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Principles of Business, Marketing and Finance Course Syllabus 2021-22

Instructor: Barbara L. White

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Room: 2114

Office Hours: Monday: 12:45 -1:15 p.m. and Tues-Fri: 1:10-1:50 p.m.

Tutorials: Monday: 4:15 – 4:45 p.m. and Thursday: 4:15-4:45 p.m.

Course Description: In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance.

Resources:

Class Expectations:

- Respect the rights, opinions and needs of all individuals
- Be prepared for class
- Be on time
- Choose your attitude
- Participate in class

Grading Policy: Grades will be on a weighted average as follows:

- Classwork/Homework 50%
- Tests/Projects 30%

- Participation 20%

Late Work:

You will be given an opportunity to submit late work following an absence. Grade penalties and the amount of time allowed to complete the assignment are as follows:

- 3 school days to turn in the assignment no points deducted (full credit eligible)
- After three (3) days, a ten- point penalty will be assessed.

Supplies:

Course work is electronic and resources are digital, therefore supplies are not required

Units Overview**Unit 1: Business Communication**

Students will begin the course by discussing effective communication, collaboration skills, teamwork, and the importance of a positive, productive work ethic.

Unit 2: Let's Talk Business

Students will explain the principles of supply and demand, identify types of businesses, and compare the different forms of business ownership as they participate in classroom discussions and activities that examine the organizational structures and functions of business.

Unit 3: Private Enterprise

Students will learn, discuss, and summarize the characteristics of the private enterprise system.

Unit 4: Terms, Roles, and Strategies

Students will use examples, advertising, pictures, and/or illustrations to explain the importance of different marketing strategies for goods and services as well as to define and identify important business and industry terms. Students will explain

Unit 5: Domestic and World Trade

Student teams and/or individuals will research, discuss, and/or present current events and/or other assigned topics designed to explain the role of business in a global society, to compare

domestic and world trade, and to explain the impacts of imports and exports on the U.S. economy.

Unit 6: Government Roles

Students will use a variety of strategies to differentiate and describe government roles and activities in business.

Unit 7: Ethics, Laws, and the Legal System

Students will explore and discuss common business rules, laws, and regulations and the importance of compliance as well as the potential consequences of noncompliance. Additionally, students will also explore and discuss workplace ethics, responsibilities, and appropriate ethical, moral, and legal decision-making.

Unit 9: Marketing

Students will learn, discuss, and explain marketing concepts and functions.

Unit 10: (Finance) Money, Money, Money

Students will be given multiple opportunities to examine, discuss, describe, identify, and evaluate various forms and functions of financial exchange. Students will research and summarize the importance of credit, and explain legal responsibilities associated with credit and other financial exchanges.

Unit 11: Career Plans

Students will research, identify, and discuss career opportunities within the Business Management and Administration, Finance, and Marketing career clusters.