

Syllabus

Principles of Business, Marketing, and Finance

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Principles of Business, Marketing, and Finance

In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems and settings in business, marketing, and finance.

Prerequisites/Requirements:

This course is recommended for all students.

Goals/Objectives:

This course is designed to develop skills for the workplace and help understand the business world and its changing environment. The focus is to make rational business decisions that will focus on long-term success. Students will be able to analyze business, marketing, and financial decision-making cases and determine possible solution alternatives and consequences. The goal here is to decide on the best possible (long-term) benefits/outcomes of these decisions.

Grading:

Grading will follow the policy of the Brownsville Independent School District

A = 90% - 100%

B = 80% - 89%

C = 70% - 79%

F = below 70%

Tests: 66.7%

Homework/Daily Assignments/Projects: 33.3%

Text/Materials:

Business Principles and Management, Anniversary Edition, 11th Edition

Kenneth E. Everard Titusville, NJ

James L. Burrow North Carolina State University

Computer Based Instruction Online (Is a series of self-paced learning)

<http://www.fdic.gov/consumers/consumer/moneysmart/mscbi/mscbi.html>

www.everfi.com/register

Course Policies:

Missed Classes: The student is responsible for obtaining any material(s) distributed on class days when he/she was absent. This can be done through contacting a classmate who was present or by asking me. Missed quizzes can be made up under normal circumstances.

Assignments: All assignments are due at the beginning of class on the date due. Late submission of assignments will be assessed a penalty of 10% per day.

Academic Dishonesty: Plagiarism and cheating are serious offenses and will be reprimanded as a failure on the assignment, exam, paper, or project according to the BISD policy. For more information refer to the

“Student Code of Conduct, Student-Parent handbook”. For this class, it is permissible to assist classmates in general discussions of computing techniques. General advice and interactions are encouraged. Each person, however, must develop his or her own solutions to the assigned project(s), assignment(s), and task(s). In other words, students are not to do someone else’s work. No student is permitted to assist a classmate on a quiz or test in which the student is to demonstrate their understanding of the concept(s).

Need for Assistance: If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as I have outlined it, or which will require academic accommodations, please notify me as soon as possible.

Posting of Grades: Grades will be posted in the B.I.S.D. GradeSpeed program.

Incomplete Policy: Students will not be given an incomplete grade in any six week period without sound reason and documented evidence as described in the Student Code of Conduct.

Course Outline:

Week	
1	Orientation & course syllabus, Safety & troubleshooting, computer basics, Internet safety, and network basics
2	Characteristics of Business
3	Structure and Functions of Business
4	Business Ethics
5	Economic Systems and the Private Enterprise System
6	Economic Decisions / Supply and Demand
7	Impact of International Business
8	Imports and Exports
9	Role and Impact of Government in Business
10	Role of Organized Labor
11	Marketing Goods and Services
12	Retailers and Wholesalers
13	Cost and Profit Relationships in Finance
14	Law of Diminishing Returns / Economies of Scale
15	Consumer Relationships
16	Motivational Theories – Maslow’s Hierarchy of Needs
17	Advertising and Communicating
18	Analyzing Advertisements
19	Merchandising Techniques
20	Planning Special Events
21	Fundamental Principles of Money
22	Debits and Credits
23	Time Value of Money
24	Legal Responsibilities Associated with Financial Exchanges
25	Personal Financial Management
26	Calculating Gross and Net Pay
27	Reconciling Bank Statements
28	Advantages and Disadvantages of Banking Services
29	Prepare an Individual Income Tax Return
30	Communication About Sponsored Products
31	Media and Advertising
32	Economic Concepts Impacting Prices
33	Functions of Prices / Supply and Demand
34	Analyzing Career Opportunities
35	Determine Individual Talents, Abilities, and Skills
36	Formulate a Career Plan