



The Hoosac Foundation for  
Business Excellence

Cultivating Entrepreneurial Potential

2023-2024

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## The Hoosac Business Program

The Hoosac Business Program at Hoosac School is dedicated to offering students a comprehensive and adaptable education that equips them for success in today's rapidly evolving world. Our curriculum is specifically designed to meet this objective, employing a hybrid-learning approach that combines the advantages of online and in-person instruction. With a total of seven courses, our program imparts essential business knowledge to students. Using our Google Classroom platform, students will access weekly assignments and resources while participating in a collaborative learning environment with their peers and instructors.

Delivering lectures and managing the program is Dr. Kevin Robichaud, an esteemed business education expert who also serves as an adjunct professor at the Sages Colleges of Albany. His lectures offer valuable insights and perspectives that extend beyond traditional textbook learning. Additionally, students enrolled in Dr. Robichaud's classes have the opportunity to earn up to three college credits per course.

By seamlessly integrating the flexibility of online learning with the expertise of our faculty, the Hoosac Business Program provides students with a distinctive and advantageous educational experience that effectively prepares them for success in the contemporary business landscape.

## Overview of the Curriculum

The curriculum of the Hoosac Business Program is carefully crafted to equip students with a comprehensive grasp of the business world and the necessary skills to thrive in any career they pursue. Comprising seven courses, the program encompasses financial accounting, managerial accounting, macroeconomics, microeconomics, personal finance, human resource management, and marketing.

In the financial accounting course, students will acquire a fundamental understanding of financial reporting, including the analysis and preparation of financial statements. The managerial accounting course delves into leveraging financial statements for informed business decision-making. The macroeconomics and microeconomics courses provide insight into the broader economic landscape and its impact on businesses and markets. The personal finance course offered in the Hoosac Business Program focuses on providing students with essential knowledge and skills to effectively manage their personal finances.

Human resource management directs attention to the human element of business, covering topics such as recruitment, training, performance management, and employee relations. Lastly, the marketing course focuses on the development and implementation of effective marketing strategies, including market research, product development, and advertising. By successfully completing this comprehensive curriculum, students will attain a profound understanding of diverse business facets, positioning them for success across various career paths. With a solid grounding in accounting, economics, personal finance, human resource management, and marketing, graduates of the Hoosac Business Program will possess the skills and knowledge necessary to excel in the dynamic and ever-evolving realm of business.

## Course Descriptions

The Hoosac Business Program offers a comprehensive curriculum that covers all aspects of business, from accounting and economics to marketing and human resource management. Through a combination of classroom lectures, hands-on projects, and real-world experiences, students will gain a deep understanding of the intricacies of the business world and develop the skills needed to succeed in any career path they choose. Our course descriptions provide a detailed overview of each course, including the key topics covered, learning outcomes, and assignments. Whether you're interested in pursuing a career in finance, marketing, or management, our courses will provide you with the knowledge and skills needed to succeed in the modern business world.

### Financial Accounting

The financial accounting course offered in the Hoosac Business Program provides students with a comprehensive understanding of the principles and practices of financial reporting. Throughout the course, students will gain knowledge and skills in analyzing financial statements and preparing accurate financial reports.

The course covers a range of topics, including the interpretation of financial statements such as the income statement, balance sheet, and cash flow statement. Students will learn how to record various transactions using double-entry bookkeeping principles, understanding the impact of debits and credits on different accounts.

A significant focus of the course is on the analysis of financial statements to assess a company's performance and financial health. Students will learn to calculate and interpret key financial ratios and metrics that help evaluate profitability, liquidity, and solvency.

The course also emphasizes the importance of financial reporting standards, such as the Generally Accepted Accounting Principles (GAAP). Students will learn how to apply these standards in preparing financial statements to ensure accuracy and transparency.

Internal controls and fraud prevention are another crucial aspect covered in the course. Students will explore the role of internal controls in maintaining the integrity of financial information and learn about common types of fraud, as well as methods for mitigating risks.

Ethics and professional standards in financial accounting are emphasized throughout the course. Students will understand the ethical considerations in financial reporting and the significance of integrity, objectivity, and professional behavior.

By the end of the financial accounting course, students will have developed a strong foundation in financial reporting, analysis, and ethical practices. They will be equipped with the necessary skills to interpret financial information accurately and prepare financial reports in adherence to professional standards.

## Managerial Accounting

The managerial accounting course in the Hoosac Business Program focuses on equipping students with the knowledge and skills necessary to utilize financial information for effective business decision-making. Throughout the course, students will delve into various topics related to managerial accounting.

Students will explore the role of managerial accounting in planning, controlling, and evaluating the performance of an organization. They will learn how to analyze financial data and utilize it to support decision-making processes within a business context.

The course covers cost behavior and cost analysis, enabling students to understand how costs are classified and how they behave in different situations. They will learn techniques for cost estimation, cost-volume-profit analysis, and break-even analysis, which are essential tools for assessing the financial implications of business decisions.

Students will also delve into budgeting and performance evaluation, gaining an understanding of the importance of budgeting in planning and controlling business activities. They will learn how to prepare various types of budgets, such as operating budgets and cash budgets, and evaluate actual performance against budgeted targets.

The course emphasizes the use of relevant information for decision-making. Students will explore concepts such as differential analysis, incremental analysis, and relevant costs and benefits. They will develop skills in identifying relevant information, conducting cost-benefit analyses, and making informed decisions based on financial data.

Furthermore, students will learn about relevant topics in managerial accounting, such as capital budgeting, which involves analyzing the financial viability of long-term investment projects. They will explore techniques for evaluating investment proposals, such as net present value (NPV) and internal rate of return (IRR).

Throughout the course, ethical considerations in managerial accounting are highlighted. Students will understand the importance of ethical behavior and professional standards in utilizing financial information for decision-making.

By the end of the managerial accounting course, students will have gained a solid foundation in utilizing financial information to support managerial decision-making. They will possess the skills to analyze costs, evaluate performance, prepare budgets, and make informed decisions based on relevant financial data within a business setting.

## Microeconomics

The microeconomics course in the Hoosac Business Program provides students with a comprehensive understanding of the behavior of individual consumers, firms, and markets. Through a combination of lectures, assignments, and hands-on projects, students will learn the principles of microeconomics, including supply and demand, market equilibrium, and elasticity.

Students will also gain an understanding of how individual consumers and firms make decisions, including how they allocate resources and respond to changes in prices and market conditions. In addition, students will learn how to apply microeconomic principles to real-world situations, such as pricing strategies and market analysis.

By the end of the course, students will have a deep understanding of the principles of microeconomics and be able to apply these principles to real-world business situations. They will also have the practical skills needed to analyze market data and make informed decisions based on market conditions. This course is essential for anyone interested in pursuing a career in finance, marketing, or business management, as it provides a foundation for understanding the behavior of individual consumers, firms, and markets.

### Macroeconomics

Macroeconomics is a branch of economics that examines the performance, behavior, and decision-making of the entire economy, rather than just individual markets or firms. In this course, students will gain a deep understanding of the key concepts, theories, and principles that shape macroeconomic analysis, including topics such as national income accounting, economic growth, inflation, unemployment, fiscal and monetary policy, and international trade. Through lectures, readings, case studies, and problem sets, students will explore how macroeconomic policies and events affect businesses, governments, and individuals, and develop critical thinking skills to evaluate and interpret macroeconomic data and trends. By the end of the course, students will have a comprehensive understanding of the macroeconomic factors that drive economic activity and the policy tools used to manage the economy and be able to apply this knowledge to real-world scenarios and decision-making.

### Personal Finance

The personal finance course offered in the Hoosac Business Program focuses on providing students with essential knowledge and skills to effectively manage their personal finances. Throughout the course, students will explore various aspects of personal finance and develop practical strategies for making informed financial decisions.

Students will begin by learning about the importance of financial planning and goal setting. They will understand the process of creating a personal budget, tracking expenses, and developing strategies to save and invest money effectively.

The course covers key topics such as managing credit and debt. Students will learn about different types of credit, how to build a good credit history, and strategies for responsible borrowing. They will also gain an understanding of debt management, including methods for reducing and consolidating debt.

Investing is another crucial aspect covered in the course. Students will explore different investment options, such as stocks, bonds, mutual funds, and real estate. They will learn about investment strategies, risk management, and the importance of diversification.

Students will also gain knowledge about insurance and risk management. They will understand the purpose and types of insurance, including health insurance, auto insurance, and homeowner's insurance. They will learn how to assess insurance needs and make informed decisions to protect themselves financially.

The course also emphasizes the importance of retirement planning. Students will explore various retirement savings vehicles, such as individual retirement accounts (IRAs) and employer-sponsored retirement plans. They will learn about the power of compound interest, retirement savings strategies, and factors to consider when planning for retirement.

Additionally, students will be introduced to basic tax concepts and strategies for tax planning. They will learn about common tax deductions and credits and understand how to optimize their tax situation.

Throughout the course, students will be encouraged to develop responsible financial habits and practice effective money management. They will explore topics such as setting financial goals, establishing an emergency fund, and practicing responsible consumer behavior.

By the end of the personal finance course, students will have gained practical skills and knowledge to make informed financial decisions in their personal lives. They will be equipped with the tools to budget effectively, manage credit and debt, make sound investment choices, plan for retirement, and navigate various aspects of personal finance with confidence.

## Human Resource Management

The human resource management course offered in the Hoosac Business Program provides students with a comprehensive understanding of the principles and practices related to managing human capital within organizations. Throughout the course, students will explore various aspects of human resource management and develop skills necessary for effective people management.

Students will learn about the strategic role of human resource management in organizations and its impact on achieving organizational objectives. They will understand how aligning human resources with business goals and strategies contributes to overall success.

The course covers topics related to recruitment and selection, providing students with knowledge and skills to attract and hire qualified candidates. They will learn about different recruitment methods, selection processes, and strategies for evaluating candidate suitability.

Students will also explore training and development practices within organizations. They will gain an understanding of the importance of employee training and continuous learning to enhance individual and organizational performance. They will learn about training needs assessment, training program design, and evaluation methods to ensure the effectiveness of training initiatives.

The course delves into performance management, emphasizing the role of performance appraisal systems in assessing and improving employee performance. Students will learn about different

performance evaluation methods, feedback techniques, and strategies for setting performance goals.

Furthermore, students will explore employee relations, including topics such as employee engagement, motivation, and satisfaction. They will understand the importance of fostering a positive work environment, managing conflicts, and promoting effective communication within organizations.

The course also covers topics related to compensation and benefits management. Students will gain knowledge about designing and administering competitive compensation packages, including salary structures, incentives, and employee benefits.

Ethical considerations and legal compliance in human resource management are also emphasized throughout the course. Students will explore ethical dilemmas and legal frameworks related to employment practices, discrimination, and workplace policies.

By the end of the human resource management course, students will have developed a solid understanding of the principles and practices necessary for effective people management within organizations. They will possess the skills to attract and select talent, develop and train employees, manage performance, foster positive employee relations, administer compensation and benefits, and navigate ethical and legal considerations in human resource management.

## Marketing

The marketing course in the Hoosac Business Program provides students with a comprehensive understanding of marketing principles and strategies to create and implement effective marketing campaigns. Throughout the course, students will explore various aspects of marketing and develop skills necessary for success in the field.

Students will begin by learning about the fundamental concepts of marketing, including the marketing mix (product, price, place, and promotion) and the importance of customer-centric approaches. They will understand the role of marketing in creating value for customers and driving business growth.

The course covers market research, enabling students to understand the importance of gathering and analyzing data to make informed marketing decisions. Students will learn various research methods and techniques for gathering consumer insights, identifying target markets, and assessing market trends and opportunities.

Students will explore product and brand management, learning how to develop, position, and manage products or services to meet customer needs and preferences. They will gain an understanding of brand equity, brand positioning, and strategies for building strong and differentiated brands.

The course also emphasizes the importance of effective marketing communications. Students will learn about advertising, public relations, sales promotion, and other promotional tools to create brand awareness and influence consumer behavior. They will explore strategies for



developing integrated marketing communication plans that effectively reach and engage target audiences.

Students will gain knowledge of digital marketing and its growing significance in today's business landscape. They will learn about online marketing channels, such as social media, content marketing, search engine optimization, and email marketing. They will understand how to leverage digital platforms to effectively reach and engage consumers in a digital age.

Furthermore, students will explore marketing ethics and social responsibility. They will understand the ethical considerations in marketing practices and the importance of responsible marketing that aligns with societal values and norms.

By the end of the marketing course, students will have developed practical skills and knowledge to create and implement effective marketing strategies. They will possess the ability to conduct market research, develop compelling products and brands, execute integrated marketing communication plans, leverage digital marketing channels, and make ethical marketing decisions.

### Program Requirements

The Hoosac School Business program is an academically rigorous program that requires dedication and hard work from its students. In addition to a comprehensive curriculum that covers key business topics, the program also has strict requirements when it comes to completing assignments and participating in class. All students are expected to complete their assignments on time, which will be assigned daily. As college-level courses, the program will require heavy reading, writing, and participation, and students will be expected to engage with the material and their classmates accordingly. By meeting these requirements, students will be well-prepared for success in the business world and beyond.

The Hoosac Business Program requirements are consistent with the Hoosac School's program requirements found in the Student Handbook.

Due to limitations in faculty availability and scheduling constraints at the Hoosac School, not all classes in the business program will be offered during every trimester.

### Academic Guidance

Faculty members, advisors, administrators, and coaches oversee students' academic progress at Hoosac. The faculty members and advisors are the primary liaison between family and school. Parents may contact the Dean of Academics, the faculty members, coaches, or advisor for additional information. Faculty members are available during the recitation block for independent tutoring.

## Grading System

The marking system is based on a scale of 60-100; 60 is the lowest passing grade.

A+ 100	B+ 87-89	C+ 77-79	D+ 67-69
A 94- 99	B 84-86	C 74-76	D 64-66
A- 90-93	B- 80-83	C- 70-73	D- 60-63

## Grading Policy

In consultation with the Dean of Academics, each faculty member establishes the relative grading configuration for participation, attendance, homework, quizzes, tests, research papers, exams, etc. At the beginning of each class, a syllabus will be distributed with the allotted weight of each grading category. To pass a year-long course, the average of the three-trimester grades must be above 60.

A year-long course may be dropped at the end of the first trimester only by recommendation of the instructor and the Dean of Academics. Credit will not be received for the course.

A student who fails a required course must make up for that failure either in Summer School or the following year. Credit will not be given until the failure is remedied.

## Grade Reports

The academic year consists of three trimesters, and grades and faculty comments are sent to parents/guardians every 4-5 weeks. For current information during each trimester, parents and guardians may obtain access to the Sycamore Education platform from the Dean of Academics. The Hoosac School also utilizes Google Classroom – parents and guardians may request access to each Google Classroom by contacting the student's advisor.

## Academic Recognition

Exceptional academic achievement is recognized through the Honor Roll and High Honor Roll.

High Honors: A- average, with no grade below a B in any subject

Honors: B- average, with no grades below a C+ in any subject

## Grade Point Average

At Hoosac School, all previous and current grades are included in the calculation of grade point average (GPA). All grades and the current GPA are recorded on the students' transcripts, and pass/fail courses are not included in the GPA calculation.

## Academic Standing

The faculty and administration will review all students' academic and social progress at the end of each trimester. An action plan will be developed and employed for all students with academic or disciplinary challenges.

## Academic Warning and Academic Probation

Failure to do assigned work or exert reasonable effort in the academic program may place a student on Academic Warning and, in more severe cases, Academic Probation.

A student may be placed on Academic Warning if his teachers and the Dean of Academics feel that their effort is below standard or if they are in danger of failure.

A student would be placed on Academic Probation if they failed one or more courses during any trimester. Students who fail to meet academic expectations may be campused or given regular detentions at the advisers or Dean of Academic's request. The student may also be assigned mandatory tutoring sessions during the recitation block. Disciplinary consequences shall remain in effect until measurable improvement is noted.

Parents will be notified of all academic warnings and probations.

Access to grades, the Sycamore Education platform, and/or Google Classroom may be denied or restricted if tuition payments are in arrears.

## Cheating and Plagiarism

Cheating and plagiarism are significant violations.

**Cheating:** The deliberate copying of another student's work in an examination or homework is cheating. All students involved shall be considered guilty.

A student caught cheating on an examination or homework will receive a grade of zero. Continued violation may result in suspension or dismissal.

**Plagiarism** means deliberately copying an author's exact words or ideas without giving proper credit to the source.

A student involved in plagiarism or cheating will meet with the faculty member, Dean of Academics, and the Assistant Head of School to ensure the offense's seriousness is understood. The student will be warned that a repeated incident may result in suspension or dismissal. A grade of zero will be given on the assignment and noted in the student's file.