



**CENTRAL HIGH SCHOOL 2023-2024**

**BUSINESS MANAGEMENT PROGRAM:  
INTRODUCTION TO BUSINESS &  
MARKETING COURSE (C11H26)**

**COACH CHAD BROTHERS MBA**

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**ROOM: 2024**

**EXTENSION: 1036**

### **Columbia Central High School Mission and Vision:**

The mission of Columbia Central High School is to provide our students with a learning environment that is safe, engaging, and forward-thinking while utilizing the active support of our teachers, parents, and community. The vision of Columbia Central High School is to motivate students to work successfully in an ever-changing technological and global society.

### **Program Description:**

The Central High School Business Management Program is part of the [State of Tennessee's Career & Technical Education \(CTE\) program](#). CTE courses provide students with an opportunity to develop specific academic, technical, and 21st century skills necessary to be successful in career and in life. Tennessee's CTE program consists of 16 nationally recognized career clusters, all having the ultimate goal of preparing students for success at the postsecondary level and in their chosen careers. The [business management and administration career cluster](#) prepares learners for careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations. Career opportunities are available in every sector of the economy and require specific skills in organization, time management, customer service, and communication.

### **Course Description:**

The [Introduction to Business and Marketing course \(C12H26\)](#) is an introductory course designed to give students an overview of the Business Management and Administration, Marketing, and Finance career clusters. The course helps students prepare for the growing complexities of the business world by examining basic principles of business, marketing, and finance in addition to exploring key aspects of leadership, ethical and social responsibilities, and careers. Students' academic skills in communications, mathematics, and economics are reinforced with activities modeled in the context of business topics. Upon completion of this course, proficient students will be equipped with the foundational skills to succeed in any of the Business, Marketing, or Finance programs of study and will be prepared to make an informed decision regarding which pathways they would like to pursue in high school.

## **State Course Standards:**

This course covers the following TN Course Standards as outlined in the [course description](#). Please find below an overview of the course standards:

1. Career Exploration of Business Management, Finance, and Marketing Careers
2. Business Concepts and Operations
3. Financial Concepts
4. Marketing Concepts
5. Social Responsibility and Ethics

In addition to the State of Tennessee educational standards for this course, student work will include application of academic skills such as math, writing, reading, and oral presentation. Instruction and assessment will target the 21st century educational skillset, including effective communication, teamwork, time management, and technology use. Note: Students will spend the **first 2 weeks** of the first semester in class completing safety assessments and completing all State of TN required documentation.

In support of the State of Tennessee educational standards for this course, students will be required to complete the associated level 1 State approved industry credential: [Employability Skills](#). The coursework and certification will be provided as part of this class at no additional cost to the parent/guardian. Students will be using the CareerSafe Employability Skills Library that includes 11 courses with 20 hours of learning employability skills (soft skills). Each course is broken down into modules and includes an exam to be completed to earn a certificate for each specific course. Employability skills certification includes 11 modules: Interview Skills, Time Management, Personal Financial Management, Communication Skills, Critical Thinking, Teamwork, Written Communication, Human Resource Management, Workplace Financial Management, Cybersecurity Essentials for Work, and Materials Management. **The student must complete All 11 courses to earn this promoted industry certification.** The coursework and certification will be factored into the student's grade and will be publicly recognized by the school.

In support of the State of Tennessee educational standards for this course, students will be encouraged to participate in the affiliated Career and Technical Student Organization (CTSO). CTSOs are a great resource to put classroom learning into real-life experiences for students through classroom, regional, state, and national competitions, and leadership opportunities. The CTSO affiliated with this course is [DECA](#). DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

## **CTE Instructional Philosophy:**

[The State of TN College, Career and Technical Education \(CCTE\) program](#) is focused on providing students hands-on skills-based education that better prepares them for future education or entering the workforce. When possible, instruction will include hands-on activities, presentations by business and community leaders, in-class, or chatroom (asynchronous) discussion of business issues and problems, problem solving, group work, and project-based learning. Longer term work on an issue or problem that could result in a single or multiple different graded assignments of different types, demonstrating various academic and content knowledge and skills. During CTE events/projects students may be photographed and their work displayed for program promotional and/or educational reasons.

## **Grading & Assignments:**

In addition to daily graded classwork, participating in classroom activities and discussions, occasional homework and end of chapter exams, students will have the following major assignments:

1. Communication Skills Project
2. Career Summaries/Presentations Project(s)
3. Entrepreneur Case Study (Short Essay and Poster)
4. Midterm Exam
5. Marketing Project
6. Business Plan Project
7. Individual/Team Oral Presentation(s)
8. Final Exam

## **MCPS District Grading Scale:**

<b>A</b>	<b>100%-90%</b>	Student work meets or exceeds all requirements and performance criteria.
<b>B</b>	<b>89%-80%</b>	Student work meets most and exceeds some requirements and performance criteria.
<b>C</b>	<b>79%-70%</b>	Student work meets some of the requirements and performance criteria but is deficient in some areas.
<b>D</b>	<b>70%-60%</b>	Student work meets few of the requirements and performance criteria and is deficient in some areas.
<b>F</b>	<b>&lt;60%</b>	Student work seldom meets the requirements and performance criteria and is deficient in most areas.

## **Technology & Software:**

Students will use and develop familiarity with personal computers and several business software platforms including Microsoft Office applications, and various presentation, word processing, and spreadsheet applications. As such, it is imperative that students bring their school-issued computer with a charger to class every day. Students will be asked to download the Microsoft Teams App to their personal phones for communication purposes.

## **Late Work/ Repeat Work/ Make-up Work:**

Late work can only be submitted with the permission of the instructor, and late work must be submitted more than one week prior to the end of the current grading period. All late work will be penalized one letter grade per week, and as such will only be accepted for the current grading period. Repeat work can only be done on major assignments if the student has received a grade lower than C, instructor permission is granted, and if the rework is submitted within 10 days of the original test or assignment due date (so long as there is more than one week prior to the end of the current grading period). Make-up work will refer exclusively to work that was missed due to student absence and will be assigned a completion date by the instructor. Once the completion date has passed, the normal late work policy will apply.

## **Classroom Behavioral Expectations:**

Students and parents will be provided with my classroom expectations policy for review and agreement at the beginning of the school year. My goal is to create a safe, respectful, and high performing classroom environment. In order to achieve that I will:

- Address any unmet expectations verbally with a warning, unless the issue is non-negotiable in nature: cheating, violent, or illegal. Non-negotiables will be immediate referrals to the appropriate Administrator, documented in a write-up, and I will contact the student's parent/guardian for support/conference.

- If a student is disrespectful to me when I address the unmet expectation or the behavior repeats itself, the behavior will be documented in a write-up, and the student will be asked to stay after class to discuss the issue with me.
- I will contact the parent/guardian in writing anytime there is a repeat behavioral or academic concern because I believe your involvement in their high school instruction is critical.
- If expectations continue to be unmet, the student's behavior will be documented in a write-up, they will be referred to admin for discipline, and I will contact the student's parent/guardian for support/conference.

**NOTE:**

The instructor reserves the right to change the requirements of the course to reflect the educational needs of the class.

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**SIGNATURES:** Both the parent/guardian and the student will need to sign below indicating that they have received, read, understand, and agree to the requirements and responsibilities of the course as described in the syllabus.

**Student Name (First and Last):** \_\_\_\_\_

**Student Email:** \_\_\_\_\_

**Student Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Parent/Guardian Name(s) (First and Last):** \_\_\_\_\_

**Parent/Guardian Name(s) (First and Last):** \_\_\_\_\_

**Parent/Guardian Email (Preferred):** \_\_\_\_\_

**Parent/Guardian Email (Secondary):** \_\_\_\_\_

**Parent Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

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