**Business and Marketing Essentials Course Syllabus**

**Mrs. Callahan**

**Course Description**

Business and Marketing Essentials is an introductory business and marketing course which enables students to acquire a realistic understanding of business processes and activities. Students examine fundamental economic concepts, the business environment, and primary business activities. They develop an understanding of and skills in such areas as customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management. Throughout the course, students are presented ethical dilemmas and problem solving situations for which they must apply academic and critical-thinking skills. Leadership development will be provided through DECA.

**Assessment Retake Procedure**

* Assessment retake forms are to be filled out and turned in before a retake will be granted [Retest form](https://docs.google.com/document/d/1Wf1By-Btro_DCNENZbBkTNKfu0ee1prDJezGf84trSU/edit?usp=sharing)
* Quiz retakes must take place before the corresponding unit test
* Remediation is required before a retake will be granted
* **The most current score on any assessment will be what is used**
* Any retake will take place during a scheduled STING period

**Required Materials**

* Paper
* Pencil
* Folder/binder
* Chromebook and charger

**Expectations**

* Be on time and prepared
* Be respectful
* Bring materials everyday
* Actively participate in the lesson and activities

**Teacher**

Beth Callahan

Email: beth.callahan[@wburg.kyschools.us](mailto:andrea.winchester@wburg.kyschools.us)

Phone: 606-549-6044 ext 2200 (available during planning period 8:00-8:53 and after 3:00)

**Topics Covered (time permitting)**

1. Foster positive relationships with customers to enhance company image.

2. Understand fundamental economic concepts to obtain a foundation for employment in business.

3. Understand the nature of business to show its contributions to society. Analyze cost/profit relationships to guide business decision-making.

4. Understand economic systems to be able to recognize the environments in which businesses function. 5. Apply ethics to demonstrate trustworthiness.

6. Acquire a foundational knowledge of accounting to understand its nature and scope.

7. Acquire a foundational knowledge of finance to understand its nature and scope.

8. Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.

9. Understand marketing's role and function in business to facilitate economic exchanges with customers. 10. Use information literacy skills to increase workplace efficiency and effectiveness.

11. Acquire a foundational knowledge of information management to understand its nature and scope.

12. Utilize information-technology tools to manage and perform work responsibilities.

13. Understand the operation's role and function in business to value its contribution to a company.

14. Acquire self-development skills to enhance relationships and improve efficiency in the work environment.

15. Understand and follow company rules and regulations to maintain employment.

16. Participate in career planning to enhance job-success potential.

17. Implement job-seeking skills to obtain employment.

18. Utilize career-advancement activities to enhance professional development.

19. Recognize management's role to understand its contribution to business success

**GRADING**

**\*All grades will go into Infinite Campus as a 1, 2, 3, or 4. This will be a numeric grade.**

|  |  |
| --- | --- |
| **Score** | **Description** |
| 4 | The student consistently meets and often exceeds the target. The student, with ease, grasps, applies, and extends key concepts, processes, and skills for the grade level. This means that a student can demonstrate through their work/assessments a clear and consistent understanding of the knowledge, reasoning, skill, or products. |
| 3 | The student meets the target but demonstrates small gaps/errors in understanding. The student can generally grasp and apply the concepts, processes, and skills for the grade level. However, their work/assessments show there are problems that keep the student from applying the target in all situations or answering all parts of the questions. |
| 2 | The student approaches the target but demonstrates large gaps/errors in understanding. The student has trouble grasping and applying the concepts, processes, and skills for the grade level. Their work/assessments show there are large problems that keep the student from applying the target in situations or answering all parts of the questions. The student can demonstrate some understanding of the target. |
| 1 | The student is not meeting the content standards. The student is beginning to grasp and apply key concepts, processes, and skills for the grade level but produces work that contains many errors. This means that a student demonstrates a limited understanding of the target. Student work is generally incorrect and shows little understanding of the target. |

**Grading Conversion Chart (by the number of questions per learning target)**

**\*\*Missing assignments will calculate as a zero\*\***

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Points Awarded in IC** | **Number Correct out of Number Possible** | | | | | | | |
| **4** | 3/3 | 4/4 | 4/5 5/5 | 5/6 6/6 | 6/7 7/7 | 7/8 8/8 | 8/9 9/9 | 9/10 10/10 |
| **3** | 2/3 | 3/4 | 3/5 | 4/6 | 5/7 | 5/8 6/8 | 6/9 7/9 | 7/10 8/10 |
| **2** | 1/3 | 2/4 | 2/5 | 3/6 | 3/7 4/7 | 3/8 4/8 | 4/9 5/9 | 4/10 5/10 6/10 |
| **1** | 0/3 | 0/4 1/4 | 0/5 1/5 | 0/6 1/6 2/6 | 0/7 1/7 2/7 | 0/8 1/8 2/8 | 0/9 1/9 2/9 3/9 | 0/10 1/10 2/10 3/10 |