Principles of Business, Marketing & Finance
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Course Description:
In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the 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 Objectives:
- Demonstrate professional standards/employability skills required by business and industry.
- Describe the characteristics of business
- Define ethics in business
- Differentiate between the types of economic systems with emphasis on the private enterprise system and the U.S. economy.
- Relate to the impact of international business on the U.S. economy
- Identify the role and impact of government, the legal system, and organized labor in business
- Classify types of businesses that market goods and services
- Analyze cost and profit relationships in finance.
- Understand the fundamental principles of money
- Demonstrate an understanding of personal financial management
- Understand the scope of market identification & the importance of an effective marketing mix
- Identify career opportunities within the Business Management and Administration career cluster, the Finance career cluster, and the Marketing career cluster and formulates a career plan

Text/Materials/Web:
Curriculum: iCev
Handouts: Additional handouts may be required. Instructor will provide information on obtaining this material.
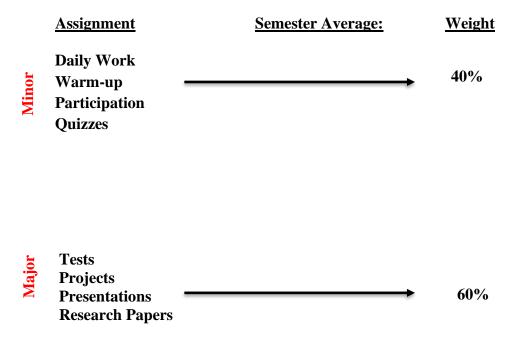Other Online Sources: BPA Workplace Skills Assessment Program Book

Teaching Methods:
1. **Lectures:** 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.
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:

	Assignment	Semester Average:	Weight
Minor	**Daily Work** **Warm-up** **Participation** **Quizzes**	⟶	**40%**
Major	**Tests** **Projects** **Presentations** **Research Papers**	⟶	**60%**

***DRESS FOR SUCCESS EXTRA CREDIT

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 Mondays and Wednesdays 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.

Bathroom Policy:

Only one student at a time is allowed to use the restroom. Students are not allowed to take their cell phone to the restroom; it must be left with the teacher in exchange for a bathroom pass.

Disclaimer: It is the policy of Sharyland ISD not to discriminate on the basis of race, color, national origin, sex or handicap in its vocational programs, services or activities as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; and Section 504 of the Rehabilitation Act of 1973, as amended.

Es norma del distrito de Sharyland ISD no discriminar por motivos de raza, color, origen nacional, sexo o impedimiento, en sus programas, servicios o actividades vocacionales, tal como lo require el Título VI de la Ley de Deprechos Civiles de 1964, según enmienda; el Título IX de las Emmiendas en la Educación de 1972, y la Sección 504 de la Ley de Rehabilitación de 1973, según enmienda.

Class Expectations:

This class will be operated in the manner of a professional learning environment. This environment includes

1. ABSOLUTELY no food or drink in the computer lab.
2. If tardy, (door has closed) student must bring a tardy slip or excuse.
3. ALL Doors will remain locked (Student must take pass when leaving class), Back Door SHOULD NOT BE OPEN at any time.
4. Cell phones including all personal electronic devices must be **turned off and stored away** unless permission is granted by the teacher. (devices will be taken up)
5. No headphones at any time, they will be confiscated.
6. No caps or hoodies!
7. Demonstrate RESPECT to your classmates, teachers and their property.
8. Professional behavior and language is expected at all times.
9. All assignments will be due no later than the due date assigned by the teacher. Notify teacher if you will be out (due date may change if excused absence)
10. Remain in your seat during class and before the bell. **DO NOT** stand by the door. After each class, save your work, log off, clean off your work area and push in your chair.
11. Please treat your computer with care. If you encounter problems with your computer, please report it to me so I can submit a work order.
12. Only use the internet with the teacher's permission and follow the Internet safety guidelines.

Required Class Materials:

Box of Kleenex
Clorox Wipes