CSB 2002 Essentials of Business

I. COURSE DESCRIPTION

This semester-long course is an introduction to the goals, processes, and operations of business enterprises for students. The main focus is on the functions that a company – whether a multinational corporation or a corner grocery store – must manage effectively to be successful. These include accounting, finance, human resource management, marketing, operations management, and strategic planning. Attention is also given to the legal environment in which businesses operate, and the importance of business ethics and corporate citizenship.

II. RATIONALE

This course is designed to offer the student an introduction to business terminology and decision making processes. There is an emphasis on markets and how business decisions are made.

III. PREREQUISITES

Computer Applications I

IV. MATERIALS LIST

Microsoft Office 2013 (Professional) is required

Note: This course will require extensive use of Microsoft Excel and Word. It is recommended that students take Computer Applications I or have a strong working knowledge of these programs before beginning this course.

V. MEASURABLE LEARNING OUTCOMES

The student will be able to:

1. Define terms regarding markets, economic conditions, and business processes

2. Explain how decisions are made regarding goods & services provided to the public

3. Explain economic systems and the effect market conditions have on them

4. Analyze the decision making process and determine benefits or detriments of decisions based on economic calculations
5. Research prominent business and report their history and current market position
6. Track major companies and identify their performance in the stock market
7. Create multi-step presentations to report market activity

VI. COURSE REQUIREMENTS AND ASSIGNMENTS
   A. Assignments and Projects
   B. 2 Tests
   C. 1 Final Exam

VII. COURSE GRADING AND POLICIES
   A. Grading Weights
      Training 25%
      Quizzes and Assignments 35%
      Tests 40%
   B. Scale
      A 90 – 100
      B 80 – 89
      C 70 – 79
      D 60 – 69
      F 59 and below

VIII. Other Policies
   A. Academic Misconduct
      See pages 32-35 of your Student Handbook
   B. Repeating Assignments
      Students may submit review assignments a maximum of 2 times. All other assignments are subject to teacher discretion. Assignment resubmission policy from the Student Handbook is as follows:
      All students are expected to submit their best work on the first submission for any assignment. At the discretion of individual teachers and with his or her express permission, assignments may be resubmitted for credit. Feedback on a specific assignment will indicate whether or not the assignment is eligible for resubmission. Teachers will not score any assignment resubmitted without prior approval. Assignments that have been approved for resubmission must be completed before the student progresses more than one module beyond the repeated assignment. For example, a student currently working in Module 4 may request a resubmission in Module 3. Projects in Module 1 and 2 would not be allowed at that point in time.