

BUSINESS AND MARKETING ESSENTIALS

COURSE SYLLABUS

Lafayette High School
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Course Description

Business and Marketing Essentials is an introductory business and marketing course which enables students to acquire a realistic understanding of business processes and activities. Students examine fundamental economic concepts, the business environment, and primary business activities. They develop an understanding of and skills in such areas as customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management. Throughout the course, students are presented ethical dilemmas and problem-solving situations for which they must apply academic and critical-thinking skills.

Prerequisites

There are no prerequisites for this course.

Materials

You will need the following supplies for this course:

- Folder
- Notebook
- Pen or Pencil
- USB flash drive

Grading Scale

A	92-100
B	83-91
C	74-82
D	65-73
F	64 or below

Evaluation Procedure

Your grade will consist of the following 3 categories:

1. Category 1 Formative Assessments (40%)
 - a. Daily Work
2. Category 2 Summative Assessments (45%)
 - a. Quizzes
 - b. Tests
 - c. Projects
3. Category 3 Final Exam (15%)

Make-up Work

Make-up work will be accepted at any time prior to the start of final exams. Once final exams have started, make-up work will no longer be accepted. **THERE ARE NO EXCEPTIONS TO THIS POLICY.** If you are absent, you can track all assignments on my website at <http://www.derricksmithweb.com>. It is your responsibility to make up any missing assignments.

Homework

Homework will be given on occasion but not regularly. However, each student is expected to complete work in class during each and every class period.

Missing Assignments

Missing assignments that are turned in will be graded. However, grading missing assignments is a low priority. Most missing assignments will be graded within one week of turning in.

Course Topics

- Our economic environment
- Business Operations
- Business and Government in our Global Economy
- Small Business Management

- Careers in our Global Economy
- Business Plan Project
- Career Presentation Project