

## Business Fundamentals

The Business Education Career Cluster covers the field of occupations related to the management of business operations, finance, and information. There were over 62 million jobs in the business field in 2010. However, individuals completing programs in business education are employed in almost all economic sectors; therefore, job prospects will be good for most completers. The industry is projected to have above average growth, 14% in the United States and 17% in Mississippi between 2010 and 2019. Business Fundamentals serves as the foundation for all Business Pathways. Courses in Business Fundamentals provide instruction in basic business skills and knowledge related to economic fundamentals, management, communications, finance, human relations, career development, ethics, and business etiquette.

**COURSE DESCRIPTION:** This year long course begins with an introduction to business and marketing fundamentals, communication and interpersonal skills, and professional development for continued education, training, and careers in business management. Major topics of study in this course are economics, business, management, and entrepreneurship, business law, and personal finance. Participation in DECA (student organization) is ongoing. Students will develop skills toward meeting requirements for the Microsoft Project Skill Standards for Microsoft Office Specialist Certification.

**TEACHING FORMAT:** Lectures, class discussions, reading, writing, group work, presentations and lab work will be used to make sure that students are prepared for employment or continued education in the occupations in business.

**TEXTBOOKS AND SUPPLIES:** Textbooks will be provided by the Indianola Career and Technical Center and will remain in the classroom. The students will need the following items daily for this class:

- Composition notebook
- Flash drive
- Pens and pencils

**GRADING CRITERIA:** Each student is graded according to the Indianola School District's grading policy. Your grade will be based on how much and how well you complete your class work and projects. Each nine weeks grade is broken down into the following percentages:

- 25% for daily work which will include classroom participation and class work
- 50% for major work which will include projects, presentations, and tests
- 25% for your nine weeks exam/project

**ATTENDANCE AND MAKE-UP POLICY:** Students should attend class daily; however, when a student is absent, the following procedures will be taken for missed assignments:

1. Students that are absent one (1) day should check the assignments box/crate to get the assignments from the previous day. The assignments should be completed and turned in on the next day. For example, if a student is absent on Monday, he/she will get the assignment on Tuesday to be turned in on Wednesday.
2. Students who are absent over a three day period for a serious illness or family situation (flu, severe cold, chicken pox, death of a loved one) will be given all missed assignments. The assignments should be completed within one (1) week of his/her return to school. For example, if a student is absent for several days and returns to school on a Wednesday, he/she will have until the following Wednesday to complete and turn in the missed assignments.
3. Students who know that they will be out of school ahead of time for surgery or some other major illness must make arrangements in the office to receive their weekly assignments. The assignments must be completed during their stay at home and returned during the following week. Additional assignments will be given once the original assignments are returned.
4. Students who fail to turn in an assignment on the due date will have three (3) days to turn in the assignment before the grade turns into a zero (0).

5. ALL assignments should be turned in on the due date. However if they are not, the following grades will be given:
  - Assignments one (1) day late will receive a grade of 75 if the assignment is completed correctly.
  - Assignments two (2) days late will receive a grade of 70 if the assignment is completed correctly.
  - Assignments three (3) days late will receive a grade of 65 if the assignment is completed correctly.

Please realize that if the assignment is late and not completed correctly that your grade will be even lower than those given above.

**STRATEGIES FOR SUCCESS IN Business Fundamentals:** These are some helpful tips that if you often will make your year in Marketing I a successful one.

- Use time wisely.
- Begin assignments in a timely manner to make sure the assignments are completed by the due date.
- Ask questions when you do not understand.
- Keep necessary school/classroom supplies.
- Complete ALL assignments given by the teacher.

**PACING GUIDES:** The chart below gives you information on what units will be taught in class. The charts also give you the major assignments for each unit. If you use this chart wisely, you will be on target with your class work.

Unit	Title	Assignments
1	Introduction to Business	Business Etiquette Poster
2	Communication and Interpersonal Skills	Role Play: Telephone etiquette in an office setting and communication between co-workers (scenarios)
3	Professional Development	Career Portfolio Includes: Resume, cover letter, Job application, resignation letter, letter of recommendation and interview score sheets.
4	Economics	Spreadsheet charts/ Research Money Power Presentation
5	Business, Management, and Entrepreneurship	Own Your Business Project
6	Business Law	Understanding the Law Presentation
7	Personal Finance	Financial Management Project

**STUDENT ORGANIZATION:** Students enrolled in Business Fundamentals are encouraged to join DECA. This organization prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

**CPAS:** All students will be required to take this exam during the fourth nine weeks. Scores from this exam will count as your fourth nine weeks exam, 25% of your fourth nine weeks grade.

## MARKETING SYLLABUS

Business Marketing and Economics programs provide instruction in basic business and marketing skills. Courses in the program provide a foundation of skills and knowledge related to basic principles of marketing, related economic fundamentals, management, merchandising, communications and career development, personal and business finance, human relations, ethics, and business etiquette. Instruction is also provided on specialized topics related to fashion, international marketing, e-commerce, entrepreneurship, financial marketing/stock market, as well as sports, special events and entertainment marketing.

**COURSE DESCRIPTION:** Marketing and Economics II provides An in-depth applications of the skills learned in the Marketing and Economics II.

**TEACHING FORMAT:** Lectures, class discussions, reading, writing, group work, presentations and lab work will be used to make sure that students are prepared for employment or continued education in the occupations of carpentry.

**TEXTBOOKS AND SUPPLIES:** Textbooks will be provided by the Indianola Career and Technical Center and will remain in the classroom. The students will need the following items daily for this class: Two (2) folders (one for notes and one for journal entries)  
Pens (red, blue, and black) and pencils

**GRADING CRITERIA:** Each student is graded according to the Indianola School District's grading policy. Your grade will be based on how much and how well you complete your class work and projects. Each nine weeks grade is broken down into the following percentages:  
25% for daily work which will include classroom participation and class work  
50% for major work which will include projects, presentations, and tests  
25% for your nine weeks exam/project

**ATTENDANCE AND MAKE-UP POLICY:** Students should attend class daily; however, when a student is absent, the following procedures will be taken for missed assignments:

Students that are absent one (1) day should check the assignments box/crate to get the assignments from the previous day. The assignments should be completed and turned in on the next day. For example, if a student is absent on Monday, he/she will get the assignment on Tuesday to be turned in on Wednesday.

Students who are absent over a three day period for a serious illness or family situation (flu, severe cold, chicken pox, death of a loved one) will be given all missed assignments. The assignments should be completed within one (1) week of his/her return to school. For example, if a student is absent for several days and returns to school on a Wednesday, he/she will have until the following Wednesday to complete and turn in the missed assignments.

Students who know that they will be out of school ahead of time for surgery or some other major illness must make arrangements in the office to receive their weekly assignments. The assignments must be completed during their stay at home and returned during the following week. Additional assignments will be given once the original assignments are returned.

Students who fail to turn in an assignment on the due date will have three (3) days to turn in the assignment before the grade turns into a zero (0).

ALL assignments should be turned in on the due date. However if they are not, the following grades will be given:

Assignments one (1) day late will receive a grade of 75 if the assignment is completed correctly.

Assignments two (2) days late will receive a grade of 70 if the assignment is completed correctly.

Assignments three (3) days late will receive a grade of 65 if the assignment is completed correctly.

Please realize that if the assignment is late and not completed correctly that your grade will be even lower than those given above.

**STRATEGIES FOR SUCCESS IN MARKETING II:** These are some helpful tips that if you often will make your year in Marketing II a successful one.

Use time wisely.

Begin assignments in a timely manner to make sure the assignments are completed by the due date.

Ask questions when you do not understand.

Keep necessary school/classroom supplies.

Complete ALL assignments given by the teacher.

**PACING GUIDES:** The chart below gives you information on what units will be taught in class. The charts also give you the major assignments for each unit. If you use this chart wisely, you will be on target with your class work.

Unit	Title	Assignments
8	Introduction to Marketing	PowerPoint Presentation
9	Pricing	Analyzing Price product Project
10	Promotion	Design and Promote a product
11	Selling	Advertise and Sell a produce Using Office Software
12	Product/Service Management	Create a product/Service
13	Distribution	PowerPoint Presentation on ways of Distributing Produce
14	Marketing Planning	Develop a marketing plan using Office Software
15	International Marketing	Research country and create Presentation

**STUDENT ORGANIZATION:** Students enrolled in Marketing II are encouraged to join DECA. This organization prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

**FLEXIBILITY STATEMENT:** Please be aware that assignment deadlines may be changed to help meet the needs of the students in the classroom.

**CPAS:** All students will be required to take this exam during the fourth nine weeks. Scores from this exam will count as your fourth nine weeks exam, 25% of your fourth nine weeks grade.

**CERTIFICATE OF COMPLETION:** Second year students who successfully complete 720 hours of training, including classroom and lab exercises, and who receive a passing score of 60 on the state mandated CPAS exam for the first and second year combined will receive a certificate of completion.