

Huntland Schools

Course Syllabus – Introduction to Business & Marketing

Course Information

Credit: 1

School Year: 2021-2022

Class Location: Room 17

Teacher Information

Name: Ms. Janet Colburn

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Course Description:

Introduction to Business and Marketing is an introductory course designed to give students an overview of the Business Management and Administration, Marketing, and Finance. The course helps students prepare for the growing complexities of the business world by examining basic principles of business, marketing and finance in addition to exploring leadership, ethical and social responsibilities, and careers.

Fees: Introduction to Business & Marketing has a \$10.00 fee. This fee will help pay for all computer/printing supplies and project supplies needed to complete this course.

Supplies Needed: USB Drive is a REQUIREMENT for this class. Pencils and/or pen, notebook or binder.

Grading Policy:

Students will be assessed using the following: Daily Work*Labs/Projects*Standard Tests*Quizzes*Participation

Make-Up Work Policy/Late Work Policy:

Students are responsible for making up work missed from any excused absences within three days of returning to school. After three days your grade will remain a zero.

Grading Scale:

A 93-100

B 85-92

C 75-84

D 70-74

F Below 70

Classroom Expectations:

1. Arrive to class on time, work is expected from bell to bell.
2. Be prepared. Cell phones **MUST** be off and put in pocket holder immediately when entering the classroom.
3. Respect your classmates and teacher.
4. Inappropriate language will not be permitted.
5. No personal grooming in class (Be mindful of strong cologne/perfume).
6. No eating, drinking, cell phones, or other electronic devices are permitted in the classroom.
7. Follow county Internet policy – no changing of any kind to computers.
8. At the end of class, you **MUST** log off all programs and computers.

Class Requirements:

If you are absent, it is YOUR responsibility to make up the assignments and/or tests when you return. If you do not make up your missing assignments within the three day timeframe, your grade will be a zero. It is YOUR responsibility to come before or after school to catch up on missed work from your absences. I may not be able to re-teach the lesson during class time. You can check Planbook weekly on my website for assignments. Any handouts will be in the black tray.

Text: Principles of Business, Marketing, and Finance - this an online book and student workbook.

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. For every other unexcused tardy, the student will need to present a tardy slip from the attendance office. The fifth tardy to class will result in Saturday School assignment.
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

Plagiarism, Cheating, and Academic Integrity:

Plagiarism is the practice of copying words, sentences, images, or ideas for use in written or oral assessments without giving proper credit to the source. Cheating is defined as the **giving or receiving of help** on anything that has been determined by the teacher to be an individual effort. Both are considered serious offenses and will significantly affect your course grade.

Methodology:

A combination of lecture, class discussion, presentations, videos, cooperative learning, projects and problem-based learning will be used in this course. Grades will be determined by the satisfactory and timely completion of assignments. Below is an overview of topic/units and major assessments/assignments for this course. **Please note dates/timeframes are subject to change and are only an estimate.**

Unit/Topic	Course Activities	Assessments/ Assignments	Timeframe
Safety/FBLA Intro to Business & Econ	Individual/Small Group Activities	Quiz/Project	Week 1
Economic Activity	Individual Activities	Quiz/Test,, Working Papers	Week 2
Government and the Economy	Individual Activities	Quiz/Test, Working Papers	Week 3
Business Law and Ethics	Individual Activities	Quiz/Test, Working Papers	Week 4
Ethics and Social Responsibility	Individual Activities	Quiz/Test, Classwork, Working Papers	Week 5
Business in Private Sector	Individual Activities	Quiz/Test, Working Papers	Week 6
Business in Global Economy	Individual Activities	Quiz/Test, Working Papers	Week 7
Entrepreneurship	Individual Work	Quiz/Test, Classwork	Week 8
Business Planning	Individual Work	Quiz,, Classwork, Working Papers	Week 9
Business Organization Managing Employees	Individual Activities/ Small Group Activities	Quiz/Test, Classwork, Working Papers	Week 10
Production of Goods	Individual Activities	Quiz/Test, Working Papers	Week 11
Human Resource Management	Individual Activities	Quiz/Test, Classwork, Working Papers	Week 12
Marketing - Introduction	Individual Activities	Quiz/Test, Working Papers	Week 13
Customers	Individual Activities/Small Group	Quiz/Test, Working Papers	Week 14
Product and Price	Individual Activities	Quiz/Test, Working Papers	Weeks 15 & 16
Distribution	Individual Activities	Quiz/Test, Classwork, Project	Week 17
Promotion and Advertising	Individual	Classwork/Project	Week 18
Selling	Individual Activities	Quiz/Test, Working Papers	Week 19
Risk Management	Individual Activities	Classwork/Project	Week 20
Money and Banking	Individual Activities	Test, Working Papers, Project	Week 21
Credit Basics Business and Credit	Individual Activities	Quiz/Test, Classwork, Working Papers, Project	Weeks 22 & 23
Financial - Basic Accounting	Individual Activities	Quiz, Classwork, Working Papers	Weeks 24 & 25
Income Taxes	Individual Activities	Quiz,, Classwork, Working Papers	Weeks 26 & 27
Personal Banking	Individual Activities	Test, Working Papers, Project	Week 28
Savings and Investing	Individual Activities	Test, Working Papers, Project	Week 29
Insurance	Individual Activities	Quiz/Test, Working Papers	Week 30
Employability and Career Development	Individual Activities	Quiz/Test, Classwork, Working Papers, Project	Week 31
Job Interviews Employment Process	Individual Activities Small Group Project	Project	Weeks 32 & 33
Capstone Project	Individual Project	Project	End of year Project

Introduction to Business & Marketing

General Information:

If you are having trouble with this class, come to me immediately and I can work with you. If you wait until the end of the marking period, it will be TOO LATE. I will be available to assist you so you can be successful in this class.

Please check and sign below:

_____ I have read the information and I fully understand what I'm expected to do in class.

Student Signature:

Print Student Name:

Parent/Guardian Signature:
