

**Introduction to Business**

*Mrs. Kellie Makar*

*BA History, Indiana University of PA*

*MS Education, Duquesne University*

**Course Description**

This one semester course introduces students to the fundamental world of business. Students will be engaged in exploring advertising techniques, business ethics, entrepreneurship, management, human resources, and business cards. Students can also expect to develop an understanding of the marketing function and describe the processes involved in designing both product and promotional strategy. At the end of the course, students will engage in a hands-on practical experience with the creation of their end of semester business project. The knowledge of this course can be practiced in future college projects, job interviews, and the professional workplace. Students will be required to do class work outside of school.\*

**Course Resources**

Introduction to Business Textbook

The Apprentice, Season 1

**End of Course Outcomes**

Students will be able to identify basic vocabulary in the business world

Students will gain experience working in teams and as a project manager

Students will strengthen skills in creativity, public speaking, and technology

Students will showcase their talents through a variety of group projects

**Course Units by Sequence with Short Description**

**Entrepreneur Research Project**

Unit 1: Marketing

Unit 2: Advertising

Unit 3: Human Resources

Unit 4: Business Ethics

Unit 5: Business Ownership and Operations

Unit 6: Business Management

Unit 7: Culture and Diversity in the Workplace

**Student Assessments**

Students will be graded on chapter vocabulary, weekly journals, and group projects.

**Student Expectations**

Students are expected to abide by the student handbook for behavior and academic integrity

Students will be expected to keep a journal highlighting their reflections

Arrive to class prepared and on time

Check the website and seek assistance if they were absent

Understand that late work is half credit

Understand that if you are absent, you get that many days to make up your work

Understand and abide by the school’s plagiarism policy

Have course supplies within 4 school days

Students are to assume that any assignment is individual unless otherwise specified by the teacher

Students are required to have appropriate supplies for each class period

Students understand that a large portion of this class is based around group participation

**Grading**

93-100%-A

92-85%-B

84%-75%-C

74%-70%-D

**Contact Information**

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