



Principles of Business, Marketing & Finance

2018 - 2019 School Year

Hightower High School
3333 Hurricane Lane
Missouri City, TX 77459
Phone: 281-634-5240

Mrs. Bhola
Contact Info: 281-634-8676
Conference: 2nd
Email: wendy.bhola@fortbendisd.com

Textbook: South-Western-Cengage Learning—Principles of Business

Course 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.

Knowledge and Skills:

- The student describes the characteristics of business.
- The student defines ethics in business.
- The student differentiates between the types of economic systems with emphasis on the private enterprise system and the United States economy.
- The student relates to the impact of international business on the United States economy.
- The student identifies the role and impact of government, the legal system, and organized labor in business.
- The student classifies types of businesses that market goods and services.
- The student analyzes cost and profit relationships in finance.
- The student analyzes the sale process, techniques used to enhance customer relationships, and the likelihood of making sales.
- The student demonstrates how to advertise to communicate promotional messages to targeted audiences.
- The student understands how to increase sales by employing visual merchandising techniques and using special events to increase sales
- The student understands the fundamental principles of money.
- The student demonstrates an understanding of personal financial management.
- The student knows that advertising is the paid form of non-personal communication about an identified sponsor's products.
- The student discusses economic concepts impacting prices.
- The student analyzes career opportunities and formulates a career plan.

Supplies Needed:

- Pencils, Blue or Black Pens (no red ink pens please)
- Box of Kleenex or Hand Sanitizer
- 1 Composition Notebooks

Test days: To be announced by teacher; all tests should be announced at least 2 class periods prior to the test day (this does not include quizzes).

Grading System:

100 – 90 = A

89 – 80 = B

79 – 70 = C

69 & below F

Major grades are 50% of nine weeks' grade

Daily grades are 50% of nine weeks' grade

Make-Up Work/Late Work: See student handbook regarding policies.

Late Work: See campus late work policy

Behavior Expectations:

- Students should be on time and in their seats when the tardy bell rings.
- Students should not sleep or eat in the classroom.
- Student should not leave class without permission from the teacher. Permission will be given only in cases of an emergency.
- Students are to respect school property. Do not write on or mutilate computer/lab equipment, books, or desks/tables.
- Litter should be disposed of properly. Please keep a clean work area.
- Students should remain seated and on task unless instructed to do otherwise.
- Students should respect others' opinions.
- Any disruptive behavior will be handled according to school guidelines. In **ALL** cases, parents will be notified.
- The teacher will dismiss the class-not the bell-stay in your seat until you are dismissed.
- Any cell phone that is visible or that rings during class will be taken up and turned in to an administrator.
- Failure to adhere to any of these expectations will result in disciplinary action.

Miscellaneous: Cheating is not allowed – do your own work! A grade of zero (0) will be ***earned and recorded*** if you are caught cheating. Cheating will also be documented and sent to the appropriate assistant principal.