

## INTRODUCTION TO BUSINESS 2010-2011 COURSE OUTLINE

**Course:** Principles of Business

**Room:** 117

**Instructor:** Mr. Daniel Gerken  
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### **Course Description:**

Introduction to Business will introduce some very basic concepts and characteristics of the world of business. This introduction will help prepare you for the economic roles of consumer, worker, and citizen that you will encounter as you move on from high school. This course will also serve as a background for other business courses that you may take in high school and/or in college. By applying the material and knowledge base acquired during this course to your life as a young adult, you will make better consumer decisions, be better prepared for future employment opportunities, and will help you effectively perform your responsibilities as a productive citizen.

### **Academic Goals:**

Upon completion of this course, the students will be able to:

- ❖ identify the basic Economic Decisions
- ❖ identify the various types of Economic Systems
- ❖ define the Economic Roles each person plays
- ❖ explain how consumers affect the supply and demand for goods and services
- ❖ analyze Economic measurements and statistics
- ❖ distinguish the four basic kinds of business and the activities performed
- ❖ understand how ownership differs among sole proprietorships, partnerships and corporations
- ❖ discuss the common characteristics of effective leaders
- ❖ explain the human relations skills needed by managers
- ❖ identify the different types of influence leaders use
- ❖ describe various types of leadership styles
- ❖ list common marketing activities
- ❖ identify the advantage of small businesses in providing customer service
- ❖ describe the social and ethical responsibilities of business
- ❖ cite ways in which international business is important to U.S. economy
- ❖ discuss how the government impacts, affects, and aids both businesses and our economy
- ❖ demonstrate an understanding of small business management
- ❖ identify current issues within existing businesses through periodical readings

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**Assessment and Evaluation:**

- **Assignments - 50%**
  - ❖ Chapter Review, Vocabulary, Decision Making Strategies, Business Date Calculations, worksheets, and others as assigned.
- **Tests (Every four weeks – total of 4) - 20%**
- **Business Magazine / Book Excerpts Article Summaries – 10%**

Students are required to do summaries of articles regarding business from periodicals such as **Forbes, Fortune, Money, Business Week or other business based readings**. The summaries should include two well-written paragraphs: a summary of the content of the article in the first paragraph and what the student learned about business from the article in the second paragraph.. Documentation will be discussed and covered by Mr. Holden in the Library/Learning Center. Paragraphs should be Times New Roman Font Style, Size 12 – with proper spelling and sentence structure.
- **Quizzes – 10%**
  - ❖ You will have a Quiz at the conclusion of each Chapter - 10 TRUE/FALSE and 10 Multiple Choice. If you are absent on the day a quiz is given, you will take the quiz the day you return.
- **Participation – 10%**
  - ❖ It is anticipated and expected that students participate on a regular basis in discussions and class. This includes being prepared and on time for class. You are preparing for the life after school and the habits you develop now will follow you in the workplace.
- **Total – 100%**

**Attendance: IMPORTANT!**

- Students are responsible for any and all assignments regardless of whether or not they were in school on the day assigned.
  - ❖ **IT IS THE STUDENT’S RESPONSIBILITY TO CONTACT ME THE DAY THEY RETURN TO MAKE-UP ASSIGNMENTS.**
- If you are late for class (unexcused), you may have to stay after-school for detention.
- There may be a brief graded assignment at the beginning of every class immediately following the announcements. If you come in late, you will have to make it up after-school or on your own time.
- **Assignments will be turned in on time or will result in a zero.** If you are absent on the day an assignment is due. You must see me **before** our next class meeting to turn the assignment in. If you missed class work, you are to pick it up and submit before the next class meeting. PLEASE NOTE: If you are absent on the day an assignment, quiz, test or other graded work is due, a zero (0) will be placed in that assignment in our PowerSchools grading system. Subsequently, your average will reflect this zero and be lowered. You must make arrangements to complete that assignment **THE DAY YOU RETURN** to school, otherwise the zero will be your grade.



**Ethics Policy:**

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- All students are encouraged to learn from each other and share ideas. This is not to be confused with copying from one another or sharing assignments. Work submitted under your own name must be **YOUR OWN** work. Plagiarism and all other forms of academic dishonesty will not be tolerated and will result in a grade of **0 (ZERO)** for the assignment and possibly the course!
- Cheating will not be permitted. Much of our work will be in small group settings. I expect and anticipate participation and the sharing of ideas in these cooperative learning situations. I do not expect one person to do all the work or that it simply becomes a social hour. Working together and learning how to deal with group dynamics is an important lesson in the business curriculum and the business environment.

### Supplies:

- All students must have a **3 Ring Binder** dedicated solely to *Introduction to Business*. We will be adding information to this notebook on a daily basis. It is imperative that you keep this notebook up-to-date.
- You must have your textbook and notebook with you every class meeting. Please do not ask to leave text in the classroom.
- Make sure you have something to write with each day.
- You must have your agenda with you to go anywhere. I may also ask you to write down certain information in your agendas. You must have a District Technology and Computer Usage Policy permission forms signed and secured in your agenda to log on to network. You will need to access the computers to complete your Magazine article summaries..

### Classroom Etiquette and Respect:

I respect each of you as young adults with many expectations and commitments in your life. Each of us is unique and brings to the class a variety of concerns, knowledge, and past experiences. Please remember this and respect one another, not only in our classroom setting, but also throughout the entire day. Students are expected to conduct themselves in a business-like and civil manner. Students are expected to treat others with respect and courtesy. Treat others the way you want them to treat you. Rude and discourteous behavior is not expected and will not be tolerated.

*The following behavior is expected from all students in class:*

1. Being seated when it is time for class to begin
2. Staying in class the entire class period.
3. Being prepared for class, including reading assignments before class.
4. Having the proper classroom materials including books, paper, and writing utensils. Get into the habit of having something to take notes with in any class meeting.
5. Good faith effort in answering questions and taking part in class discussion
6. Learning and having a good time at it.

*The following behavior exhibits poor business etiquette and is not expected in class:*

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1. Arriving to class late. The teacher reserves the right to count any student absent that arrives unexcused to class five (5) minutes late or later.
2. Getting up and leaving class during the class session. If you must leave class early because of other obligations, please notify the teacher before class begins.
3. Talking while the teacher or other students are talking.
4. Reading the newspaper, doing other class/subject assignments, or anything else not pertaining to the class taking place including using phones, computers, or other devices for purposes other than those related to class.
5. Sleeping in class, including putting your head down on the desk (this includes during videos). This is disrespectful to the teacher and to the other students in class.
6. Leaving trash anywhere except in the trash can.
7. Any other form of rude or discourteous behavior as determined by the instructor.

***DO NOT TAKE OUT YOUR PHONES IN CLASS! I UNDERSTAND THAT MANY/MOST OF YOU HAVE MOBILE PHONES AND USE THEM A GREAT DEAL TO COMMUNICATE. THERE IS NO NEED TO USE THEM IN THE CLASSROOM. PLEASE MAKE SURE YOU HAVE SILENCED THEM BEFORE CLASS. IN THE EVENT THAT YOU USE A MOBILE PHONE DURING THE CLASS PERIOD, I WILL TAKE THE PHONE, PLACE IT ON MY DESK AND RETURN IT AT THE END OF CLASS. I WILL NOT KEEP IT. I DO NOT WANT TO HINDER YOUR ABILITY TO COMMUNICATE WITH FAMILY AND FRIENDS, BUT WE MUST DO SO IN A RESPONSIBLE MANNER. PART OF FUNCTIONING IN THE BUSINESS WORLD IS LEARNING HOW TO BE RESPECTFUL AND HOW TO CONDUCT YOURSELF.***

