



## Course Syllabus

**Franklin High School**

**2020-2021**

**DIRECTIONS:** For each course, complete the syllabus and share with your evaluating/supervising administrator **as a pdf** ("File-download-PDF document") **by 9/28/20**. Syllabi will be posted on the FHS website under your name for the public to view.

### Course Overview

**NOTE:** For core classes, all elements of this section (except for name and contact information) are the same.

Course Title: Introduction to Business

Instructor Name: Tim Biamont

Contact Info: tbiamont@pps.net

Grade Level(s): 10-12

Credit Type: elective and optional PCC dual credit

# of credits per semester: 1

Prerequisites (if applicable):

None. Computer Applications is 'recommended'

General Course Description:

Survey course in the field of business including topics such as management, finance accounting, marketing, production, computers, international business, small business, investments and other areas of general business interest.

Prioritized National/State Standards:

Upon successful completion of BA 101, the student will be able to:

- Demonstrate an understanding of the forces that shape the business and economic structure of the United States of America.
- Demonstrate an understanding of the major functions of business including Management, Accounting/Finance, Marketing, Investments, and Information Technology.
- Explain why business ethics is an integral part of every business organization.

Course Competencies and Skills:

1. Identify and describe the economics of business including how macroeconomic issues affect business.
2. Understand the business environment and how our multicultural society has implications for business.
3. Describe the global business environment.
4. Analyze and apply social responsibility and business ethics in the workplace.
5. Detail the forms of business organization and differentiate between sole proprietorships, partnerships and corporations.
6. Understand entrepreneurship, small business and franchising.



7. Apply understanding of management in the business world.
8. Identify and apply marketing strategy.
9. Understand the finance and accounting area of business, describing the impact of computers on the decision framework.
10. Demonstrate an understanding of the securities markets and ability to read stock market quotations.

### **Course Details**

#### *Learning Expectations*

**Materials/Texts**

Business: A Changing World – McGraw Hill, 10<sup>th</sup> Edition (will be provided online during distant learning)

**Course Content and Schedule:**

**Introduction to Business – 18 Week Distance Learning Schedule - Franklin High School  
BA 101 – PCC Dual Credit**

<b>Week:</b>	<b>Unit Content (subject to change):</b>
Week 1-2	Unit 1 (The Dynamics of Business and Economics )  Discussion/Lecture, Case Study Analysis, Business Current Event # 1, Shark Tank Analysis #1 and Unit 1 Quiz
Week 3-4	Unit 2 (Business Ethics and Social Responsibility )  Discussion/Lecture, Case Study Analysis, Shark Tank Analysis #2, Business Current Event # 2 and Unit 2 Quiz
Week 5-6	Unit 3 (Business in a Borderless World )  Discussion/Lecture, Shark Tank Analysis #3, Investment Simulation Project, Multinational Company Study, Business Current Event #3 and Unit 3 Quiz
Week 7-8	Unit 4 (Forms of Business Ownership )  Discussion/Lecture, Shark Tank Analysis #4, Case Study Analysis, Business Current Event # 4 and Unit 4 Quiz
Week 9-10	Unit 5 (Small Business and Entrepreneurship )  Discussion/Lecture, Shark Tank Analysis #5, Case Study Analysis, Business Current Event # 5 and Unit 5 Quiz
Week 11-12	Unit 6 (The Nature of Management and HR )

	Discussion/Lecture, Shark Tank Analysis #6, Case Study Analysis, Business Current Event #6 and Unit 6 Quiz
Week 13-14	Unit 7 (Accounting, Money and the Financial System ) Discussion/Lecture, Investment Simulation Project , Shark Tank Analysis #7 and Unit 7 Quiz
Week 15-16	Unit 8 (Financial Management and Securities Markets ) Discussion/Lecture, Shark Tank Analysis #8, Investment Simulation Wrap-up and Unit 8 Quiz
Week 17-18	Unit 9 (Customer-Driven Marketing ) Discussion/Lecture, Shark Tank Analysis #9, Marketing Strategy Project and Unit 9 Quiz, Final Exam (Business Management TSA)

Differentiation/accessibility strategies and supports (TAG, ELL, SpEd, other):

The differentiation strategies used in this course are based on the evidence (data) received through multiple forms of pre, ongoing, and formative assessments. Differentiation strategies in place to meet the needs of ALL learners (including TAG, ESL, Special Ed...)

- Visual electronic aids
- Self-paced software
- Printout of instructions in native language when needed
- Interpreters if needed
- Hands-on learning (kinesthetic)
- Visual electronic aid (ZOOM meetings, screen sharing, email)
- Tutoring (one on one help)
- Supplies for equipment usage

Technology such as electronic hand-held response systems, electronic journals, communication and on-line grading to provide additional support for struggling students and provide enrichment for our gifted population.

Franklin High School plans to identify and adopt CTE curriculum that addresses the needs of our special populations.

Safety issues and requirements (if applicable):

N/A

**ZOOM classroom meeting norms and expectations:**

1. Please make sure I know who you are - student privacy is important!
2. Cameras help us feel connected. If you choose to use video (not required for most meetings) be aware of your surroundings and lighting. Respect the privacy of others.
3. Dress to impress! (school dress code applies).
4. Keep yourself muted unless speaking.
5. Please use the 'raise hand' side bar function when we are in large groups.
6. Be present. Multitask later.
7. Avoid eating, grooming, etc. when your camera is on.

Remember: This is a business class, and we'll be running our ZOOM meetings as if you were in a workplace environment.

*Evidence of Course Completion*

**Assessment of Progress and Achievement:**

Summative and formative grading techniques will be used to assess student progress. Various assessment methods will be used including examinations, quizzes, project completion, homework assignments and class notebooks, small group problem solving of questions arising from application of course concepts and concerns to actual experience.

**Progress Reports/Report Cards (what a grade means):**

Grades are based on a percentage scale according to total points earned:

90-100%=A, 80-89%=B, 70-79%=C, 60-69%=D, 60%=F

*Note: For PCC Dual Credit grade calculations, students will not be allowed to retake examinations.*

**Career Related Learning Experience (CRLEs) and Essential Skills:**

**PERSONAL MANAGEMENT** Exhibit appropriate work ethic and behaviors in school, community, and workplace.

**PROBLEM SOLVING** Apply decision-making and problem-solving techniques in school, community, and workplace.

**COMMUNICATION** Demonstrate effective communication skills to give and receive information in school, community, and workplace.

**TEAMWORK** Demonstrate effective teamwork in school, community, and workplace.

**EMPLOYMENT FOUNDATIONS** Demonstrate academic, technical, and organizational knowledge and skills required for successful employment.

**CAREER DEVELOPMENT** Demonstrate career development skills in planning for post high school experiences.

<b>Communication with Parent/Guardian</b>
What methods are used to communicate curriculum, successes, concerns, etc.?  Communication will happen mainly through Canvas, Synergy, email this year.
<b>Personal Statement and other needed info</b>

