

**Mrs. Kelley Hendrix**  
**FCHS, Room N-207**  
**Introduction to Business-Honors (Statewide Dual Credit)**  
**[kelley.hendrix@fcstn.net](mailto:kelley.hendrix@fcstn.net)**

**Goal of Course:** This business course provides an introduction to the basic functions of business. It includes a discussion of the business environment, forms of business ownership, business ethics, management, human resources and labor-management issues, cultural diversity, marketing, technology, and finance.

**Text:** OpenStax Introduction to Business Online Textbook (A link will be on Google Classroom.)

**Links:** Helpful links will be included on my Google Classroom to power point presentations, handouts, and any other useful information.

**Expectations:** I expect 100% effort in my class. In return, I will give you 100% effort on my part. If there is any reason which you are not able to actively participate in class, let me know immediately and we can work something out. Clear communication between you and I is key to effective learning.

**Grading Procedure/Failure Intervention**

Your final grade will be calculated as follows:

Daily Grades .....	25%
Test Grades.....	25%
Projects.....	50%

**Grading Scale:**

A	90-100
B	80-89
C	70-79
D	60-69
F	0-59

**Classroom Rules:**

- 1. Treat each other and me with RESPECT!!!**
- 2. Be prompt and be prepared:** Students must be in the classroom when the bell rings, otherwise, the student is tardy. Students should begin “bell work” immediately. Come to class prepared with notebook, paper, pen/pencil, textbook, and other supplies (if needed).
- 3. Follow directions:** Follow directions the first time they are given.
- 4. Snacks:** I do not allow food by the computers. Beverages will be allowed as long as there is NO trash left in the classroom; otherwise, there will be no drinks.

5. **No personal grooming in class:** Grooming should be done in the restroom before or after class.
6. **Internet:** Only specific times are allowed to use the internet. Downloading programs are not allowed. Students are prohibited from using: FACEBOOK, or ANY CHAT ROOM.
7. **Student Computers:** Students are not allowed to change settings (background, screensavers, colors, font, size, etc.) unless instructed by teacher.
8. **End of Class:** Students must log off any programs they were in before leaving room and must clean up their work area. Fourth block needs to shut down the computers each day. (Recycling or filing papers, straightening up keyboard, computer, mouse, & push chair under table).

## **All FCHS rules and policies apply in my class!**

### **Policies and Procedures:**

**Hall Passes:** In order to leave the classroom for any reason, you MUST have a hall pass. No exceptions!

**Tardies:** You are to be inside the room when the bell rings, otherwise, you are considered tardy. After one tardy, these must be reported to administration and punishment begins on the second tardy, so please be AWARE.

**Late Work:** Minus 20 percent for each day late. A student is allowed two late assignments per semester. After the Second late assignment the teacher will assign a grade of zero for each subsequent late assignment. No late assignments will be accepted after the following day the assignment is due.  
A student is allowed two late assignments per semester. After the second late assignment the teacher will assign a grade of zero for each subsequent late assignment.

**Make-up Work:** As a minimum, a student will be allowed an equal number of days to complete the make-up work as the number of days that were missed. (Ex: A student who is absent three days should have all work turned in by the third day that the student has returned to school.) I will have all assignments listed on the board and on Google Classroom. **It is YOUR responsibility to come to me or email me to get the work!!**

**Virtual Days (If approved):** If we have virtual learning days, then your attendance is based on if you complete the work. Please communicate with your other teachers and I, if you do not have Internet at home, so you can be counted present and given an alternate assignment.

**Bellringers:** A notebook of everything we cover throughout the semester should be kept and will be graded at the end of each 9 week grading term. The notebook should include:

- Thoughts of the day and vocabulary words for each day, along with a reaction to the thought and the vocabulary word used in a sentence
- All previous grading periods should be kept until the end of the semester

This is as much as a test grade (100 pts) so PLEASE keep a notebook.

**Positive Behavior Support:**

- Students are allowed to have food and drink in the classroom as a reward for good behavior.
- Students are allowed to have use of the internet and listen to music, if all assignments are turned in, behavior is appropriate, and they follow all other class rules.

**Consequences/Discipline:**

1. Coming into class after the bell has rung will result in an unexcused tardy. One tardy in a semester will result in a warning. On the second unexcused tardy in 2<sup>nd</sup>, 3<sup>rd</sup>, or 4<sup>th</sup> block the student will receive detention. On the second unexcused tardy in 1<sup>st</sup> block (referred to as a school tardy), the student will be assigned to Saturday School. These punishments are subject to change according to your disciplinary vice principal.
2. Instances of disrespect or general misbehavior will result in one or several of the following actions:
  - Verbal warning
  - Private conference between you and the teacher
  - New seating assignment
  - Parent conference
  - Refer to administration

**Statewide Dual Credit Learning Objectives**

**Introduction to Business OpenStax**

**Category 1 Workforce and Ethics**

Topic 1: Human Resource (HR) Introduction to Business: Ch7, Ch8, Ch9

- 1.HR.A Describe current issues of human resource management.
- 1.HR.B Identify the steps involved in human resource planning.
- 1.HR.C Identify the set of methods used in human resource management to select, train, develop, appraise, and compensate the labor force.

Topic 2: Management (MGMT) Introduction to Business: Ch6, Ch7, Ch9

- 1.MGMT.A Discuss the importance of management.
- 1.MGMT.B Identify the four basic management functions (i.e., planning, leading, organizing, and controlling) to help managers increase organizational efficiency and effectiveness.

- 1.MGMT.C Identify the five steps of the decision-making process (define the problem, identify possible solutions, select one or more alternatives, put the plan into action, and follow up to see if the problem has been solved).
- 1.MGMT.D Explain the primary roles (e.g., leaders, monitor, entrepreneur) managers take on within an organization.

Topic 3: Leadership (LDRSHP) Introduction to Business: Ch6, Ch9

- 1.LDRSHP.A Identify behaviors and actions of effective leaders.
- 1.LDRSHP.B Identify the three main leadership styles of managers and the effect on employee empowerment and corporate culture.
- 1.LDRSHP.C Determine the differences between managers and leaders.
- 1.LDRSHP.D Define the meaning of leadership empowerment and workforce motivation.

Topic 4: Ethics and Ethical Decision-Making (ETHICS) Introduction to Business: Ch2

- 1.ETHICS.A Define, describe, and analyze ethics and ethical decision-making.
- 1.ETHICS.B Identify and analyze ethical concerns and issues that impact multiple stakeholders.
- 1.ETHICS.C Identify and understand the factors that affect ethical behavior in organizations including the role of government, individual and corporate social responsibility (CSR).
- 1.ETHICS.D Describe the role of organizations to establish and facilitate ethical behavior including government, trade associations, and private industry.

Topic 5: Workforce Law (LAW) Introduction to Business: Ch8, Ch9

- 1.LAW.A Understand the effects of federal, state, and regional laws on business operations including workforce management, operations, liability, and consumer protection.
- 1.LAW.B Understand, define, and differentiate key legal concepts and terms, including tort law, criminal law, and civil law, related to business operations.
- 1.LAW.C Identify and define key federal laws related to workforce management
- 1.LAW.D Identify and define key federal laws related to consumer protection, product liability, and warranty.
- 1.LAW.E Identify and understand key federal agencies related to business operations in the U.S. including the EPA, OSHA, and the Department of Labor.

## **Category 2: Understanding and Managing Financial Resources**

Topic 6: Accounting and Finance (ACCT.FIN) Introduction to Business: Ch14, Ch15, Ch16

- 2.ACCT.FIN.A Describe the roles of both financial accounting and managerial accounting in business, non-profit, and government operations.
- 2.ACCT.FIN.B Identify and describe the primary accounting reports organizations use to communicate results of their operations.
- 2.ACCT.FIN.C Identify and describe the key analytical calculations organizations include in accounting activities and how they are used in decision-making.

- 2.ACCT.FIN.D Identify and describe the primary steps and activities of the accounting cycle.
- 2.ACCT.FIN.E Describe and explain the typical organization's investment, financing, and asset management needs and activities.
- 2.ACCT.FIN.F Identify and describe the key analytical calculations organizations include in financial management and how they use these calculations for decision-making.
- 2.ACCT.FIN.G Describe how organizational leaders and managers use financial reports for decision-making purposes.

Topic 7: Economics (ECON) Introduction to Business: Ch1

- 2.ECON.A Identify and describe the key economic theories and policies.
- 2.ECON.B Describe the practical importance of economic thinking in everyday life.
- 2.ECON.C Describe and apply the interconnected relationship between supply, demand, and price and how that relationship impacts consumers.
- 2.ECON.D Describe and apply the various consequences of price elasticity levels (i.e., low, medium, high) on products.
- 2.ECON.E Understand and describe the concept of monetary theory.

### **Category 3: Creating Demand and Competing in the Marketplace**

Topic 8: Marketing (MKTG) Introduction to Business: Ch11, Ch12

- 3.MKTG.A Understand and describe the objectives, the process, and the scope of marketing.
- 3.MKTG.B Understand and describe the concept of "product" and product classifications
- 3.MKTG.C Understand and describe the key elements of marketing strategy and research.
- 3.MKTG.D Understand and describe product pricing including pricing objectives and strategies
- 3.MKTG.E Define and discuss product promotion including integrated marketing, promotional mix, and promotional tools.
- 3.MKTG.F Understand and describe key concepts related to product retailing (e.g., wholesale, retail, in-store, eCommerce, etc.).
- 3.MKTG.G Understand and describe key concepts related to product distribution (e.g., channels of distribution, physical, online, etc.).
- 3.MKTG.H Define digital marketing and the use of digital tools and platforms (e.g., internet, social media, search engines, etc.) to promote brands and product awareness.
- 3.MKTG.I Explain the roles of social responsibility in marketing

Topic 9: World/Global Business Issues (GLOBL) Introduction to Business: Ch3

- 3.GLOBL.A Analyze why and how businesses expand internationally.
- 3.GLOBL.B Understand and describe operational challenges for businesses related to international trade and international economic communities like World Bank and International Monetary Fund.
- 3.GLOBL.C Define and understand the concept of comparative advantage in a globalized economy.
- 3.GLOBL.D Identify and understand key concepts related to international importing and exporting as a part of the global trade of goods and services.

#### **Category 4: Building and Delivering Products and Services**

Topic 10: Logistics and Supply Chain (LOGSC) Introduction to Business: Ch10, Ch12

- 4.LOGSC.A Define and differentiate logistics and supply chain management.
- 4.LOGSC.B Identify and understand the core activities of supply chain management including procurement/sourcing, inbound/outbound logistics, manufacturing /service, order management, outbound logistics, customer service, returns, etc.
- 4.LOGSC.C Understand and describe how contemporary integrated supply chain management contributes to an organization's ongoing competitive advantage.
- 4.LOGSC.D Develop foundational knowledge in the discipline of logistics including terms, concepts, processes, and tools used to manage logistical operations.

Topic 11: Operations Management (OPS) Introduction to Business: Ch10

- 4.OPS.A Define operations management and describe its role in business.
- 4.OPS.B Identify processes and techniques used to ensure quality in production and service.
- 4.OPS.C Describe the planning process of operations management.

Topic 12: Using Technology (TECH) Introduction to Business: Ch13

- 4.TECH.A Understand the role of technology in supporting twenty-first century business operations.
- 4.TECH.B Identify and describe key technology resources (e.g., tablets, servers, supercomputers, spreadsheet software, database management programs, networks, cloud infrastructure, etc.) required to support twenty-first century operations.
- 4.TECH.C Understand the importance of information security and privacy for individuals and organizations.
- 4.TECH.D Develop foundational knowledge in the discipline of logistics including terms, concepts, processes, and tools used to manage logistical operations.

## **Category 5: Working in Business**

Topic 13: Career Paths, Tracks, and Planning (CAREER) Introduction to Business: Ch1, Ch17

- 5.CAREER.A Identify and demonstrate the key skills (e.g., interpersonal, analytical, technical, conceptual) needed for a career in business.
- 5.CAREER.B Learn how to research careers in various business disciplines including management, administration, accounting, finance, marketing, operations, etc.
- 5.CAREER.C Conduct a job market search in an identified business discipline and identify key requirements and attributes including educational requirements, certification, previous experience, salary, roles, and responsibilities.

Topic 14: Small Business and Entrepreneurship (ENTR) Introduction to Business: Ch1, Ch4, Ch5

- 5.ENTR.A Define entrepreneur and entrepreneurship.
- 5.ENTR.B Understand the pros and cons of entrepreneurship or small business ownership.
- 5.ENTR.C Define and describe a business plan and its role in launching a new business.
- 5.ENTR.D Define and differentiate between lifestyle and growth businesses.

## **A Final Word!**

I want this to be a profitable semester for you. I am very excited about having you in class, and I will try my best to make this an enjoyable experience. I am open to suggestions at any time and will try to incorporate technology into class as much as possible. This is a work in progress for me, and I will learn by trial and error, so please bear with me. If you have any disability or concern that would be beneficial to me as your teacher, please talk to me in private. I will accommodate your needs as much as possible. My ears are always open. Let's work together and have a great semester!!!

Sincerely,  
Mrs. Hendrix