



Course Syllabus for:
Principles of Business, Marketing & Finance
Career & Technical Education Department
Huntsville High School

Class Info at a Glance

Instructor: Shelly Riddler

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Class Location: 2904

Class Meeting Times: 4th Period (10:21 AM – 11:08 AM)
6th Period (1:13 PM – 1:59 PM)

Conference: 5th Period (11:13 AM - 12:08 PM)

Tutorials: Monday-Wednesday after school by appointment
Mornings by appointment

Open Lab: Monday-Wednesday, after school until 4:30 PM

Course Overview

In this course, students will gain knowledge and skills in economies and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance.

Course Objectives

By the end of this course, students will be able to:

1. Demonstrate professional standards and employability skills required by business and industry;
2. Describe the characteristics of business;
3. Define ethics in business;
4. Differentiate between the types of economic systems with emphasis on the private enterprise system and the U.S. economy;
5. Relate to the impact of international business on the U.S. economy;
6. Identify the role and impact of government, the legal system, and organized labor in business;
7. Classify types of businesses that market goods and services;
8. The student analyzes cost and profit relationships in finance;
9. Understand the fundamental principles of money;
10. Demonstrate an understanding of personal financial management;
11. Explain the importance of marketing as well as the functions of marketing;
12. Understand the scope of market identification;
13. Understand the importance of an effective marketing mix; and
14. Identify career opportunities within the Business Management & Administration career cluster, the Finance career cluster, and the Marketing career cluster and formulate a career plan.

Expectations

Entering & Exiting: I expect you to make every effort to be on-time to class. Students arriving late will not be permitted to class without a tardy slip from the AP office. Per the Huntsville ISD Tardy Policy, students who are tardy more than 3 times in a six-week period can expect a discipline referral. If you are more than 10 minutes late to class, you will be marked absent. If you must enter class late, do so quietly and do not distract others from their learning.

If you leave class for any reason, you must have a pass. One student will be allowed to the restroom at a time using the blue hall pass. Students who leave class without permission will be referred to their AP for disciplinary action.

Cell Phones: We are fortunate to have class in a computer lab wherein all of our technology needs are adequately met. With that, Chromebooks, cell phones, and all other non-medical electronic devices will not be allowed during class without my permission. *These devices distract you from the educational opportunities you deserve.* Put them away.

Food: Unless provided by me, **food is NEVER allowed in class.** Gum and candy are also prohibited in the classroom. Water in a clear container is permitted; no other drinks or drink containers are allowed in the room.

Profanity: There is no room for disrespectful language in the business world. Disrespectful language includes, but is not limited to, generally offensive words, racial or ethnic slurs, sexual references or intimidation, and bullying or hate speech. The future business leaders in this room will be expected to use appropriate language when speaking to their classmates and teacher. We are intelligent business professionals who think before we speak.

Equipment: Our computer lab contains equipment that must be properly cared for. A student who is irresponsible with computer equipment, or one who is outright abusive or destructive, will no longer be permitted to use it.

Participation: Learning in this class is not a spectator activity. If you are present in class, you are expected to participate fully in class discussions, activities, projects, or assignments. Be diligent with your time and be respectful of your classmates.

Infraction Schedule:

Minor disciplinary infractions and/or non-compliance with the above expectations will be documented and enforced according to the following:

Infraction	Consequence
1st Infraction	Redirect / Private Conversation
2nd Infraction	Call or Email Home
3rd Infraction	Teacher Detention
4th Infraction	Discipline Referral

Grading Policy

Per the HISD Grading Guidelines, grades for each six weeks will be weighted as follows:

Academic Practice (Daily Grades)	50%
Academic Achievement (Major Grades)	50%

Academic Practice may include:

Notebooks, journals, warm-ups
Teacher observations
Formative assessments
Participation
Daily, in-class activities

Academic Achievement may include:

Tests
Quizzes
Writings (essays, compositions)
Presentations
Research Projects

I will make every effort never to assign homework. Ample time will be given during class for the completion of assignments. If any student requires more time than what is provided in class, please take advantage of the tutorial schedule outlined above.

Each 6 weeks, we will have no fewer than **7 Academic Practice grades** and **2 Academic Achievement grades**, as outlined in the HISD Grading Guidelines.

Late Work

Points for work turned in after the due date will be deducted according to the following:

Days Late	Points Deducted
1 Day	10
2 Days	20
3 Days	30
4 or more days	40

Attendance Policy

Students should make every effort to be in class every day. If you miss class for any reason, excused or unexcused, it is up to **YOU**, the student, to see me about make-up work or missed instruction. Video recordings of our class will generally be posted in Google Classroom on the same day. You will have one day to makeup work for each day you are absent. Assignments scheduled and communicated before an absence are due on the day of return. Make-ups of exams must be scheduled with me and must take place outside of regular class time. It will be in your best interest to attend tutorials or Open Lab following any absence.

Academic Dishonesty (CHEATING)

Cheating includes copying another student's work *or* giving your work to another student for him or her to copy. This behavior will **NOT** be tolerated. Cheating will result in a grade of zero for all involved. Your parents will be contacted and you will be referred to your assistant principal for disciplinary action.

Accept the terms of the syllabus: <https://bit.ly/31MCta6>