

**Jefferson County High School
Course Syllabus**

A. Course: INTRODUCTION TO BUSINESS AND MARKETING

B. Business Department

Course Description

This class 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.

C. Grade Term – 9 Weeks

D. Grading Scale

<u>Range</u>	<u>Honors/ Regular</u>	<u>College-Level</u>	<u>A.P.</u>
93-100 A	4.0	4.5	5.0
85-92 B	3.0	3.5	4.0
75-84 C	2.0	2.5	3.0
70-74 D	1.0	1.5	2.0

E. Term Dates

- a. 1st 9 Weeks August 5, 2016 – October 7, 2016
- b. 2nd 9 Weeks October 8, 2016 – December 16, 2016
- c. 3rd 9 Weeks January 5, 2017 – March 15, 2017
- d. 4th 9 Weeks March 16, 2017 – May 25, 2017

F. Textbook—PRINCIPLES OF BUSINESS ; EverFi (Internet based curriculum); Take Charge Today (Internet based curriculum)

G. Other Required Reading

Internet – based material for research purposed.

H. Other Resources

- a. Odysseyware
- b. Ever-Fi

I. Major Assignments

Career Portfolio

J. Procedures for Parental Access to Instructional Materials

- a. Aspen Parent Portal
- b. Instructor's Website
- c. Email Instructor
- d. Parent Teacher Conference
 - a. There are two designated conference dates during the school year. Parents who would like to request additional meetings may make appointments for conferences with the teachers (during their planning periods), counselors, or a principal by telephoning the school office.

K. Field Trips

- a. Any schedule fieldtrip will have a definite educational purpose and will reflect careful planning. Signed permission forms will be obtained when an off campus trip is planned.

L. Standards & Objectives

1. I can conduct a job market search for one of the careers selected in the preceding standard.
2. I can define the term *business*, and research the four major functions of business.
3. I can identify the factors of production and relate how businesses must consider these factors when deciding what goods to produce.
4. I can compare and contrast the three primary types of business ownership.
5. I can cite the advantages and disadvantages of a market economy, a command economy, and a mixed economy.
6. I can explain the purpose of a business plan.
7. I can define and furnish examples of foundational financial concepts and terminology, including but not limited to financial statements, revenue, expenses, assets, liabilities, equity, net worth, profit, and net loss. Interest, and savings.
8. I can differentiate between fixed and variable expenses on a business's balance sheet.
9. I can plan a budget for an upcoming community service project or career and technical student organization (CTSO) event.
10. I can define the term marketing, and describe the 7 functions of marketing.
11. I can define what constitutes an advertisement.
12. I can role-play the position of a sales associate communicating the value of a new product.
13. I can research the concept of social responsibility as an important component of business.