Class Syllabus

Intro to Business SYLLABUS

INSTRUCTOR INFORMATION

lnstructor: Mr. Sommerfeldt

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CLASS INFORMATION:

Course Description: This course provides the opportunity for the learner to develop the

knowledge, skills, process, and understanding of introductory business concepts.

Supplies: Notebook, pencils and erasers.

COURSE COMPETENCIES: You have the opportunity to learn the following skills in this

course:

* Explain how businesses and not-for-profit organizations help create our standard of living.
* Identify social trends that are affecting business.
* Identify demographic trends that are creating new opportunities for business
* Compare the primary features of the worlds economic systems.
* Explain the impact that technological effectiveness has on business.
* Identify the trends in global competition
* Explain the impact that monetary policy and fiscal policy have on macroeconomic goals.
* Explain the microeconomic concepts of supply and demand and the impact on prices.
* Identify the four types of market structure.
* Identify trends that are impacting micro-and-economic environments.
* Explain the importance of global trade to the United States.
* Identify measurements of global trade.
* Identify the barriers to international trade.
* Explain the roles that governments and institutions play on world trade.
* Explain international economic communities.
* Compare and contrast threats and opportunities in the global marketplace.
* Identify advantages of multinational corporations.
* Identify trends in the global marketplace.
* Identify the stags of ethical development.
* Explain the role that managers play on organizational ethics.
* Identify the techniques for creating employee ethical awareness.
* Explain how businesses meet their social responsibilities to stakeholders.
* Identify the global and domestic trends in ethics and social responsibility.
* Identify the three major forms of business organization.
* Explain the advantages and disadvantages of sole proprietorships
* Explain the advantages and disadvantages of the various forms of partnerships.
* Identify the major types of corporations.
* Explain the advantages and disadvantages of franchising.
* Explain the business growth strategies of mergers and acquisitions.
* Identify the three major forms of business organization.
* Explain the advantages and disadvantages of sole proprietorships
* Explain the advantages and disadvantages of the various forms of partnerships.
* Identify the major types of corporations.
* Explain the advantages and disadvantages of franchising.
* Explain the business growth strategies of mergers and acquisitions.
* Explain the role of management.
* Identify the four types of planning.
* Explain how leadership styles influence a corporate culture.
* Explain the role of the organization on activities.
* Identify the managerial skills that are necessary for managerial success.
* Explain the human resource management process.
* Identify factors used to determine human resource needs.
* Identify types of training and development offered by organizations.
* Explain the use of a performance appraisal.
* Cite methods of employee compensation.
* Explain classifications of products.
* Explain the role of branding.
* Identify the functions of packaging.
* Identify the stages of product development.
* Identify the stages of the product life cycle.
* Explain the role of pricing in marketing.
* Explain how product pricing is determined.
* Identify product pricing strategies.

**Core Abilities**: This class addresses the following core abilities:

* + Communicate effectively
  + Work cooperatively
  + Set and achieve goals
  + Model responsible behavior
  + Learn effectively
  + Apply relevant technologies
  + Think critically and creatively
  + Access and use appropriate information resources

**RESPONSIBILITIES and Policies:**

**Attendance:** You are expected to attend all classes to maximize your ability to learn. Your attendance infers that you have completed all preparation prior to the start of class.

**Class participation:** Much learning takes placewhen students verbalize their questions and experiences relating to classroom topics. You are expected to participate in this manner.

**Use of Electronic Devices:** Please turn offall electronic devicessuch as cell phones, ipods, and pagers. No text messaging during class. Keep electronics in pocket or purse.

**Instructor Responsibilities:** As your instructor, I commit to communicating openly and frequently with you about this class. I will maintain a professional, safe learning environment adhering to the policies of the school. You can expect a reply to communication, be it via e-mail, voicemail or in person, within 24-48 business hours.

**Syllabus Changes:** As your instructor, I retain the right to make changes based on the timeline of the class, feedback from learners, logistical issues and will inform you as soon as a change is made.

**Grading Scale:**

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| **Percentage Attained** | **Grade** |
| 90-100 | A |
| 80-89 | B |
| 70-79 | C |
| 60-69 | D |

Below 60 F