

# Acknowledgement

Dear Family:

This brochure describes the Business Explorations course your student is enrolled in this semester. Please review the guidelines and expectations that have been developed to facilitate the best possible learning environment.

Use the space below for comments and to sign your acknowledgement of understanding or email me directly that you reviewed the syllabus. Your student will receive five (5) points for returning this syllabus signed by Monday.

Thank you very much! Please contact me by phone at 254-4800, or before and after school for any further clarification or questions.

Sincerely,

Ms. Melissa Wright

\_\_\_\_\_  
Student Name (printed)

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Parent Signature

# Course Information

**Prerequisite:** None  
**Credit:** 1 term or 1/2 credit

## Description

This course is for freshmen and sophomores who are interested in learning the basics about the business world. Students will obtain knowledge about being an informed consumer and understanding the work world. Content includes the study of current business issues, with an emphasis on business vocabulary. Students are taught about 21st Century ethics and social responsibilities. This course will prepare students for upper level business courses.

## Outline

- Week 1-2 Business Profiles/Concepts
- Week 3-4 Entrepreneurship/Management
- Weeks 5-6 Accounting Concepts
- Weeks 6-7 Marketing Concepts
- Weeks 7-8 Business Communications
- Weeks 8-9 Legal, Social, & Ethical Responsibilities
- Week 9 Business Plan presentations

## Grade Calculation

- 50% Assignments & Projects
- 30% Tests & Quizzes
- 20% Daily Activities

# Palisade High School



# Business Explorations

Room 220D  
Tel: 254-4800

## Expectations

### R-E-S-P-E-C-T

- Self
  - Others
  - Equipment
  - Staff
- ☺ Please bring only bottles drinks to the lab (screw top).
- ☺ All school policies must be followed.

*Things you will need every day:*

- Paper & Writing Utensil
- Folder to Store Papers

## Consequences

Disruptive behavior is not tolerated. Students are expected to follow the expectations and guidelines set forth in this document. If a problem occurs the following discipline plan will be implemented:

### INTERVENTION STEPS

1. Warning
2. Conference
3. Parent Call
4. Referral



## Essential Learning

### Business Profile

- Research a business similar to your interests
- Prepare a summary of their strategies for management, marketing, and product development
- Develop an understanding of business vocabulary
- Understand the concept of opportunity cost and scarcity
- Differentiate between needs and wants
- Understand the economic cycle

### Entrepreneurship/Business Management

- Identify leadership skills
- Create a mini-business plan

### Accounting

- Be familiar with basic accounting terms and financial documents
- Be familiar with what a stock is and what the stock market is.

### Marketing

- Understand the concept of supply and demand
- Identify marketing strategies
- Understand basic marketing terms

### Business Communications

- Understand standard business communications
- Be able to seek information from businesses using appropriate communications
- Practice correct aspect of speaking

### Legal, Social, and Ethical Responsibility

- Familiarize him/herself with current events that relate to the business world
- Understand the concept of green products
- Be acquainted with the concept of ethics in business

## Guidelines

### Electronics

Cell Phones, PDA's, iPods, MP3 players, and other electronic devices are not allowed in the classroom. These items will be confiscated and given to the office if they are being used or out in the open.

### Tardiness

The school tardy policy is strictly enforced. If you are late you will not be allowed entry to class, you will need to report to the bulldog.

### Absences

Class time is very important! Please collect make up work the morning following your absence. You will receive zeros on tests or quizzes missed with an unexcused absence.

### Hall Passes

Students will be allowed to have a hall pass four (4) times per quarter. You are expected to be gone no longer than five (5) minutes. An excursion longer than five minutes will result in the reduction of one hall pass. You may not use this pass the first or last twenty (20) minutes of class and only one person per time may leave the room.

### Cheating

Cheating is not tolerated. You will receive a zero on the work with no chance of redo.

