

High School Career and Technical Education (CTE) Syllabus- Principles of Business Marketing and Finance

Class Overview:

In **Principles of Business, Marketing, and Finance**, students gain 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.

Teacher Promotion Expectations:

The student will:

- earn 70% or better in the CTE class Business Information Management
- do all class projects and 'job' assignments;
- participation fully during class and
- contribute outstanding effort to the learning process.

Benchmark Testing and Learning Surveys:

- Pre and Post Benchmark testing
- Semester Projects
- Certification testing

College and Career Readiness skills and expectations

- Career Planning and Management
- Use of Technology Applications/Tools
- Problem Solving and Critical Thinking
- Responsibility and Flexibility
- Ethics/ Legal Responsibilities (Online Safety/Digital Citizenship)
- Leadership and Teamwork
- Technical Knowledge and Skills
- Demonstration and Application

Assessments:

Project-based assessments

- Microsoft Office Use & proficiency
- OneDrive Account Use & proficiency
- Schoology learning management system
- Quizzes/Tests
- Teacher Observation of activities

Supplies

Optional: box of Kleenex, box of Clorox wipes, bottle of sanitizer

Resources:

There is no single textbook for this course. Students will use numerous sources listed in Schoology/Clever App

Students will use a variety of software including, but not limited to, the following:

- Microsoft Office
- Presentation/Multimedia tools
- Graphic design software (ie. Canva)

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Term Grading:

Category name	% Weight
Daily Grades	50%
Major Grades	50%

Classroom Expectations

Campus/Classroom Behavior Management

**Points may be subtracted for disruptions or off task behavior. It will be assumed that you are having a hard time and you need a reminder to respect the classroom environment. A verbal reminder of the appropriate behavior will be given to you. It will be your signal that you are in charge of your own behavior. If you choose to continue to disrupt the class you will be asked to move seats. If you can manage to get back on track, there will be no consequences. Further disruptions to the learning environment will result in written documentation per the following:

CONSEQUENCES

Intervention(s) 1-3: Verbal Warning (3)/Lunch Detention

Intervention 4: Parent/Teacher Conference/ Detention-ISS

Intervention 5: Office Referral (Skyward Referral)

Daily Routines:

Students are expected to...

- Go to the Restroom **BEFORE** class
- When entering the classroom...
 - ✓ READ the agenda projection screen
 - ✓ login to personal account
 - ✓ begin with **DO NOW: 10 minute typing warm-up** /Bell-Ringer Activity
 - ✓ Login to Schoology Group and continue with assigned activity once instructions have been given.
- During teacher's class discussion, "**Thumbs Up/Thumbs Down**" —During/after discussion teacher will ask Thumbs Up/Down to check for understanding; If you have 'Thumbs Down' wait until the teacher comes to you to help.
- You are required to be on your **assigned work** and **not on any other program, online game or watching videos**, unless it is part of the class/teacher-approved.

Professionalism:

- Please arrive to class ON TIME.
- If you are late, it will be marked in Skyward. Three tardies result in detention.
- Respect Teacher, Students, Visitors, and school property. **Track the speaker:** 'Eyes and ears' on teacher only, instead of being busy with your computer.
 - ✓ No talking or getting up while teacher is lecturing. No talking while others are presenting.
- NO PROFANITY. We are practicing professionalism and expected to act as such.
- During group work, discussion is encouraged. Everyone participates!

Classroom Management

- **RESTROOM PASS:** Each student will be allowed restroom EMERGENCY ONLY passes. Students are expected to use the nearest restroom BEFORE class.
 - Restroom passes **will not** be allowed the **first/ last 10 minutes** of class.
- After completing your assigned work, save it to your class OneDrive folder with a proper name. Works which are not saved or not properly named will have points taken off.
- Students who have completed assignment earlier will have privilege of choice activities.

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- *When you are dismissed by the teacher, you are to save any unsaved work, log off your account, leave the mouse and keyboard neatly, **push your chair back to its place before you leave the class.** Remember, the teacher, not the bell, will dismiss you. **Do not leave without teacher's permission.***
- *If you are absent, it is your responsibility to ask how to make up your missing work.*

Student:

I, _____ have read the attached classroom guidelines and course expectations for Ms. Robinson's class and I agree that it is important to play an active role in my education.

Date: _____

Signature _____

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Approximate Dates	Unit	Unit Description
8/8-8/9	Intro	Introduction & Class Overview 'Getting to Know You,' Classroom policies and procedures; school policies; what we will learn and why.
8/12	Unit 1	Syllabus Review and Acknowledgement Economic Decisions and Systems
8/26	Unit 2	Economic Activity
9/9	Unit 3	Business in the Global Economy
9/23	Unit 4	Social Responsibility of Business and Government
10/16	Unit 5	Business Organization, Entrepreneurship, Small Business Management; Entrepreneurship and Small Business Mgmt.
10/29	Unit 6	Leadership and Management
12/2	Unit 7/8	Human Resources, Culture and Diversity
12/16- 20		Fall Term Review/Exams
1/9	Unit 9	Marketing
1/30	Unit 10	Money Management and Financial Planning
2/18	Unit 11	Banking and Financial Services
3/17	Unit 12	Consumer Credit Lesson 1
4/7	Unit 13	Savings and Investment Planning
4/28	Unit 14	Career Planning
5/19 -29		Spring Term Review/Exams