



Introduction to Business

This course will provide a solid foundation in business principles which are immediately applicable to students' lives. Through the use of interactive technology, simulations, presentations, and project management students are made aware of the integral role that they play in today's ever-changing global economy. The units presented are economics, entrepreneurship, marketing & accounting/management. Upon completion of this course, students will be equipped with the foundational skills necessary to succeed in any of the Business and Marketing pathways offered in the Parkway School District.

Essential Questions and Enduring Understanding

- **Unit 1 Economics**
 - EU: Business decisions affect the economy.
 - EQ: Why is the global economy ever-changing?
 - EQ: How does the success or failure of business affect other businesses?
- **Unit 2 Entrepreneurship**
 - EU: Entrepreneurship is vital to the U.S. economy.
 - EQ: What motivates an entrepreneur?
 - EQ: What is the best way to structure a business?
- **Unit 3 Marketing**
 - EU: The marketing mix drives business decisions.
 - EQ: How does the marketing mix affect the success of a product/service or business?
 - EQ: How does corporate social responsibility (CSR) add value to our business and society?
- **Unit 4 Accounting/Management**
 - EU: Businesses use accounting and record keeping to manage finances.
 - EU: Business culture varies from organization to organization.
 - EQ: Why is it important for businesses to keep accurate records?
 - EQ: What is the purpose of management?

Schoology Learning Management System

We will utilize Schoology for online communication, assignments, etc. schoology.parkwayschools.net Use your Parkway GMAIL credentials to access your course.

Textbook—There is not an online book, but practice resources

You can find a link in the Learning Management System

Course Requirements

- **Supplies:** Binder/dividers, pen/pencil, paper, & planner
- **Participation:** You are expected to complete the assigned tasks in a productive manner during the designated class time and participate in class discussions. Participation includes but is not limited to packets, notes, journal/bell ringer questions and exit questions.
- **Formative Assessments:** Includes, but is not limited to, reading quizzes, classwork/homework, and exit slips.
- **Summative Assessments:** Unit tests and projects
- **Comprehensive Final Exam:**

Grading Policy

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| • Formative Assessment/Participation | 50% | |
| • Summative Assessments | 40% | |
| • Comprehensive Final Exam | 10% | |

Late Policy

All assigned work will be given a due date. Late work will be accepted but only for ½ credit. The deadline for the work in each unit is the day of the unit test.

Attendance

It is YOUR RESPONSIBILITY to ask for this work when you return from your absence, e-mail your teacher, or check google classroom. Make-up work must be turned in within ONE WEEK from the day you return from the absence.

Tardies

Excessive and disruptive tardiness will be dealt with on an individual basis and after school detentions may be a consequence.

Expectations

- Be respectful – of me, of others, of the classroom and its resources.
- Use the Internet to complete assignments, not to navigate social networking and shopping sites.
- Refrain from using personal electronic devices, this includes texting and social media.
- Communicate with your teacher! I will be happy to work with you if I know what is going on.
- Be where you are supposed to be when you are supposed to be there.

Food/Drinks

- Due to the severity of food allergies, no food is allowed in the business department.
- Drinks will be allowed, but only if they have a cap and are not next to the computers.