

Introduction to Business - Introduction to Business Course Syllabus

INSTRUCTOR: Brian M. Pointer
ROOM NUMBER: J-9
OFFICE HOURS: 7:15-7:40, Intervention, Lunch M-F
E-MAIL:: bpointer@rocklin.k12.ca.us
COURSE PAGE: whs.rocklinusd.org/CTE
ACADEMIC UNITS: 5 units per semester
ACADEMIC CREDIT: Elective Credit

DESCRIPTION - Skilled leaders motivate people or groups to achieve a common goal. Skilled managers plan, organize, staff, direct, and control an organization or group for the purpose of accomplishing a goal using available resources efficiently and effectively. This course explores leadership styles and economics, personal finance, business communications and soft skills, while providing a background in business. Students engage with their peers, business professional, and their community to actively practice the 21st Century skills of Communication, Collaboration, Creativity and Critical Thinking.

PURPOSE - Key assignments in this course require students to develop business documents and a marketing plan, practice accounting skills, customer service, and financial literacy. Activities encourage career and college planning: prepare students for post-secondary Business courses and successful participation in the Future Business Leaders of America's competitive events. These skills and concepts are wrapped around ethical considerations in business and use technology to research information and produce relevant outcomes. Team building and project management are integrated throughout, as well as current events and accountability. Several resources and projects are based on the goals of National Business Education Association Standards and Achievement goals.

COURSE OBJECTIVES - By the end of this course, students will be able:

- Students will explore concepts of Marketing, and Sales.
- Students will explore concepts of Accounting, Financial Management, and Personal Finance.
- Students will explore concepts of Economics.
- Students will explore Leadership, Public Speaking and Customer Service.
- Students will explore College and Career Readiness.

COURSE TOPICS - The course will cover the following topics: Leadership and Public Speaking, Marketing, Sales, Accounting and Financial Management, Personal Finance and Economics, College and Career Readiness, and Philanthropy.

CAREER AND TECHNICAL EDUCATION (CTE) ELEMENTS - The following information is directly related to this course and its designation as a CTE course on campus:

- INDUSTRY SECTOR: Business Management

- COURSE LEVEL: Introductory
- ADVISORY COMMITTEE: The advisory committee for this course meets annually. Additional meetings are held at the discretion of the instructor and/or district office.
- ARTICULATION INFORMATION: Not Applicable
- OCCUPATIONS FOR IDENTIFIED PATHWAY: Pathway occupations organized by level of education and training required for workplace entry.
 - High School - Business Management
 - Post-secondary Training - Business Management
 - College/University - MBA

GENERAL: Recorded grades will be available for review at any time on Schoology. Remember to keep all class items returned so that any discrepancies can be easily and fairly straightened out. Except in cases of actual error, semester grades are permanent.

INSTRUCTIONAL SUPPLIES - Students may be required to purchase specific projects if they want to keep them and take them home. The list below provides information for the student regarding items they will be using in this course. Students may want to purchase items on this list if they are very interested in this course and/or pathway. Please see the instructor for specific information regarding supplies.

- Text: Introduction to Business
- Computer Programs and/or software: School provided computer with school provided software
- Supplies: Not Applicable

GRADING PLAN - Tests and Projects 70%, Homework 15%, Classwork and Quizzes 15%

CLASSROOM RULES OF CONDUCT

- Be Respectful
- Try
- Follow School Rules
- Be On Time

In general, your ideas, comments, suggestions, questions, grade challenges, and more are welcome. However, your discretion in these matters is expected. Furthermore, no part of your grade will be based on anything other than your coursework and attendance. You are encouraged to take advantage of instructor office hours for help with coursework or anything else connected with the course and your progress.