

Business, Finance and Marketing Essentials

Course Description: This is the core class component for the Finance, Management and Administration, and Marketing Pathways. Topics will include Business Law, Customer Relations, Economics, Financial Analysis, Human Resource Management, Marketing, Operations, and Strategic Management, along with integration of Career Development, Communication Skills, and Information Management.

Course Goal(s): Introduce students to the fundamentals of the CTE Pathways of Accounting, Banking Services, Administrative Services, Business and Corporate Management, Business Information Technology, Marketing Communications, and Marketing Management.

Course Objective(s):

- Utilize state of the art hardware and software, including the Internet
- Understand economic environments
- Analyze the various business operations associate with each pathway
- Understand the relationship between business and government in a global economy
- Integrate standard document formats to support activities associated with the pathways

Primary Textbook

Dlabay, Burrow & Egglund. Intro to Business 6th Edition. South-Western & Cengage Learning

Supplemental Textbooks

Kaczmariski & Schultheis. Business Math 16th Edition. Century 21 South & Cengage Learning

Sargent & Ward. Security First Bank, A Banking Customer Simulation Century 21 South & Cengage Learning

Farese, Lois S., et al. Marketing Essentials. Woodland Hills: Glencoe/McGraw-Hill, 2009.

Goree, Keith, Ethics in the Workplace 2e. USA. South-Western Cengage, 2007.

Content

Chapter 1 – Economic Decisions & Systems

- Satisfying Needs and Wants
- Economic Choices
- Economic Systems
- Supply and Demand

Chapter 2 – Economic Activity

- Measuring Economic Activity
- Economic Conditions Change
- Other Measures of Business Activity

Chapter 3 – Business in the Global Economy

- International Business Basics
- The Global Marketplace

International Business Organizations

Chapter 4 – Social Responsibility of Business and Government

- Social Responsibility
- Government Protection Activities
- Government Regulation and Assistance

Chapter 5 – Business Organization

- Business in the US Economy
- Forms of Business Ownership
- Organizational Structure for Business

Chapter 6 – Entrepreneurship and Small Business Management

- Becoming an Entrepreneur
- Small Business Basics
- Starting a Small Business

Chapter 7 – Management and Leadership

- Management
- Leadership
- Ethical Management

Chapter 8 – Human Resources, Culture, and Diversity

- Human Resources Basics
- Managing Human Resources
- Organizational Culture and Workforce Diversity

Chapter 9 – Career Planning & Development

- Career Opportunities
- Planning Your Career
- Applying for Employment
- Securing a Job

Chapter 10 – Marketing

- Marketing Basics
- Develop Effective Products and Services
- Price and Distribute Products
- Plan Promotion

Chapter 16 – Money Management & Financial Planning

- Personal Financial Statements
- Budgeting Techniques
- Your Financial Future

Chapter 17 – Banking & Financial Services

- Banks and Other Financial Institutions
- Financial Services and Electronic Banking
- Checks and Payment Methods

Grading Policy

Marking period grades are based on total points. The values reflect maximum point per assignment. All excused absences will be allowed to make up the work with no penalty. Students have the same amount time they were absent to complete missed assignments for full credit. For excused absences if a student exceeds the amount of time to make up work, it will be accepted at a lower percentage for a maximum credit of 80% of the original value. **Students will not be permitted to make-up assignments for any unexcused absence.**

Type	Points per assignment
Tests	100
Quizzes	20
Classwork/Homework	10
Portfolio	20

Grading Scale:

A range	100-93
B	92-85
C	84-77
D	76-70
F	69 and lower

Work Presentation

Student will be expected to present neatly and include their name, period, date and title of assignment. Student will be provided format guides for most assignments.

Career and Technical Student Organization Involvement and Activities: The CTSOs for this pathway DECA and Business Professionals of America (BPA). The activities at the state and national level will expose the students to retail and commercial business, operations, credit cards, business soft skills, as well as, business law. Competitive events will be through the state and national BPA and DECA conferences.

Contact Information for the Introductory Course:

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