



Intro to Business & Marketing

Mrs. Wilson

Block 1 & 2

Email Address: robin.wilson@lcps.org

School Phone: 571/434-4500

Codes:	Google Meet	Remind
Block 1	g.co/meet/IBM1	2887ka22f6
Block 2	g.co/meet/IBM2	h29f4kf87a

MATERIALS FOR CLASS

- Laptop & Charger
- Earbuds or headphones
- Pen/pencil & paper for notes
- Positive Attitude

COURSE DESCRIPTION

Students discover the roles of business and marketing in the free enterprise system and the global economy. Students examine basic financial concepts of banking, insurance, credit, taxation, and investments to provide a strong background for making sound decisions as consumers, wage earners, and citizens. The real-world effects of technology, effective communication, and interpersonal skills is evident throughout the course. This course also supports career-development skills and explores career options.

More information can be found at:

<http://www.cteresource.org/verso/courses/6115/principles-of-business-and-marketing-description>

COURSE OUTLINE: BASED ON CTE STANDARDS/COMPETENCIES

Quarter 1:

- Student Life
- Business & Marketing
- Types of Businesses

Quarter 2:

- Economics in the Global Economy
- Communication and Interpersonal Skills
- Employability Skills

Quarter 3:

- Social, Environmental, and Ethical Responsibilities
- Preparing for Industry Certification

Quarter 4:

- Technological Trends
- Business Decisions



Intro to Business & Marketing

Mrs. Wilson

Block 1 & 2

GRADING

- Major Summative - 80% (can be exams, quizzes, or projects)
- Minor Summative - 20%
- Formative - 0% *formative assignments do not count against your grade, but must be completed in order to retake major summative assessments.

Details

- Majority of the classwork will be individual, partner or group projects given throughout each quarter to show mastery of competencies and vocabulary words.
- Homework will not be given unless work needs to be finished at home because class time was not used wisely.
- Assignments not turned in will be marked as MISSING which is equivalent to a ZERO.
- Late work is expected to be completed by the posted due date/time. Any student who has extenuating circumstances which will prevent them from completing an assignment on time should contact the teacher either in person, by email, or by the Remind app. Late work will be accepted in accordance with LCPS policy. Late work will be accepted through the end of the quarter in which it was assigned. An exact date will be communicated to students.
- Extra Credit will not be given.

Retake Policy

- You will have 6 school days to retake an exam or complete an assignment after it's been graded. Mondays count as a school day and any formatives must be complete to retake a 'major summative.'
- It is THE STUDENT'S responsibility to request a retake, NOT the Teacher's.**

Make-up Work Policy

- It is the responsibility of the student to identify and complete any work they have missed due to absences.
- The following link provides information about LCPS's make-up work policy:

<https://www.lcps.org/cms/lib/VA01000195/Centricity/Domain/9/Chapter%208/8-17.pdf>

The Fine Print

[https://go.boarddocs.com/vsba/loudoun/Board.nsf/files/BHMN865CF13E/\\$file/5030.pdf](https://go.boarddocs.com/vsba/loudoun/Board.nsf/files/BHMN865CF13E/$file/5030.pdf)

It is THE STUDENT'S responsibility to request a retake, update/revise projects, ask for help and clarification. Take ownership of YOUR education!

LCPS GRADING SCALE

A+ 98-100	B+ 87-89	C+ 77-79	D+ 67-69	F 59 and below
A 93-97	B 83-86	C 73-76	D 63-66	
A- 90-92	B- 80-82	C- 70-72	D- 60-62	



Intro to Business & Marketing

Mrs. Wilson

Block 1 & 2

PARK VIEW ACADEMIC HONOR CODE

Students are expected to perform honestly on schoolwork and tests. If dishonesty is determined, teachers working with one or more of the following parties (parents, student, counselor, or administrator) will create an academic recovery plan. It may include a parent-teacher conference, retaking the assessment, an alternative assessment, a lowering of the grade, or receiving a failing grade.

Mrs. Wilson's BELL SCHEDULE

<u>Monday</u>	<u>Tuesday & Wednesday</u>	<u>Thursday & Friday</u>
Planning, Meetings & Office Hours	Block 1: Intro to Business & Marketing Block 2: Intro to Business & Marketing Block 3: Planning/Office Hours Block 4: Personal Finance	Block 5: Planning/Office Hours Block 6: Study Hall/Resource Block 7: Personal Finance Block 8: Personal Finance

Office Hours: If you wish to meet during my office hours, schedule a time and we can meet up in our Google Meets Classroom. I am also available to meet before and after school if needed.

Schoology

All materials and all assignments will be posted on Schoology. Thus students can access all assignments from any location with internet access.

Communication

Every student has a school email account as well as a Schoology account and a Remind account. These are the systems that teachers will use to communicate any updates or changes to assignments or schedules, to issue reminders of major events, and to discuss individual issues outside of class time.

Please come to me with any problems or issues related to the class. I cannot always have a discussion during class time, but I will find a time to listen to any concern that you may have. You can also reach me by email (listed at the top of the first page). Allow 24hrs response time.

VIRTUAL CLASSROOM POLICIES AND PROCEDURES

I expect students to respect the rules and procedures of the virtual classroom. This includes all aspects of the classroom and school to include the teacher and fellow students.

- Find a quiet place to attend class without distractions.
- Be on time to class with all your supplies.
- Mute yourself before entering.
- Turn on your video & pay attention to who is speaking.
- Raise your hand if you have a question & wait for me to call on you before unmuting.
- Stay on course topic in the chat.
- Respect our virtual classroom in the same way you respect the physical classroom.
- Remember you are still in school- so use appropriate language and behavior.



Intro to Business & Marketing

Mrs. Wilson

Block 1 & 2

I expect students to have manners, come to our virtual class on time, be prepared, and not to use technology devices unless instructed to do so. **R-E-S-P-E-C-T**

- R - Rules DO Apply to YOU, we have them for a reason
- E - Education (it's yours, own it!, self advocate)
- S - Respect Self, Students, Safety Rules, Space Around You
- P - Respect Property and People
- E - Ethics (no cheating, lying, manipulation, etc) - Park View Honor Code
- C - Cell Phone Policy (used only when instructed)
- T - Respect Teacher, Time, Technology

My expectations for the classroom are in line with the CTE Competencies for Workplace Readiness Skills. These include academic and behavioral areas necessary to be successful in the workplace but also success in the classroom and in life. These competencies along with the specific classroom Content Knowledge competencies should be demonstrated and mastered in my class. If these competencies are not being demonstrated, students will be put on a performance improvement plan. The Performance Improvement Plan (PIP) will state what behavior needs improvement and the plan to correct the behavior. For my part, my goal is to have a relationship with each and every student and help them achieve their best and be better prepared for life during and after school.

Below is a list of the CTE Workplace Readiness Skills.

1. Demonstrate Creativity and Innovation
2. Demonstrate Critical Thinking and Problem Solving
3. Demonstrate Initiative and Self-Direction
4. Demonstrate Integrity
5. Demonstrate Work Ethic
6. Demonstrate Conflict Resolution Skills
7. Demonstrate Listening and Speaking Skills
8. Demonstrate Respect for Diversity
9. Demonstrate Customer Service Skills
10. Collaborate with Team Members
11. Demonstrate Big Picture Thinking
12. Demonstrate Career and Life Management Skills
13. Demonstrate Continuous Learning and Adaptability
14. Manage Time and Resources
15. Demonstrate Information Literacy Skills
16. Demonstrate and Understanding of Information Security
17. Maintain Working Knowledge of Current Information Technology (IT) Systems
18. Demonstrate Proficiency with Technologies, Tools, & Machines Common to a Specific Occupation.
19. Apply Mathematical Skills to Job Specific Tasks
20. Demonstrate Professionalism
21. Demonstrate Reading and Writing Skills
22. Demonstrate Workplace Safety.



Intro to Business & Marketing

Mrs. Wilson

Block 1 & 2

DECA

DECA is a co-curricular school club that prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA members can participate in workshops, presentations, employment seminars and/or compete with other DECA members in **virtual** Role Play or Written Events at the local or national level.

There is a \$30 membership fee. More information will be sent home in September.

PVHS DECA Schoology Group code: 8J3S-XP4G-R5SCH

PVHS DECA Website: <https://www.lcps.org/Domain/31247>

SYLLABUS CONTRACT

STUDENT CONTRACT- This is your first assignment of the school year! Once you have read the class syllabus in its entirety, follow and sign using the link below **no later than Monday, September 14, 2020.**

USE THE FOLLOWING LINK TO ACKNOWLEDGE YOUR REVIEW:

<HTTPS://PERMISSION.CLICK/PPYVL/US>

PARENTS & GUARDIANS – MY STUDENT AND I HAVE REVIEWED THE CLASS SYLLABUS FOR THE COURSE LISTED ABOVE. WE UNDERSTAND THE CLASS POLICIES, PROCEDURES, AND EXPECTATIONS AS THEY ARE DESCRIBED.

USE THE FOLLOWING LINK TO ACKNOWLEDGE YOUR REVIEW:

<HTTPS://PERMISSION.CLICK/Yw9V4/US>