## Intro to Business, Marketing & Management

Instructor: Mrs. Keep Phone: 308-856-4300 ext. 1820

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CTE: Business Management and Administration Career Field

Course Description

This course is designed as an introductory overview of the Business, Marketing, and Management Career Field. Units of study include economic systems, forms of business ownership, management, marketing, and accounting. Career opportunities will also be explored.

Student Performance Objectives

Upon completion of this course, the student should be able to understand the basic concepts of economics in relation to the individual and society, analyze the organization of a business, recognize management’s contribution to business success, identify fundamental marketing concepts, and acquire foundational knowledge of accounting.

Evaluation and Requirements

**Grade Scale**

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| Letter Grade | Percentage Grade |
| A+ | 99 – 100 |
| A | 95 – 98 |
| A- | 93 – 94 |
| B+ | 91 – 92 |
| B | 87 – 90 |
| B- | 85 – 86 |
| C+ | 83 – 84 |
| C | 79 – 82 |
| C- | 77 – 78 |
| D+ | 75 – 76 |
| D | 72 – 74 |
| D- | 70 – 71 |
| F | Below 70 |
| NC | No Credit |

**Gradable Content**

Grades are determined as a percentage of total points possible. Points will be earned by completing assignments, projects, quizzes/tests, and class participation.

Class participation points are earned by arriving to class on time, daily preparation of supplies, using class time effectively, and demonstrating respect for the teacher and other students. Points may be deducted if the student has not met these requirements.

Textbook

Introduction to Business, Glencoe, 2008

Course Expectations

**Be Respectful**

* All students have the right to learn in a safe environment.
* All students are expected to behave in a respectful manner.
* Anyone who disrespects, disrupts, or threatens anyone will be removed from the classroom.

**Be Responsible**

* Students are responsible for equipment assigned to them during class.
* Do not write or highlight in your assigned textbook. It must be returned in the same physical condition as when it was received. If you damage or lose the textbook, you will be responsible for purchasing a new one.

**Attendance**

* If you are absent from class, ask for missed assignments and notes.

**Daily Requirements**

* Textbook, notebook, pen or pencil

Course Content

Standards from Nebraska Department of Education <http://cestandards.education.ne.gov/>

Projects will be assigned throughout the course.

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| Unit: Introduction to Business |
| Standard 1: Students will understand the basic concepts of economics in relation to the individual and society. |
| Benchmark 1.1Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources. | Week 1 | Chapter 1A look at Needs and Wants |
| Benchmark 1.2Compare and contrast the basic features of different economic systems and government impact. | Week 2Week 3 | Chapter 2Economic Resources and SystemsChapter 11The Role of Government in Business |
| Benchmark 1.3Analyze economic indicators and how they affect the business cycle. | Week 4 | Chapter 3Economic Activity in a Changing World |
| Benchmark 1.4Analyze the relationship between ethics and the law. | Week 5 | Chapter 4Business Ethics and Social Responsibility |

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| Unit: Business Organization |
| Standard 2: Students will analyze the organization of a business. |
| Benchmark 2.1Identify and provide examples of the basic forms, as well as variations of, business ownership. | Week 6 | Chapter 6Business Ownership and Operations |
| Benchmark 2.2 Differentiate between the various types of businesses (e.g., producer, processor, manufacturer, intermediary, wholesaler, retailer, and service). | Week 7 | Chapter 6Business Ownership and Operations |
| Benchmark 2.3Examine the opportunities and risks of entrepreneurship. | Week 8 | Chapter 5Entrepreneurship and Small Business |

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| Unit: Business Management |
| Standard 3. Students will recognize management’s contribution to business success. |
| Benchmark 3.1Analyze the management functions within the business environment (e.g., planning, organizing,leading/directing, staffing, and controlling). | Week 9 | Chapter 6Business Ownership and OperationsChapter 15Human Resources Management |
| Benchmark 3.2 Differentiate between leading and managing. | Week 10 | Chapter 7Organizational StructuresChapter 12Money and Financial Institutions |

Unit: Marketing

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| Standard 4. Students will identify fundamental marketing concepts. |
| Benchmark 4.1Define and apply the elements of the marketing mix and identify the functions of marketing. | Week 11 | Chapter 13Marketing in Today’s World |
| Benchmark 4.2Analyze the interrelationship of the elements in the marketing mix. | Week 12 | Chapter 14Advertising |

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| Unit: Accounting |
| Standard 5. Students will acquire a foundational knowledge of accounting to understand its nature and scope. |
| Benchmark 5.1Define and apply the components of the accounting equation. | Week 13Week 14 | Chapter 17Managing Business FinancesChapter 28Managing Personal Finances |

Career Exploration

Nebraska Career Connections

<http://www.nebraskacareerconnections.org/>

Nebraska Career Tours

<http://www.nebraskacareerclusters.com/>

High Wage, High Demand, High Skill

<http://h3.ne.gov/H3/>

SkillsUSA

Students are encouraged to attend a competition. Events may be found at <http://www.skillsusa.org/compete/contests.shtml>.