

Alvin C. York Institute Syllabus

Fall Semester, 2018

Course Title:	Introduction to Business and Marketing
Teacher Name:	Cheryl A. Tays (931-879-8101 or ctays@york.k12.tn.us) School Website can be found at www.york.k12.tn.us
Class Website Info:	Group Code: Log on to Google Classroom, join using xjcbvvc You will log on to Google using first initial and last name @yaidragons.com
Prerequisite:	None
Materials:	Three Ring Binder Loose Leaf Paper Tab Dividers (Labeled: Calendar, Notes, Tests, Projects, FBLA) Pen/Pencils Headphones

Course Description:

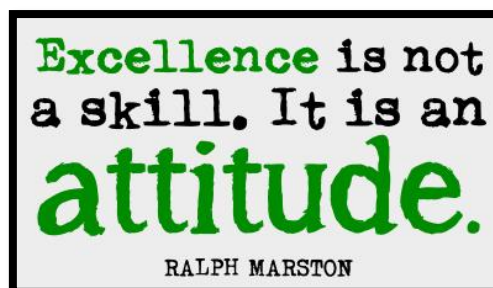
Introduction to Business and Marketing is an introductory course designed to give students an overview of the Business Management and Administration, marketing, and Finance career clusters. The course helps students prepare for the growing complexity of the business world by examining basic principles of business, marketing, and finance in addition to exploring key aspects of leadership, ethical and social responsibilities, and careers. Students' academic skills in communication, 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.

Course Standards will include the following topics: (please see complete list provided to student in class materials)

- Career Exploration of Business Management, Finance, and Marketing Careers
- Business Concepts and Operations
- Financial Concepts
- Marketing Concepts
- Social Responsibility and Ethics



Instructional Philosophy: I believe that our attitudes have a huge impact on our ability to learn. I have chosen education as my career—a choice that would keep me in a classroom for 23 years. Teaching is not just a job, but a full-time endeavor to change students for the better once they pass through my program. I spend countless hours preparing dynamic, interactive lesson plans, grading projects and giving effective feedback, maintaining dependable technology for my instruction, and coordinating activities, fundraisers, and conference travel for the Future Business Leaders of America as co-curricular support for my program. How awesome it is to have students appreciate the effort I put forth by being in class every day, paying attention to the instruction, and putting their best into all work assigned with a positive attitude. It will truly make all the difference.



Grading Policy: Student Signature _____ **Parent Signature** _____

Daily Work (Bell Ringers, Class Activities, Notebook, Homework)	20%
Quizzes (Announced & Unannounced)	10%
Midterm/Final	15%
Chapter Tests (No retakes)	30%
Projects (allowed to improve after first grading)	<u>25%</u>
	100%

- **In the event of an unexcused absence, student will not be permitted to make up any missed work.**
- **In the event of an excused absence, student will discuss missed work with the teacher to make arrangements to turn in.**
- **In the event of an extended project, student must turn in completed project before or on the due date in order to make improvements after the first grading.**

Classroom Policy: Student Signature _____ **Parent Signature** _____

- When the bell rings, students will be in their seats & begin the bell ringer activity.
- Only bottled water allowed in the computer lab
- Respect others and school property.
- Maintain care and use of the computers, equipment & books.
- Everyone stays in their seats until the bell rings.
- Cell phones will stay out of sight during class time.
- Profanity has no place in this classroom.
- Only 3 restroom passes permitted per 9 weeks period. Restroom pass and cell phone will be placed in the purple basket on the desk in order to leave the classroom.

Consequences: Student Signature _____ **Parent Signature** _____

- First Violation, Activity Period
- Second Violation, After-School Detention & Parents Called
- Third Violation, Administration Referral & Parents Called
- Cell Phone will be taken the first time it is used in class, turned in to front office for 24 hours (Student Handbook Policy)

Future Business Leaders of America:



FBLA ... inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

Anyone enrolled in a business or technology class can join FBLA. The fee to join the organization is \$20.

FBLA will provide fundraising opportunities to earn money for admission fees and travel expenses.

Just a few opportunities coming up: Fall Leadership Camp, Fall Leadership Conference, Region Competition, & State Competition. I will give more details in class.

Introduction to Business and Marketing

Parent/Student Agreement

I have read the syllabus for **Introduction to Business and Marketing, Fall 2018** and understand all policies and practices.

Student Signature

Date

Student Name Printed

Parent/Guardian Signature

Date

Parent/Guardian Name Printed