

# **Introduction to Business Syllabus**

## **Bellevue MS/HS**

“We believe real-world learning opportunities build passionate and engaging experiences for student success in life.”

**Class:** Introduction to Business

**Grades:** 9-12

**Subject Area (ELA, Math, Science, Social Studies, Fine Arts, CTE etc.):**

CTE--Business

**Course Overview / Goals for Class:** Students will think entrepreneurially to identify, plan, and solve a problem utilizing design thinking, ethics, and leadership skills.

**Essential Learnings - Big Ideas:** How can entrepreneurial thinking change the world?

Standards from National Business Education Association

### **Marketing**

- I. Foundations of Marketing: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
- II. Consumers and Their Behavior: Analyze the characteristics, motivation, and behaviors of consumers.
- III. External Factors: Analyze the influence of external factors on marketing.
- IV. The Marketing Mix: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.
- V. Marketing Research: Analyze the role of marketing research in decision making.
- VI. The Marketing Plan: Describe the elements, design, and purposes of a marketing plan.

### **Management**

- VII. Management Functions: Analyze the management functions and their implementation and integration within the business environment.
- III. Business Organization: Analyze the organization of a business.

- IV. Develop personal management skills to function effectively and efficiently in a business environment.
- VI. Human Resource Management: Describe human resource functions and their importance to an organization's successful operation.
- VIII. Technology and Information Management: Utilize information and technology tools to conduct business effectively and efficiently.
- XI. Operation Management: Apply operations management principles and procedures to the design of an operations plan.

### **Entrepreneurship**

- II. Marketing: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.
- IV. Finance: Use the financial concepts and tools needed by the entrepreneur in making business decisions
- V. Ethics and Social Responsibility: Examine the role of ethics and social responsibility in decision making.
- VIII. Technology and Information Management: Utilize information and technology tools to conduct business effectively and efficiently.

### **Accounting**

- II. Financial Reports: Develop an understanding and working knowledge of an annual report and financial statements.

### **Career Development**

- II. Career Research: Utilize career resources to develop a career information database that includes international career opportunities.
- III. Workplace Expectations: Relate the importance of workplace expectations to career development.

### **Units**

- UNIT 1--Research Your Market
- UNIT 2--Develop a Plan
- UNIT 3--Make It Operational
- UNIT 4--Run the Store
- UNIT 5--Account for Profits
- UNIT 6--Promote Your Business
- UNIT 7--Secure Your Store
- UNIT 8--Have a Customer Focus
- UNIT 9--Be an Effective Manager

UNIT 10--Achieve Personal Success  
FINAL PROJECT: Develop a business plan.

**Grading System - Content / Process - other important information (reassessment, homework, etc.)**

70% Tests & Projects  
30% Daily Work, Practice, & Homework

A+	100%	C+	78-79%
A	92-99	C	72-77
A-	90-91	C-	70-71
B+	88-89	D+	68-69
B	82-87	D	62-67
B-	80-81	D-	60-61
		F	59 or lower

**Classroom Expectations - policies**

Show up.  
Be on time.  
Show initiative.  
Work together.  
Ask for help.  
Help others.  
Be resourceful & find a way.

**Late Work:**

There will be a set deadline for turning in late work each quarter, students will not be allowed to turn in late assignments after that deadline.

**Make Up Work:**

When students are absent, they are accountable for turning in assignments the next day they return to class. If the work is not made up within three days, based on the number of days absent.

**Cheating & Plagiarism:**

- Cheating from another student, book, and notes are a major offense. If caught cheating the student will lose credit for the work. If a student is caught cheating with another student, BOTH students will lose credit.
- Plagiarism is when a student does not give credit to an author or producer of a piece of work (i.e. music, books, magazines, websites, etc.) If a student is caught plagiarizing the student will lose credit for their work. This is an easy punishment (Colleges today, kick students out for plagiarism)

### **Technology:**

We will be utilizing Google Classroom everyday in our classroom. Inappropriate use of technology will lead to 0/9th Block

### **Instructor contact information and availability**

[tracyweber@bellevue.k12.ia.us](mailto:tracyweber@bellevue.k12.ia.us)

563 663 1344

### **Other information the instructor deems important**

#### TIMELINE:

1. Contributor Award
2. Overview of Capstone
3. Leader Award
4. Lead4Change
5. Advocate Award
  - a. Ethics
  - b. Personal Branding
  - c. Design Thinking
    - i. Business Ethics Events–Unit Project
6. NGPF Entrepreneurship Mini Unit
7. Virtual Business Challenge–Team registration for this event will begin on Tuesday, October 4, 2022. There will be two rounds (Challenges) held via the Internet during the school year. The first challenge is October 18, 2022, 10:00 a.m. Eastern Time - November 11, 2022, 5:00 p.m. Eastern Time and the second challenge is January 31, 2023, 10:00 a.m. Eastern Time - February 24, 2023, 5:00 p.m. Eastern Time.
8. Intuit Social Innovation Challenge
9. The Stock Market Game
10. Final Project
  - a. Business Financial Plan
  - b. Business Plan
  - c. Broadcast Journalism

- d. Data Analysis
- e. E-Business
- f. Website Design