

Department: Business Education
Course title: Business & Marketing Essentials
Term: 2019-2020
Teacher: Ms. Baylor
Credit: 1

Course Description: This course emphasizes the skills needed for managing a business that involves the selection and supervision of employees including efficient use of time, personnel, facilities, and financial resources. Students will explore forms of business ownership; typical business organizational structure; product or service promotion in business; effective communications; human relations skills required in dealing with employees; and effective management strategies used in personal, finance, production, marketing, and information processing. Leadership development will be provided through FBLA.

Content/Process:

Students will

- 1. Research the structure of business ownership and explain considerations in business planning.**
- 2. Identify and explain basic functions of management, management styles, criteria used in setting and achieving goals, leadership characteristics, and procedures for monitoring and evaluating employee performance.**
- 3. Discuss how global issues and international trade has and will affect management types, styles, and trends.**
- 4. Explain the importance of various business mgt skills (e.g., time management, handling positive & negative stressors in the business environment, and opportunities for employee's professional growth).**
- 5. Describe the importance of a business and a personal code of ethics.**
- 6. Analyze how the impact of human resource management activities help organizations achieve goals.**
- 7. Compare and contrast various forms of competition (i.e., pure competition, monopolistic competition, oligopoly, and monopoly).**
- 8. Utilize SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis when analyzing case studies and business plans.**
- 9. Understand the economic principles and concepts fundamental to business operations (e.g., entrepreneurship, scarcity, cost of inputs, and opportunity cost).**
- 10. Compare and contrast various types of economic systems (i.e., traditional, command, market, and mixed).**
- 11. Explain & give examples of how numerous factors influence the supply & demand of products.**
- 12. Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.**
- 13. Identify and explain the impact of financial risk to the success of a business.**
- 14. Prepare and analyze a business budget as it is used for a decision-making tool.**
- 15. Identify and explain the importance of operations management to a business (e.g., coordination of production, quality management, product development, production scheduling, and inventory control).**
- 16. Describe the nine functions of marketing (i.e., purchasing, selling, pricing, product planning, marketing information mgt., promotion, financing, distribution, risk management).**
- 17. Evaluate and create a business plan.**
- 18. Research and analyze career opportunities in management and demonstrate leadership characteristics.**
- 19. Develop an employment portfolio (resume, letters of reference, etc.) and demonstrate job interview**

techniques.

20. Research and cite major laws/regulations that affect management and examine the importance of work ethic.
21. Utilize activities of FBLA as an integral component of course content and leadership development.
22. Participate in work-based learning (mentoring, shadowing, co-op, etc.) and service learning.
23. Demonstrate employability and social skills relative to the career cluster.
24. Apply math and communication skills within the technical content.

Connections:

Business Management Kentucky Occupational Skill Standards

National Business Education Standards

Assessment of Skills and Knowledge for Business (ASK) Business Principles or Management National Standards

Course Requirements: In order for you to be successful in this course, you must meet the following expectations:

1. The student will complete all daily work.
2. The student will pass each chapter test with a 60% accuracy or better.
3. Completion of at least one English portfolio piece.
4. Successful team membership and participation during class time and during any participation projects.
5. Maintain a positive attitude about the class and take the initiative to see me if your attitude is turning bad.
6. Participate in all activities.

Criteria included for evaluation and determination of grade:

There will be ample opportunity to maintain a good grade in this class. You will be expected to complete all activities (group and individual), homework assignments, projects/presentations, and tests.

The point system will be used for grades. All work will be assigned a point value and the total points earned will be divided into the total number of points to determine your final grade. The grading scale will be as follows:

- Daily Work and Performance Tests
- Writing Portfolio and Career Portfolio
- Participation in all activities
- Completion of all in-class work

A – (90-100%)
B – (80-89%)
C – (70-79%)

D – (60-69%)
F – (59-0%) ⊗

Final Class Grade:	First Semester	40%
	Second Semester	40%
	Final Exam	20%

NOTE: There will be opportunities given throughout the semester to earn extra credit. However, this will be work that goes beyond class requirements and will require work OUTSIDE of the classroom and on your own time. It is your responsibility to see me for these opportunities, and I will not feel sorry for you (or obligated to help you) if you wait until the last minute and try to make up your points at the end of the semester!! Keep up with your grade and don't let yourself get behind!

Rules of Class: (One of the most important sections on this syllabus!! Read and become familiar with these rules and expectations.)

1. **RESPECT the teacher, yourself, and others.**
2. **Be on time.**
3. **Be prepared (bring materials to class).**
4. **Follow instructional procedures (cell phones put away, listen/take notes, no video games, turning in work, transition periods, drills, tardies, absent work).**
5. **Leaving class policy-Absolutely no hall passes in the first/last 15 minutes of class. Use the restroom during hall change. Do not abuse restroom privileges.**

Consequences to Rules:

1st offense- Warning and conference with teacher

2nd offense- Conference with teacher and call to parent

3rd offense- Referral to office

***It is at the teacher's discretion depending on offense.**

The faculty and administration reserve the right to change the class syllabus as deemed necessary. Requirements shall be modified to accommodate students who qualify for specially designed instruction.