

MAKING THE Connection

TO
Career Technical Education

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WARREN WOODS TOWER

BUSINESS PROGRAM: EMPOWERING THE BUSINESS LEADERS OF TOMORROW

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WWT Senior

Students at Warren Woods Tower High School (WWT) have the unique opportunity to build practical skills for life-long success through the school's standout Business Program. By blending classroom instruction with hands-on experiences, the program equips students with the knowledge, skills, and expertise that will support their after high school pursuits.

The Business Program, taught by Mrs. Amy Ghattas at WWT, offers a variety of Career Technical Education (CTE) classes that provide students with invaluable exposure to real-world business scenarios. The program includes courses in Marketing, Store Management, Accounting, and Introduction to Business. The courses allow students the opportunity to gain a well-rounded foundation in essential business principles. Further, CTE courses provide students with the opportunity to earn various related certifications.

As early as 9th grade, students can enroll in the one semester Introduction to Business course that allows students to explore the various aspects of the world of business.

This class touches on fundamental business concepts, including entrepreneurship, finance, marketing, and management. Students engage in hands-on projects that increase their knowledge and awareness of businesses that they may encounter in their everyday lives. Each student wrote a letter to a company that significantly impacted their life as a consumer. While gaining necessary skills in writing professional letters, students shared perceptions of the company's products and services. Many students received responses from the companies thanking them for reaching out and for sharing their thoughts. Another project students enjoy is realizing the differences between benefit packages that various companies offer. Each student selects a company and gathers information about the benefits offered with employment.

This includes pay, bonuses, health insurance, 401k plans, and vacation time. This course is ideal for those exploring careers in business.

WWT offers Accounting I and Accounting II. Both courses are offered in a blended format that includes face-to-face instruction and online instruction.

The Accounting program focuses on the principles of financial management and record-keeping. Accounting I students are introduced to the basics of accounting, including financial statements, budgeting, and bookkeeping. Students learn how to analyze business transactions and maintain accurate financial records, skills that are essential for any business setting.

Accounting I students have an opportunity to sit for Microsoft Excel certification, allowing them to master Excel.

Senior Brooklynn Copeland earned the certification last year, "Excel certification will be really valuable in my career."

Excel is used everywhere in business for things like data analysis, budgeting, and financial reporting.

Being certified means that I will already have a foundation in practical skills that can set me



PHOTOS BY SERENA YANG WWT JUNIOR

Campus Corner provides WWT Students Treshawn Merriweather, Aubree Ciampa, Ashley Childs, Kyan Jones, Kirsten Melchert, Dorian Plummer, Armari Woolfolk, and Eliana Sieracki with a place to chill with friends.

apart in job applications and internships."

While Accounting II builds on the same principles, it also offers advanced topics such as corporate accounting, financial analysis, and tax preparation. Students gain hands-on experience using accounting software. In collaboration with our school store, Campus Corner, Accounting II students maintain the store's financial records and balance the store's budget.

Brooklynn adds, "It has helped me to see how much effort goes into balancing the budget. It is not just about numbers, it is about understanding what the business needs and how to prioritize spending. It has been an eyeopener to see how small decisions can impact the bigger financial picture."

The Accounting program prepares students for careers in finance, business administration, personal finance matters, or further studies in accounting at the college level.

One of the most popular CTE programs at WWT is Marketing. The program consists of three sequential courses: Marketing I, Marketing II, and Store Management.

The year-long Marketing I course introduces the basics of marketing, business management, and employability skills. The curriculum includes selling, purchasing, promotion, displays, advertising and other aspects of marketing.

A project that the students enjoyed and included many of the concepts they learned was the Candy Bar Project. Students were tasked with creating and marketing a candy bar. Students surveyed a cross section of people to gain consumer input on what they would like in a candy bar.

They had to create appealing packaging for their candy bar and create an equally appealing advertisement. Marketing I students may sit for the Certiport Business Communication certificate.

After successfully completing Marketing I many students opt to continue with Marketing II.

At the heart of the Marketing program is Campus Corner, WWT's student-run school store. Campus Corner is a hands-on learning lab where students apply business concepts in a real-world setting. Marketing II students assist with the daily operations of



Mrs. Ghattas takes a moment for a picture with Marketing II students, Atiana Guzman, Guadalupe Alberto Lezama, Olivia Nand, Zyhairha Riopelle, and Eisa Lautenbach.

Campus Corner.

Their roles may include creating displays, customer service, analyzing sales and profit margins, and working the cash register. Marketing II students are eager to take on these responsibilities while assisting their peers and staff members while they shop in the store.

These experiences foster the Marketing II student's success when sitting for the Customer Service & Sales Certification offered through the National Retail Federation.

The following school year, students who have realized a passion for Marketing and Business may apply for a Store Management position. Store managers oversee the successful operations of the school store. Responsibilities include assisting and overseeing student "store employees," making cash deposits, scheduling, and inventory control. This immersive experience strongly develops the leadership, decision-making, and supervisory skills of the store managers.

Store manager, Senior Payton Zinyk feels she is more capable in her role as a trainer at a local eatery, "Working in the school store has allowed me to develop my leadership and decision-making skills and interacting with my peers while managing taught me how to work as part of a team. I am now more confident and capable when training other people at work."

The managers report directly

to Mrs. Ghattas and receive assistance from Paraprofessional, Ms. Sarah Sabo.

The success of the Campus Corner is a result of the efforts of the Marketing II and Store Management students working together to provide a profitable and comfortable environment. Students enjoy the relaxed atmosphere where they can play games including basketball and foosball, have comfortable seating options, and can socialize with friends while grabbing a snack.

Frequent shopper senior Joseph Sieracki shares, "I think the school store is very fun and a nice place to hang out with your friends and talk to people."

Open during lunch hours, Campus Corner offers a variety of different snacks and beverages. Students, families, and staff can also purchase WWT spirit wear. Through the students' hard work, Campus Corner continues to thrive as a key part of the WWT community.

Many of WWT's business students participate in DECA (Distributive Education Clubs of America). DECA is a nationwide organization that provides programs and experiences to support high school business students. WWT students participate in various organized DECA competitions. Competitions begin at the local level; students can then advance to the state level and finally to the national level.

For the last eight years, WWT students have participated in the

SOUTHWEST MACOMB TECHNICAL EDUCATION CONSORTIUM COURSE OFFERINGS

SMTEC (Southwest Macomb Technical Education Consortium) participants, that include Center Line, Fitzgerald, Van Dyke, and Warren Woods Public Schools offer the following courses in career and technical pathways:

ARTS and COMMUNICATIONS: Graphic Communications, Digital Media Production
BUSINESS, MANAGEMENT, MARKETING and TECHNOLOGY: Accounting/Finance, Business Management, Computer Programming/AP Computer Science Principles, Marketing and Merchandising, Sports and Entertainment Marketing

ENGINEERING/MANUFACTURING AND INDUSTRIAL TECHNOLOGY: Automotive Technology, Heavy Equipment Technology, Manufacturing Technology, Mechanical Drafting/CAD, Welding

HEALTH SCIENCES: Anatomy and Physiology, Dental Assistant, Emergency Medical Services, Emergency Medical Responder (EMR) and Introduction to Health Careers, Medical Careers and Systems, Medical Assistant, Medical Terminology, Nursing Assistant, Pharmacy Technician, Physical Therapy Professional Aide

HUMAN SERVICES: Cosmetology, Culinary Services (Foods), Educational Careers, Firefighting, Law Enforcement, JROTC.

School-Based Enterprise (SBE) competition. Students submitted comprehensive documentation about the Campus Corner operation and their involvement with the many facets of the store. WWT students have consistently received gold status.

They will be recognized for this achievement during DECA's International Career Development Conference this April. This year, students will travel to Orlando, Florida to compete in various business disciplines on the national stage!

Local business partners work one on one with students to help them prepare for the competition.

The Business Program at Warren Woods Tower High School exemplifies how education can bridge the gap between the classroom and the real world. By participating in the success of Campus Corner, competing in DECA, and teaming up with industry professionals, students gain a head start on their futures.

Mrs. Ghattas shares her excitement for her students and how far the students have come both in the classroom and out in the world of business, "Watching students grow in my program is my favorite thing about teaching. It is so rewarding to see students apply their knowledge and come full circle when they make the connection from Marketing I and then apply it in the school store."

The program's blend of academic rigor, hands-on experience, industry certifications, and leadership development ensures that graduates leave WWT with the confidence and skills to succeed in any field they pursue.

Anchor Bay Schools
Armada Area Schools
Center Line Public Schools
Chippewa Valley Schools
Clintondale Community Schools
Eastpointe Community Schools
Fitzgerald Public Schools
Fraser Public Schools
Lake Shore Public Schools
Lakeview Public Schools
L'Anse Creuse Public Schools
Mount Clemens Community Schools
New Haven Community Schools

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For more information about
the MISD and the 21 school districts, go to

www.misd.net

Richmond Community Schools
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Roseville Community Schools
South Lake Community Schools
Utica Community Schools
Van Dyke Public Schools
Warren Consolidated Schools
Warren Woods Public Schools

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