

## Principles of Business, Marketing & Finance Syllabus 2021-22

**Instructor:** Ms. Kati Holly

**Room:** A153 (Hall 1)

**Conference Time:** 1st period - 8am-8:45am

**Preferred Contact Method:** Email - [kholly@brazosisd.net](mailto:kholly@brazosisd.net)

**Course Objective:** This course introduces students to concepts like: economies, private enterprise systems, impact of global business, marketing of goods and services, advertising, 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 & finance.

### **Grading Policy:**

- Daily Work/Quizzes 40%
- Exams/Projects 60%

### **Class Materials:**

3 ring binder, notebook paper for binder, pens/pencils

### **Attendance, Exams & Assignments:**

Students are expected to attend class, participate in class discussions and complete all assignments and activities. If a student must miss a class for any reason, **it is the student's responsibility** to make up any work and collect any notes/assignments that were missed. **It is the student's responsibility** to check with the instructor. All written assignments must follow school policy regarding plagiarism.

### **Classroom Expectations:**

- Food and drink policy:
  - Food is not allowed at computer stations - only at tables!!
  - Drinks MUST have screw-on caps
  - All empty bottles, wrappers, trash, etc. MUST be thrown away BEFORE you leave the classroom, or food privileges will be taken away.
- All electronic devices (phones, iPads, games, etc.) must be off and stored away. Devices

will be confiscated per school policy.

- Be in the assigned seat, ready to work, BEFORE the tardy bell.
- Be polite, respectful & professional.
- Any student caught vandalizing or defacing computers will be sent to the principal's office.

Student Name (print): \_\_\_\_\_ Signature: \_\_\_\_\_

Parent Name (print): \_\_\_\_\_ Signature: \_\_\_\_\_

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### Year Outline 21/22

#### **FALL**

##### 1st 6 Weeks (8/18 - 9/23)

Week 1: Syllabus & Introduction to Princ. of BMF

Week 2: Intro to Business & Economics

Week 3: Economic Activity

Week 4: Business Law & Ethics

Week 5: Business in the Free Enterprise

Week 6: Business in a Global Economy

##### 2nd 6 Weeks (9/27 - 11/5)

Week 7 & 8: Entrepreneurship

Week 9: Business Organization, Management & Leadership

Week 10 & 11: Production of Goods

Week 12: Human Resources Management

##### 3rd 6 Weeks (11/8 - 12/16)

Week 13: Money and Banking

Week 14 & 15: Credit

Week 16: Financial Management

Week 17 & 18: Personal Banking & Investments

#### **SPRING**

##### 4th 6 Weeks (1 /4 - 2/18)

Week 1 & 2: Marketing

Week 3 & 4: Product, Price, Place

Week 5: Promotion

Week 6: Selling

##### 5th 6 Weeks (2/22 - 4/8)

Week 7: Insurance

Week 8 & 9: Risk Management

Week 10/11/12: Taxes

##### 6th 6 Weeks (4/11 - 5/26)

Week 13/14: Digital Citizenship

Week 15/16/17/18: Career (Career Planning, Writing for Employment)

Week 19: Course Culminating Activity