

Syllabus - Introduction to Business

Outlook Academy

Instructor

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Division Leader

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General Information

Course Description

Introduction to Business introduces students to the concepts and skills required for success in today's workplace. This class will provide students with an abundance of practical applications that connect students to the business world. This course covers finance, marketing, production and management. Students will be encouraged to explore the foundations of business operations with focused business projects. We will also discuss business ethics, career planning and technology.

Goal and Expectations

- **Course Goal:** Learn how businesses operate while offering students an opportunity to plan, organize and implement their own business concept and plan
- **Academic Expectations:** Students will learn and receive the following:

Unit 1: Fundamentals of Business Management

- Intro to Business Basics
- Careers in Business Administration
- Reading and Writing
- Speaking and Listening
- Self-Representation
- Customer Service

Unit 2: Sales and Marketing

- Marketing Fundamentals
- Marketing Communication
- Advertising Effectiveness
- Sales and Merchandising
- The Distribution Value Chain
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Unit 3: Money and Finance

- Defining Money
- Critical Thinking and Problem Solving
- Finance and Strategy
- Setting Goals in Personal Finance
- Personal Finance Statements
- Careers in Accounting

Attendance

- Students sign-in daily using google classroom (www.classroom.google.com)
 1. Sign in using you District email and password (Click the G to access Google)
 2. Click on the Advanced Computer Apps Classroom and press the Google <Meet link> to Enter the Class
 3. Click <Join Now> link to enter the virtual classroom
 4. Attendance is taken three ways:
 1. PowerSchool at the beginning and end of class
 2. Using Google Meet’s automatic attendance feature

Behavioral / Attire

- Use appropriate and purposeful language (Usage of profanity or signifying are not tolerated)
- Any and all inappropriate language or comments will be documented and reported to administration
- Attend class daily and be on time - Absences will negatively affect your grade
- Appropriate online attire is required

Participation Points

- based on activities completed daily (15 points per day)
 1. 15 pts for lesson Engagement and participation during online instruction
 2. Extra credit points (e-points) are given for specific activity participation

Chromebook Computer

- Handout booklet (Intro to Business 7e Activities and Chapters 1 - 20)
- Students will be assigned a Chromebook to be used daily
- Plato (Edmentum custom learning assessments)

Course Requirements

- Research business terms daily
- Research Essay - Purpose of a business plan and a company strategic plan
- Business Research Project

Course Grading

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|-------------------------------------|-------------|
| • Daily Assignments | 20% |
| • Plato Test and Quiz assignments | 30% |
| • Kahoot! / Market Watch Simulation | 15% |
| • Project completed | 15% |
| • <u>Final Exam</u> | <u>20%</u> |
| • Total | 100% |

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