**COURSE DESCRIPTION**
In this course, students will be introduced to numerous business and management strategies in the area’s of Marketing, Human Resources, and Finances. We will also explore different types and sizes of businesses. Students should be prepared for an interactive class that will include hands-on activities and group discussions. Students are expected to come to class with a willingness to learn. Regular attendance in class is vital and mandatory to ensure a quality educational experience.

**Attendance and effort will lead to success is this class!**

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<thead>
<tr>
<th>TOPICS</th>
<th>ESSENTIAL OUTCOMES – by completing this course, students will:</th>
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| **Unit 1 – General Business**  
   Chapter 1: Characteristics of Business  
   Chapter 2: Social and Ethics in Business  
   Chapter 3: Business Economics  
   Chapter 4: International Business  
   Chapter 6: Business Ownerships/Operations | • Compare/Contrast the differences between big and small business.  
• Create a time management weekly work schedule of employee’s.  
• Distinguish the difference between effectiveness and efficiency philosophies in running a business. |
| **Unit 2 – Marketing and Promotions**  
   Chapter 10: Scope of Marketing  
   Chapter 14: Promotions | • Design a marketing mix of a new or modified product.  
• Create a marketing plan (Poster) for a new sports franchise.  
• Identify the four phases of the product life cycle.  
• Design the communication process diagram for Promotions. |
| **Unit 3 – Financial Management**  
   Chapter 16: Financial Analysis | • Compute the net worth/net loss of an individual, business, and corporation based on the accounting formula.  
• Construct a balance sheet for numerous businesses.  
• Compose an income statement and determine the net profit of the business. |
| **Unit 4 – Human Resource Management**  
   Chapter 20: Human Resource Activities  
   Chapter 21: Selecting Personnel  
   Chapter 22: Training | • Develop a help wanted advertisement based on a Job specification form.  
• Know what questions are appropriate and inappropriate to ask in a job interview. |

**GRADING**
Grades are posted online using School view. Grades are based 80% on Summative and 20% on Formative assessments
- Daily assignments  
- Group activities  
- Note taking to assist on quizzes  
- Unit and Chapter Tests

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>100 – 94%</td>
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<tr>
<td>A-</td>
<td>93 – 90%</td>
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<tr>
<td>B+</td>
<td>89 – 87%</td>
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<tr>
<td>B</td>
<td>86 – 83%</td>
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<td>B-</td>
<td>82 – 80%</td>
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<td>C+</td>
<td>79 – 77%</td>
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<tr>
<td>C</td>
<td>76 – 73%</td>
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<tr>
<td>C-</td>
<td>72 – 70%</td>
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<tr>
<td>D+</td>
<td>69 – 67%</td>
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<td>D</td>
<td>66 – 63%</td>
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<tr>
<td>D-</td>
<td>62 – 60%</td>
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<tr>
<td>F</td>
<td>59 – and below</td>
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</tbody>
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**CLASSROOM PROCEDURES**
1. **Beginning of Class:** Be on time! (Tardy students will not be allowed to enter class without a pass. Remember 30 second rule. Sit in your assigned seat. Have your materials ready (pencil/pen, folder,).)
2. **During Class:** Work on activities and assignments during class. Use your time wisely and you will have very little homework.)
3. **Leaving Class:** If you need to leave class, ask the teacher at an appropriate time. Pass to the bathroom, locker, will be located on the pencil sharpener. No one will be allowed to leave the classroom in the first and last 10 minutes of class. Abuse of pass use (gone longer than 5 minutes, not returning to class, etc.) will result in losing your pass privileges.

4. **End of Class:** Clean up your materials and throw away garbage and put desk back to the same place.

**CLASSROOM EXPECTATIONS**

1. **Follow ALL school policies and expectations that are covered in the student handbook.**
   - Specifically: no electronic devices, no headwear **during instruction time.**

2. **Students are expected to be respectful of all class members** (including students, teachers, other staff, administrators, and guests) **and of all school property** (including desks, chairs, walls, books, flooring, and any equipment or electronics).

3. **Students are expected to complete all work and take all tests on designated dates.**
   - **For excused absences:** It is the student’s responsibility to get their make-up work and schedule make-up tests outside of class time (before/after school, advisory). Missed work must be made up within a week after returning to school for full credit. Any work due on the missed day(s) must be turned in the day you return to school.

4. **Students are expected to accept the consequences of their misbehavior.** The teacher will follow specific steps to help students correct their misbehavior.

**CONTACT INFORMATION**

I am always available to help students with questions on their work. Parents/guardians may contact me with questions and to get updates on their Student’s academic progress. You can contact me in several ways:

- Phone Number: 952-681-5059
- Email Address: dgasner@isd271.org
- Office Hours: Room C102 – before school (7:20-7:50 and after school Monday thru Thursday 2:25-3:00)

This class is an elective class and I we will have some fun as we learn along the way.