

SYLLABUS

Principles of Business, Marketing and Finance

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Course Description:

Principles of Business, Marketing and Finance (PBMF) is a one credit course designed to give students knowledge and skills in economies and private enterprise systems, the impact of global business, marketing of goods and services, advertising and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems and settings in business, marketing, and finance.

Course Outcomes:

The objectives of this offering are to:

- Gain knowledge and skills in economies and private enterprise systems
- Be exposed to the impact of global business
- Learn about marketing of goods and services, advertising, and product pricing
- Analyze the sales process and financial management principles
- This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance.

Text/Materials/Web:

Curriculum: iCEV, Virtual Job Shadowing,

Other Online Sources: CNN10, Newsela, Google Docs, Sheets, Slides, Screencastify, Kami, Flipgrid, Edpuzzles,

Teaching Methods:

1. Lectures: 30 minutes at the beginning of each class it is important material from the text and outside sources will be covered in class. Students should plan to take careful notes as not all material can be found in the texts or readings. Discussion is encouraged as is student-procured outside material relevant to topics being covered. (googlemeets)
2. Assignments: End of chapter activities and online activities will be assigned weekly to reinforce material in the text. These assignments may require the application of various software packages.
3. Quizzes: Occasional unannounced quizzes will be given to help ensure students keep up with assigned material.
4. Exams: Exams will be given as a major grade after every unit.
5. Projects: Students will be required to complete group and individual projects.
6. Participation: Student participation will be graded by the level of class participation and attendance.

Grading:

<u>Semester Average:</u>		
<u>Assignment</u>		<u>Weight</u>
Daily Work		
Warm-up		
Participation		
Quizzes	—————→	40%
Dress for Success**		
Tests		
Projects	—————→	60%

Course Policies:

Missed Classes: The student is responsible for obtaining material distributed on class days when he/she was absent. This can be done through contacting a classmate who was present or by contacting the instructor during his conference period in person or email.

Assignments: All assignments are due at the beginning of class on the date due. Late submission of assignments will be assessed a penalty.

Academic Dishonesty: Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project; failure in course. For this class, it is permissible to assist classmates in general discussions of computing techniques. General advice and interaction are encouraged. Each person, however, must develop his or her own solutions to the assigned projects, assignments, and tasks. In other words, students may not "work together" on graded assignments.

Posting of Grades: All grades will be posted on SKYWARD. Students and Parents are responsible for obtaining access to SKYWARD and checking it on a daily basis.

Tutoring: Tutoring will be available on Tuesdays and Thursdays from 4-4:30pm and upon request.

Mobile Devices Policy: All student devices will only be allowed in class for an educational purpose. Otherwise, devices should be in the charging station, powered off, or placed on silent, and stored out of sight. The teacher will notify you when you will use any mobile device for class work.

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