Principles of Business, Marketing, and Finance

Instructor: Mrs. LaKyshia Jones

Room: G220

Class Periods: 1st, 2nd, 6th, 7th

Phone: 281-329-2206

Email: LaKyshia.Jones@fortbendisd.gov

Conference Period: 2B

Course Credit: 1.0

# 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.  
  
Students will explore topics such as entrepreneurship, budgeting, global trade, leadership, banking, and career planning. Emphasis is placed on real-world applications and interactive projects that prepare students for both college and career readiness.

# Course Objectives

Students will:  
- Understand how businesses meet consumer wants and needs  
- Examine global and local economic systems  
- Explore entrepreneurship and business ownership  
- Develop personal finance and budgeting skills  
- Apply marketing principles to real-world situations  
- Strengthen career readiness with resumes, interviews, and simulations

# Course Materials & Resources

- Cengage Online Textbook & Activities  
- ICEV Assignments  
- GMetrix Practice Tools  
- GCFLearnFree.org (Supplemental Tutorials)  
- Schoology for assignments, resources, and communication

# Grading Policy

|  |  |
| --- | --- |
| Category | Weight |
| Major Grades (Projects, Tests) Daily Grades (Classwork, Quizzes) Total | 60% 40% 100% |

Grading Scale:  
- A: 90–100  
- B: 80–89  
- C: 75–79  
- D: 70–74  
- F: Below 70

# Classroom Expectations

- Be respectful to yourself, your classmates, and your teacher.  
- Stay engaged — listen actively and participate.  
- Submit assignments on time.  
- No gum, food, or drinks in the computer lab.  
- Phones must be on silent and put away unless permitted.

# Technology Use

Most of your coursework will be completed using computers. Use all digital tools responsibly and follow all district technology guidelines.

# Attendance & Late Work

- You are responsible for reviewing missed work via Schoology or checking with a peer.  
- You will have one extra day per excused absence to complete make-up work.  
- Late Work Policy: -10 points per day, max 3 days. Not accepted after the 3rd day.

# Participation

Active participation in all discussions, activities, and group work is expected and will be graded.

# Tentative Course Schedule

|  |  |  |  |
| --- | --- | --- | --- |
| Dates | Unit | Topics | Format |
| Aug 12–16 | Unit 1 | Needs, Wants, Economic Choices | Lecture & Activities |
| Aug 19–23 | Unit 1 | Economic Systems, Supply & Demand | Review & Quiz/Test |
| Aug 26–30 | Unit 2 | Economic Activity, Business Cycle | Interactive Charts |
| Sept 3–6 | Unit 2 | Other Measures, Review & Test | Practice & Quiz |
| Sept 9–13 | Unit 3 | Global Economy, Marketplace | Group Project |
| Sept 16–20 | Unit 3 | International Business, Review & Test | Presentation |
| Sept 23–27 | Unit 4 | Ethics, Social Responsibility | Case Studies |
| Sept 30–Oct 3 | Unit 4 | Gov’t Assistance & Regulation | Enrichment |
| Oct 7–8 | Chapter 4 Review & Test |  | Formal Test |
| Oct 16–25 | Unit 5 | Business Ownership & Structure | Case Study |
| Oct 28–Nov 8 | Unit 6 | Entrepreneurship | Business Plan |
| Nov 12–22 | Unit 7 | Leadership & Management | Roleplay |
| Dec 2–13 | Unit 8 | Human Resources & Culture | Interview Activity |
| Jan 9–24 | Unit 10 | Marketing & Promotion | Commercial Pitch |
| Jan 30–Feb 14 | Unit 16 | Financial Planning | Budget Project |
| Feb 18–Mar 6 | Unit 17 | Banking & E-Services | Simulation |
| Mar 17–Apr 4 | Unit 18 | Credit & Protection | Interactive Quiz |
| Apr 7–25 | Unit 19 | Investments & Real Estate | Stock Market Game |
| Apr 28–May 16 | Unit 9 | Career Planning | Resume & Mock Interview |
| May 19–29 | Final Exams | Review & Final Assessment | Review Games |

# Final Note

Students and parents/guardians: Please read through this syllabus together and store it in your Schoology course folder or Google Drive for reference throughout the year.