

Introduction to Business and Marketing – Full Year

Syllabus 2019-2020

Instructor: Ms. Kimbrough

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Phone: 931.363.6532

Office hours: 7:30 am – 3:15 pm

Teacher Schedule:

Time Frame	1 st Semester	2 nd Semester
7:45 am – 9:20 am	1 st Period: Computer Applications	1 st Period: Computer Applications
9:20 am – 10:45 am	2 nd Period: Planning	2 nd Period: Planning
10:50 am – 12:35 pm	3 rd Period: Computer Applications	3 rd Period: Computer Applications
12:40 pm – 2:00 pm	4 th Period: Advanced Computer Applications	4 th Period: Computer Applications
2:05 pm – 2:45 pm	5 th Period: Introduction to Business and Marketing (Full year)	

Classroom Rules and Expectations/Discipline Policy:

1. ATTENDANCE POLICY

- I will be following the attendance policy set forth by the county that is included in the student handbook that the students received at the beginning of school.

2. TECHNOLOGY POLICIES:

- NO cellphones – they will be taken in accordance with the cellphone policy that was explained in the student handbook
- Computers are for school purposes only. Do not download unapproved programs, use profanity or have inappropriate pictures on the computer.
- NO food or drink around the computers
- Do not damage any technology or component of technology

3. DISCIPLINE POLICY

- We will follow the discipline policy and procedures that are outlined in the student handbook

4. ETHICS/VIOLATIONS OF ACADEMIC INTEGRITY: Ethical behavior is an essential component of learning and scholarship. Students are expected to understand, and adhere to, the school's academic integrity policy stated in the student handbook. Students who violate this policy will be referred to the office.

Grading Policy:

All student work will be graded and evaluated on the correctness of the answers. They will be allowed to make up missed assignments and turn in the allotted time limit (2 days after they return to school). The following categories will be used for grading and all assignments are weighted equally – classwork, projects, quizzes and participation.

Grading Scale

93-100	A	70-74	D
85-92	B	60-69	F
75-84	C		

Make-up Work Policy:

Introduction to Business and Marketing – Full Year

- The student will be allowed to work on missed work before or after school. The board policy will be followed unless arrangements are made with the teacher for extended time.

Instructional Materials:

- **Giles County High School will make instructional materials available for review within 10 days of a written parental request
- Introduction to Business (Books will be assigned and the student is responsible for the care and return on the book – if damaged or lost the book will cost the student \$89.00)
- Chromebook

Classroom Supply List:

- Paper
- Pen or pencil

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 career clusters. 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 key aspects of leadership, ethical and social responsibilities, and careers. Students' academic skills in communications, mathematics, and economics are reinforced with activities modeled in the context of business topics. Upon completion of Page 2 this course, proficient students will be equipped with the foundational skills to succeed in any of the Business, Marketing, or Finance programs of study and will be prepared to make an informed decision regarding which pathways they would like to pursue in high school.

Course Standards

The state standards can be found on the Tennessee Department of Education Website (<https://www.tn.gov/education/article/cte-cluster-business-management-administration>) in the Office Management cluster.

Daily Work/Homework

Most material and work will be covered and completed during class time; therefore, homework will be limited. If a student is absent they will be able to get their missing work and assignments upon returning to class.

Class Participation

Students are expected to participate in discussions and complete all assignments. They are to do their own work and follow the expectations that the instructor discussed at the beginning of class. The students are to show respect to each other as well as the instructor at all times.

Disclaimer

The instructor reserves the right to make modifications to this information throughout the semester.

Introduction to Business and Marketing – Full Year

Tentative Schedule of Standards/Topics Covered & Course Calendar

Week	TN Standard	Topics/Lesson Focus	Activities
1/2	Career Exploration Standards 1, 2	◇ Exploring career paths for Business Management & Administration, Finance, Marketing	Class Introductions/Ice breakers Discuss Chapter 20 Complete Vocabulary, Graphic Organizer,
3/4		◇ Personal Assessment Inventory	Chapter Worksheets, End of Chapter questions Discuss personal assessment inventory Complete assessment inventory – Major Clarity
5/6		◇ Job Market research on careers	Discuss jobs and general requirements Complete a job research analysis of a careers in each of the career cluster – Major Clarity Do a job comparison worksheet (focus on education, years of experience, salary, benefits and expected roles and responsibilities)
7/8	Standard 4, 5	◇ Self Esteem	Discuss self-esteem/self-image Self-esteem paper example Research ways of developing a healthy self-esteem Prepare a flyer that promotes positive self-esteem and self-image
9/10		◇ Cultural Diversity	Discuss Cultural Diversity and nonverbal communication Complete a brochure on 5 different countries and the different nonverbal symbols that are used in that country Research a foreign country as it relates to business Compile the research and create a presentation on cultural diversity
11	Fall Break		
12/13	Standard 3	◇ Time Management ◇ Organization/planning ◇ Teamwork ◇ Professionalism	Discuss Chapter 8 Complete Vocabulary, Graphic Organizer, Chapter Worksheets, End of Chapter questions Complete Research leadership styles and create a poster Complete Research on a great leader and prepare a short power point (self-run)
14/15	Business Concepts & Operations Standard 6, 10	◇ Primary Types of Businesses	Discuss Chapter 6 Complete Vocabulary, Graphic Organizer, Chapter Worksheets, End of Chapter questions Complete Research on a business and prepare a brief report on

Introduction to Business and Marketing – Full Year

16/17		◇ Management Functions	Discuss Chapter 7 Complete Vocabulary, Graphic Organizer, Chapter Worksheets, End of Chapter questions
18/19	Standard 7, 13	◇ Factors of Production ◇ Different types of economies	Discuss Chapter 2 Complete Vocabulary, Graphic Organizer, Chapter Worksheets, End of Chapter questions Research the different economies and how they impact customers, businesses and government Complete a product comparison chart Group work – create flyers that show the different rolls of each component in the different economies.
20/21	Mid-Terms/Holiday Break		
22/23	Standard 8, 9, 11	◇ Foundation of Economics ◇ Business Cycle	Discuss Chapter 3 Complete Vocabulary, Graphic Organizer, Chapter Worksheets, End of Chapter questions Research the economic status of a foreign country and then do a comparison of that country to the United State
24/25	Standard 14	◇ Entrepreneurship ◇ Business Plan	Discuss Chapter 5 Complete Vocabulary, Graphic Organizer, Chapter Worksheets, End of Chapter questions Watch “The Founder” Complete handout on the movie and discuss the characteristics of an entrepreneur Research an entrepreneur create a poster or presentation
26/27	Standard 12	◇ Technology	Discuss Chapter 9 Complete Vocabulary, Graphic Organizer, Chapter Worksheets, End of Chapter questions Research emerging technology Work in groups of 2 and create a flyer about technology and the impact that it has had on businesses Create a brochure that shows the different types of commerce and give examples of each
28/29	Standards 15	◇ Financial concepts and terminology	Discuss Chapter 12 Complete Vocabulary, Graphic Organizer, Chapter Worksheets, End of Chapter questions Possible guest bank speaker Research types of banks, loans and savings Create a brochure, poster or flyer that shows the different features of banks, loans, and saving accounts
30/31	Standard 16, 17	◇ Financial statements ◇ Accounting	Discuss Chapter 17 Complete Vocabulary, Graphic Organizer, Chapter Worksheets, End of Chapter questions

Introduction to Business and Marketing – Full Year

			Complete an income statement, balance statement and owner's equity statement, and software comparison and recommendation
32	Spring Break		
33/34	Standard 18	◇ Budgeting	Discuss Chapter 28 Complete Vocabulary, Graphic Organizer, Chapter Worksheets, End of Chapter questions Analyze a check stub and create a check stub with the appropriate calculations and deductions Work in groups to create a household budget - include fixed and variable expenses as well career income. Show expenses in pie chart with percentages Research colleges and create a spreadsheet that displays the information in a table
35	Standard 19, 20	◇ Functions of marketing ◇ Marketing mix	Discuss Chapter 13 Complete Vocabulary, Graphic Organizer, Chapter Worksheets, End of Chapter questions Research how products are marketed Create a poster with the printed ads Create a new cereal box
36	Standard 21	◇ Advertising	Discuss Chapter 14 Complete Vocabulary, Graphic Organizer, Chapter Worksheets, End of Chapter questions Research ads that are shown during 3 TV programs Create a poster/flyer with the TV Ads
37/38	Standard 23	◇ Social Responsibility and Ethics	Discuss Chapter 4 Complete Vocabulary, Graphic Organizer, Chapter Worksheets, End of Chapter questions Research ethical dilemmas and present the information in a power point Finish all work for the semester Work on Shark Tank Project
39/40			Review/End of Course Testing/Shark Tank Project due

Student Signature: _____ Date: _____

Parent Signature: _____ Date: _____