerial decision-making, and financial statement analysis. Students learn how to use accounting information for internal decision-making and planning and control. Regardless of the career path students choose, this course gives them the financial acumen necessary to make informed personal and business decisions.

NAF Hospitality and Tourism Curriculum

Principles of Hospitality and Tourism

Principles of Hospitality and Tourism, the first course students take in the Academy of Hospitality and Tourism, provides them with an overview of the current hospitality and tourism industry. Students learn about the history of the industry and explore traveler motivation and consumer needs, the industry's economic and environmental impacts, domestic and international travel, and sales in tourism. Finally, students explore careers in the hospitality and tourism industry.

Customer Service

This course introduces students to the concept of service as a critical component of a hospitality or tourism business. Students analyze both good and poor customer service in a variety of contexts and through various methods. In addition, students explore communication skills and strategies, and they use a problem-solving perspective to understand barriers to communication and good service. They learn various means of measuring the quality of service and explore careers that focus on customer service.

Geography and World Cultures

This course introduces students to the importance of geography in the hospitality and tourism industry through the study of travel or “destination” geography. It introduces students to the concepts and vocabulary of geography as they explore the world's geographic regions, focusing on factors that create desirable travel destinations: weather/climate, physical features, cultural elements, and historical interest.

Hospitality Marketing

Hospitality Marketing introduces students to the objectives, strategies, and tools that are important to marketing in the hospitality industry, expanding on topics introduced in Principles of Hospitality and Tourism. Students learn about each phase of marketing and the wide range of options that all marketing managers and business owners consider as they create, or revise, marketing plans. Students also explore career opportunities in the field of hospitality marketing.

Sports, Entertainment, and Event Planning

This course introduces students to the skills and knowledge required in the event planning profession. After studying the steps involved in planning a special event, students learn about event planning in sports. They then examine the unique requirements of event planning in entertainment and the performing arts. Students gain valuable experience in project management that can be applied to any career path. They also examine careers in the field of event planning.

Sustainable Tourism

This course introduces students to the profound changes taking place worldwide in the tourism industry. Students examine the environmental and socioeconomic impacts and interrelationships of tourism, as well as the transition to a greener tourism economy. They explore the ramifications of tourism development in terms of increased sustainability, profitability, and benefits to the surrounding communities, and they examine ecotourism as a model for sustainability.

NAF Information Technology Curriculum

Computer Networking

Computer Networking is a hands-on introduction to peer-to-peer and client/server networks. The course guides students through all phases of implementing and troubleshooting common TCP/IP Ethernet networks. It covers network components, cables, and connectors, as well as the OSI model, protocols, and topologies. Students implement and troubleshoot a LAN and learn about access issues for WANs. Finally, students explore opportunities for network-related careers.

Computer Systems

Computer Systems guides students through the intricacies of setting up hardware, installing software, connecting to a network, and connecting to the Internet. Students get hands-on practice upgrading operating systems. They get practice assembling and disassembling computer hardware including peripherals, motherboards, FRUs, and connectors. Students also learn troubleshooting techniques. Finally, students get a chance to explore careers for computer systems professionals.

Database Design

Database Design covers all aspects of the database life cycle, from collecting user requirements to delivering a database application. Students get hands-on practice in a true-to-life database project as they move from a statement of requirements to a conceptual model, and then to an entity-relationship model. They translate this experience into a relational database. Finally, they create, test, and document the associated database application. Students also examine career opportunities as database professionals.

Digital Video Production

Digital Video Production provides a hands-on introduction to digital video production. It guides students through all phases of digital video production, from planning, executing, and managing a video shoot to editing footage. Students explore methods of sharing and broadcasting digital videos, including platform versions, CDs/DVDs, and Web delivery. They also learn about publicizing a digital video, using techniques such as search engines to direct viewers to the production.

Introduction to Programming

Introduction to Programming uses Python as a basis for learning general programming skills. Students learn programming principles by comparing Python to other programming languages. They use models as a way to quickly solve new problems applying knowledge and techniques already learned. Students complete over 60 programs in the course, including both text and graphics/animation programs. In addition to programming, students learn program design, documentation, formal debugging, and testing. Finally, students examine career opportunities in programming.

Principles of Information Technology

Principles of Information Technology, the first course students take in the Academy of Information Technology, provides them with an overview of information technology and introduces the basics of hardware and software. Students examine hardware components including peripherals, connectors, and memory. Students explore common operating systems, software applications, and programming languages. Finally, students learn about types of networks and network topology, and they set up an email client/server connection.

Web Design

Web Design is a hands-on introduction to designing, building, and launching Web sites. Students learn about Web development including HTML coding, usability, design, and Web-based publishing tools. They determine business requirements, gather Web content, create Web pages, conduct usability testing, launch their Web sites, and plan how to attract traffic. Finally, students take a look at various career opportunities in Web design.