



Principles of Business, Marketing and Finance

Frank Arthurs
farthurs@ems-isd.net
Teams, Canvas

Conference Period: Period 6 (1:40 – 2:30)

Tutoring Opportunities: Tutorials available upon request or during lunches

Class Materials:

- Hand sanitizer, tissues, pencil or pen (blue or black)
- Canvas, Microsoft Teams

Access to Canvas and Office365 tools is available to students through our [Single Sign-on Portal \(SSO\) \(Links to an external site.\)](#). Students receive their SSO login during enrollment.

Course Description:

This is an introductory course where students will 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.

Course Goals:

Students who complete this course successfully will be able to:

- Learn to research career choices and colleges
- complete a resume and a cover letter
- understand the business growth cycle
- Learn types of businesses and business profiles
- learn about personal finance, debt and budgeting
- identify and analyze basic marketing and merchandising
- identify basic accounting principles, understand economic systems and business ethics

Student Evaluation:

The grading system for this course is as follows:

- Grade averaged 60% Major 40% Minor (Advanced courses 70% Major 30% Minor)
- Major grades – tests (including District Common Assessments, six weeks assessments, projects, final essays, research papers, presentations); minimum three per six weeks

- Minor grades – quizzes, daily assignments, journals; minimum four per six weeks
- Semester exams will count 1/7 of the semester grade
- A letter system (S, N, U) is used to report a student’s conduct based on proper/responsive conduct and citizenship
- Per Board Policy EIA (LOCAL), “The District shall permit a student who meets the criteria detailed in the grading guidelines a reasonable opportunity to redo an assignment or retake a test for which the student received a **failing**. This policy applies only to initial identified major grades and does not apply to daily assignments, quizzes, six-week test, and semester final examinations. Upon reteach and retest, the new test, project, etc. recorded will be a high score of 70%.
- Official grades will be in Skyward only and can be accessed by student and parent through Family Access.

Assignments, exams, expectations outside of the classroom:

Students should take time to study the information at home prior to an exam. All of the content is available to access from a home device, either computer or phone. Home work is only given if the student fails to complete the assignment within the class time.

Attendance/Tardy Policy/Make-Up Work:

ABSENCES/ATTENDANCE Regular school attendance is essential for a student to make the most of his or her education—to benefit from teacher-led and school activities, to build each day’s learning on the previous day’s, and to grow as an individual. Absences from class may result in serious disruption of a student’s mastery of the instructional materials; therefore, the student and parent should make every effort to avoid unnecessary absences. Two state laws—one dealing with the required presence of school-aged children in school, e.g., compulsory attendance, the other with how a student’s attendance affects the award of a student’s final grade or course credit—are of special interest to students and parents.

Tardies: Students are expected to be in class on time. Coming into class after the bell will be considered tardy unless the student has a note excusing the tardy.

*For online learners ONLY: attendance is based off of logging on to Canvas and engagement in that days activities. If both of these are not met then the student will be marked absent for that day.

Classroom Expectations:

Students are expected to come to class prepared and ready to work. Phones will not be allowed since we are in a computer lab. Student will get one warning to keep the phone put away, if the students is caught with the phone out again then the phone will be taken up and returned after class is over. If the student refuses to hand over the phone then disciplinary action will be taken.

Preliminary Schedule of Topics, Readings, and Assignments

Semester 1: Career Exploration, Business types, Ethics

Semester 2: Sales Process, Economic Systems and Finance

Academic Integrity:

Academic integrity values the work of individuals regardless if it is another student's work, a researcher, or author. The pursuit of learning requires each student to be responsible for his or her academic work. Academic dishonesty is not tolerated in our schools. Academic dishonesty, includes cheating, copying the work of another student, plagiarism, and unauthorized communication between students during an examination. The determination that a student has engaged in academic dishonesty shall be based on the judgment of the classroom teacher or other supervising professional employee and considers written materials, observation, or information from students. Students found to have engaged in academic dishonesty shall be subject to disciplinary and/or academic penalties. The teacher and campus administrator shall jointly determine such action.