 NNHS Introduction to Business Syllabus

College of DuPage: Introduction to Business
BUSIN 1100-DC300, BUSIN 1100-DC301

Fall 2018

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District 203 Mission

To educate students to be self-directed learners, collaborative workers, complex thinkers, quality producers, and community contributors

NNHS Course Description

This course will introduce students to major concepts in business – foundations of business, finance in the business world, entrepreneurship, marketing, management, business ethics, law, and international business. Students may participate in field trips. Students will participate in activities such as an online stock market game, a marketing project, and a mock trial. After completing this course, students will have a better understanding of how business is organized and operates. A dual credit option of 3 credits is available through the College of DuPage, aligned with COD course entitled Business 1100.

College of DuPage Course Description

Introduction to the environment and functions of business. Organization and operation of business, the relationships of business to society, and the types of business are surveyed. Marketing, finance production and human resource management are covered. Careers in business are explored.

General Course Objectives

Upon successful completion of the course the student should be able to do the following:

1. Classify features and market characteristics of economic systems.
2. Explain need for ethics in business environment.
3. Recognize impact of globalization on business.
4. Differentiate forms of business ownership.
5. Discuss role of small business in economy.
6. Relate management functions and roles and responsibilities.
7. Define four components and interrelationship of marketing mix.
8. Recognize impact of marketing environment on marketing strategy decisions.
10. Discuss role of financial statements in business.
11. Define components of a valid contract.
12. Outline role of labor unions in corporate environment.
15. Navigate information resources relevant to contemporary business issues.

Required Textbook:
Understanding Business, Edition: 10th
Author: Nickels, McHugh, & McHugh
Publisher: McGraw Hill
Course Learning Standards

- **Standard #1:** Comprehend and interpret current business concepts (50%)
- **Standard #2:** Develop, analyze, demonstrate, and apply business concepts (40%)
- **Standard #3:** Practice and review business concepts (10%)

Topical Course Outline

This course will include but not be restricted to the following topics:

1. Economic systems and market classifications.
2. Business ethics.
5. Forms of business ownership.
7. Marketing mix.
8. Marketing environment and decision making.
12. Components of valid contract.
13. Survey of union management relationships.
15. Operations and supply chain management.
17. Business information resources.

Course Grade

- **Standard #1:** Comprehend and interpret current business concepts (50%)
  - Business Foundations and Economics Test
  - Accounting Quiz
  - Accounting & Finance Test
  - Marketing Quiz
  - Management, Marketing & Entrepreneurship Test
  - Ethics, Business Law, & International Business Test
- **Standard #2:** Develop, analyze, demonstrate, and apply business concepts (40%)
  - Stock Market Project
  - Business Portfolio Project – Section 1
  - Business Portfolio Project – Section 2
  - Business Portfolio Project – Section 3
  - Business Portfolio Project – Section 4
  - Marketing Project
  - International Business Trip
- **Standard #3:** Practice and review business concepts (10%)
  - Federal Reserve Worksheet
  - Rate of Return Worksheet
  - Entrepreneurship Online Simulation
  - Exchange Rate Worksheet

*Assessments may be added or eliminated based on teacher discretion*
Grading Disbursement: A = 90-100 B = 80-89 C = 70-79 D = 60-69 F = <59
Grading:
Your course grade will reflect what you have learned, not what you have completed!

Overall Semester grade:

85% of the Course grade
15% Final Exam

The final semester grade will be rounded to the nearest percentage point.

Reassessment Policy

Summative Assignments (tests, quizzes, projects): These assignments must be completed before the end of the following unit.

Formative Assignments (labs, class work, activities, homework): All late work must be completed by the end of the current unit for a maximum grade of 80%. Anything turned in after the end of the unit will receive a maximum grade of 50%.

Retake Policy (retakes are only on summative work, excluding final exams):

1. Students are only allowed retakes on unit tests on which they receive a 79% or below.
2. The maximum grade the student can get on the retake is an 80%.
3. The higher of the two scores will be entered in Infinite Campus.
4. The retake times and locations are left up to the individual teacher.
5. Students are required to show evidence of effort to review prior to the retake (as determined by teacher).

Communication

● Teachers make every effort to respond to emails and phone calls within 48 hours during the work week.
● The best way to communicate with teachers is through email; however, if you haven’t received a response in 48 hours, please resend the email or call their voicemail. Your email may have gone into the spam folder.

Help

● Make an appointment with your teacher.
● Attend S.O.S (supervised open study) in the Literacy Center M, W & Th from 3:15 to 4:15.
● Drop in for peer tutor during lunch periods or before school through the Literacy Center.

Parents or Guardians

We need your help!

● Parents should actively check Infinite Campus for their students grade.
  ○ The grades on Infinite Campus will be accurate only at Mid-Quarter and Quarter. Prior to those dates, the grade reflected is fluid.
  ○ Infinite Campus is a communication tool until final grade is posted.
● Please ask your student about their school work.
● Check with your individual teacher for classroom procedures, schedules, and daily class news.