**Introduction to Business**

T

his course will provide a solid foundation in business principles which are immediately applicable to students’ lives. Through the use of interactive technology, simulations, presentations, and project management students are made aware of the integral role that they play in today's ever-changing global economy. The units presented are economics, entrepreneurship, marketing & accounting/management. Upon completion of this course, students will be equipped with the foundational skills necessary to succeed in any of the Business and Marketing pathways offered in the Parkway School District.

**Essential Questions and Enduring Understanding**

* **Unit 1 Economics**

EU: Business decisions affect the economy.

* + EQ: Why is the global economy ever-changing?
  + EQ: How does the success or failure of business affect other businesses?
* **Unit 2 Entrepreneurship**

EU: Entrepreneurship is vital to the U.S. economy.

* + EQ: What motivates an entrepreneur?
  + EQ: What is the best way to structure a business?
* **Unit 3 Marketing**

EU: The marketing mix drives business decisions.

* + EQ: How does the marketing mix affect the success of a product/service or business?
  + EQ: How does corporate social responsibility (CSR) add value to our business and society?
* **Unit 4 Accounting/Management**

EU: Businesses use accounting and record keeping to manage finances.

EU: Business culture varies from organization to organization.

* + EQ: Why is it important for businesses to keep accurate records?
  + EQ: What is the purpose of management?

**My Website**

[**http://www.edline.net/pages/ParkwayCentralHS/Classes/MPiening-050-2014/Course\_Info/Intro\_to\_Business**](http://glencoe.mheducation.com/sites/0078747686/student_view0/index.html)

**Online Textbook User Name: ITB2008**

**Online Texbook Password: jU6uspat**

**Course Requirements**

* **Supplies**: Pen/pencil, paper, & folder
* **Participation**: You are expected to complete the assigned tasks in a productive manner during the designated class time and participate in class discussions. Participation includes but is not limited to packets, notes, journal/bell ringer questions and exit questions.



**Grading Policy**

* Formative Assessment/Participation 50%

(Chapter Quizzes, Daily work, Class Activities, Journals)

* Summative Assessments 40%

(Unit Projects & Unit Tests)

* Comprehensive Objective Final Exam 10%

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**Late Policy**

All assigned work will be given a due date. Late work will be accepted but only for ½ credit. The deadline for the work in each unit is the day of the unit test.

**Attendance**

If you are absent, it is your responsibility to ask the teacher for make-up work. Make-up work must be turned in within the number of days you missed from class. It is YOUR RESPONSIBILITY to obtain this work. Please check the website, check the ITB box in room, or ask me before or after class.

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**Tardies**

Excessive and disruptive tardiness will be dealt with on an individual basis and after school detentions may be a consequence.

**Expectations**

* Be nice.
* Please respect the learning environment.
* Please refrain from using electronic devices, unless they are needed for instruction, activities, or assignments.

Most important:

Let’s have fun!! Ms. P