**COURSE OUTCOME**

**Course Description:**

*Introduction to Business and Marketing* is an introductory course designed to give students an overview of the Business Management and Administration, Marketing, and Finance career clusters. The course helps students prepare for the growing complexities of the business world by examining basic principles of business, marketing, and finance in addition to exploring key aspects of leadership, ethical and social responsibilities, and careers. Students’ academic skills in communications, mathematics, and economics are reinforced with activities modeled in the context of business topics. Upon completion of this course, proficient students will be equipped with the foundational skills to succeed in any of the Business, Marketing, or Finance programs of study and will be prepared to make an informed decision regarding which pathways they would like to pursue in high school. Standards in this course are aligned with the Tennessee Common Core State Standards in English Language Arts and Literacy in Technical Subjects.\*

**Program of Study Application:**

This course is the foundational course for all Business Management & Administration, Marketing, and Finance programs of study. State of TN Department of Education Course Standards can be found here: <https://www.tn.gov/assets/entities/education/attachments/cte_std_intro_business_marketing.pdf>

The instructor reserves the right to change the syllabus as needed.

**INSTRUCTION**

**Topics / Competencies / Skills Covered:**

* Career Exploration
* Business Concepts and Operations
* Financial & Accounting Concepts
* Marketing & Sales Concepts
* Social & Ethical Responsibility

**Materials Needed:**

* No materials-all supplies covered in the course fee

**Suggested Fee:**

A Class Fee of$10.00 will help defray the cost of printer toner, paper, poster board, pens, markers, pencils, folders to use during the class, and all other supplies. You will not need to bring anything to class.

**General Pacing** (Schedule subject to change)

Week 1-3: Career Exploration

Week 4-6: Business & Economic Foundations

Week 7: Leadership Development and Ethics

Week 8-9: Finance & Accounting

Week 11-14: Marketing

Week 15-17: Advertising & Sales

Week 18-19: Business Plans

Week 20: Review and Final Exam

**Resources:**

**Software**

Microsoft Office Suite 2010, Virtual Business, Tycoon, EverFi, H & R Block Budget Challenge

**Articles and Supplemental Material**

Various articles and material will be used from *LAP’s and Ad Week*

**Videos/Clips**Various educational and tutorial videos/clips will be presented in class. These videos will cover topics of sales, technology, business titans, leadership, marketing, finance, and other class concepts. Specific videos/clips from the video to be used may include: *Life Size*, *Tucker, The Apprentice, Undercover Boss, Cinderella Man, Catch Me If You Can, Hotel Rwanda, Coca Cola – The History of an American Icon, Selling Yourself, Packaging, Labeling, Joy, Ron Popeil:America’s Inventor, Biography and History Channel documentaries of businesspeople, In It To Win: The Jack Abramoff Story-UT Austin Shark Tank, Undercover Boss, DECA Promotional Video, Door to Door, Super Bowl Commercials, WalMart: The High Cost of Low Prices, Virtual Business – Retail, Not for Sale, Kitchen Talk, Cyberbully, The Pursuit of Happyness, Google Boys, Friends-S8E21, CNBC The Profit, Inside Lego, Inside Chipotle, Inside Pixar, Inside McDonalds, Inside Dolce & Gabbana, Inside DeBeers, Inside-The Baidu Billionaire (The Google of China), Inside Linkedin Inside Fendi, Inside PepsiCo, National Geographic-Inside North Korea, The Lorax, Jingle All the Way, Paper Clips, Honor Flight, and www.youtube.com/user/ACDCLeadership, Dyson, Oprah-Texting and Driving, Ben and Jerry’s, Flash of Genius, Hotel Impossible, Restaurant Impossible.*

If you do not approve of a specific resource listed in this syllabus, please make your request to me in writing and an alternative assignment and/or materials will be provided. The request should include your name, the child's name, the specific activity/materials in which you do not want your child to participate or to which you do not want them exposed, and the nature of your objection.

**ASSESSMENT**

**Competencies:** Competencies & Standards are based on the Tennessee Career and Technical Competency Attainment Rubric.

**Grading Policy:**

100-93% A  
92-85% B  
84-75% C  
74-70% D  
69% and under F

**Assignments & Projects:**

All assignments are due at the end of class on the date due. After completing this course, your grade will be determined by percent of total points possible of the following:

Daily Work

* + In-class participation & individual student engagement
  + Chapter Tests
  + Group work, Projects, Presentations, and Class Activities

Percentage of Your Grade:

* + 85% Daily Work
  + 15% Final Exam

**Make-Up Work Policy/Late Work Policy:**

Make-up work must be requested upon return to school. This is your responsibility, not the teacher’s. All make-up work must be completed within three (3) school days. Missed work must be made up outside of normal class time, before or after school by appointment.

**Email/Aspen/Canvas Policy:**

Ways in which I am able to communicate with the student and parent is through Email, Aspen and/or Canvas. In order to give timely feedback, I will aim to update grades at least once per week.

**GENERAL EXPECTATIONS**

**Attendance Policy**

Attendance is a key factor in student achievement; therefore, students are expected to be present each day that school is in session. Tardiness will be documented per school guidelines & consequences will follow accordingly.

**Classroom Policy/Procedures***Food:* ABSOLUTELY NO FOOD OR DRINKS IN CLASSROOM! If food or drinks are brought into the classroom, it must immediately be discarded or put in a backpack for the next class change.

*Respect:* Respecting others is a key characteristic in a successful student & business person. It is important that students do not interrupt the instructor or other presenters. Disruptive or distracting behavior.

*Group Activities:* Many of our projects & activities will require students to work with each other. Although the product of the group work will be assessed as one, the individual contribution & participation in the process will be a large factor of the score. Therefore, the student should not stop contributing to the group project until all other members of the team are complete. If there are any issues, the students & parents are welcome to reach out to me.  
  
*Cell Phones:* Cell phones and tablets are not permitted to be in use or on student’s desk at any time. Any student using a cell phone during instructional and activity time will be subject to confiscation by administration.

*Cleanliness:* All books, papers, and materials are to be cleaned up and put away at the end of each class day. Your desk is not your storage area; it is used by other students during the school day. If you leave something on your desk, it will be gone the next day. Please clean up your mess.  
  
*Computer Lab / Laptops / Tablets:* Your computer is your prized possession – treat it as such. You will not be on the Internet without permission. You will not play or download games, install plug-ins, listen to music, watch videos or install software to the computer unless it directly relates to the current course assignments. When computers are not being used for instruction or class activities, the screen is expected to be turned off.

**Plagiarism & Cheating**

I have a No-Tolerance policy for cheating.

**Intervention Strategy:**

Students needing extra help can schedule a time with me before or after school. Students have the opportunity to take home make-up work and retake certain tests for a better grade. Partial credit will be given for test corrections.

**Instructor Contact Information**

LeeAnne Kepper

Office Phone: 865-689-9130

Email: leeanne.kepper@knoxschools.org