Introduction to Business & Technology
Course Syllabus
Dutchtown High School

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Semester: Fall – 1st Semester 2021

Department: Career, Technology, and Agricultural Education (Business and Computer Science)

Description:
Introduction to Business & Technology is a foundations course for the Financial Services Pathway. It is also appropriate for students enrolled in any career pathway who plan to own and operate their own businesses. The course will help students build a strong knowledge base and develop management skills as they study forms of business ownership, functions of management, budgeting and finance, technology, communications, legislation, leadership and teamwork, marketing, and economics. Mastery of these standards through project-based learning and leadership development activities of FBLA will help prepare students with a competitive edge for the global marketplace.

Career Opportunities: Entrepreneur, department manager, office manager, human resources manager, marketing manager.

Professional Dress: The CTAE department will be promoting department-wide Professional Dress Days again this year. Students are expected to dress in casual business attire. This includes, but is not limited to, a shirt with a collar; black, blue or khaki slacks or skirts; professional shoes. Business attire does not include jeans, shorts, flip flops, or athletic shoes. Scrubs may be worn for appropriate classes. Students will have to wear this attire for the duration of the school day to receive credit. The grading of the Professional Dress will be at the discretion of the teacher.

CTAE Technology Policy: Students enrolled in courses that meet in a computer lab are expected to complete assignments using the computers provided in the classroom. Students in the labs should only use their "county-issued" or personal devices when other computers are not available or when instructed to do so. Other CTAE teachers may allow or require use of "county-issued" Chromebooks in their classrooms on an as needed basis. Teachers reserve the right to determine when technology must be put away.

End of Pathway Assessment: Students who have successfully completed all three courses in the Financial Services Pathway will complete an end of pathway assessment. The courses in this pathway include Introduction to Business & Technology, Financial Literacy, and Banking, Investing and Insurance. This assessment is not an optional component, but is required by the state of Georgia. Further information will be provided as it becomes available.

Recommended Materials:
- 3-ring binder – 1 ½ "– 2"
- Folder (Prongs with Pockets)
- USB Flash Drive
- Pen or Pencil
- Access to Business Casual Attire

Grading Policy:

Categories	Weights
Practice Work	40%
Assessments	40%
Final Exam/EOC	20%

Introduction to Business & Technology Classroom Rules

You should treat this class much like an actual business environment. Therefore, you should treat all expectations as criteria for evaluation of your performance as an employee. In this class you are expected to:

- Come to class on time every day. Good employees are rarely late for work and are usually early. (LEADER TIME)
- Bring required material to class.
- Attend class unless completely unavoidable. If you are ill and could make others sick, you have reason to miss school. Feeling less than 100 percent is not an excuse. Most jobs only allow a certain number of sick days per year.
- Only surf the net for personal use the last 5 minutes of the period. You don't get to surf the net during free time at work.
- LATE WORK POLICY. When an employer asks for a task to be completed, he/she expects it to be done in a timely manner and submitted on the due date. All assignments for the week must be turned in by Friday. After Friday, work will be considered late (unless otherwise stated).
- Rolling around the room in the chairs is not accepted!
- Keep workspace clean and tidy. Clean up scrap paper and keep all class materials neatly on your desk. (HOME SWEET HOME)
- Have a good attitude; everyone has bad days. Don't let a bad day make you a bad person to be around.
- Respect each other: respect the ideas of others; respect others' property. Don't belittle someone simply because you don't agree. Be polite. Don't bother other people's materials.
- Plan to complete your Internet research and make your printouts at home or in the media center, not during my class. Students are prohibited from using the classroom printer unless instructed to do so by the teacher.
- *TUTORING.* Tutoring sessions are available for students that need additional help and/or support. Tutoring is available on Mondays from 3:35 – 4:30 pm. Students must notify the teacher no later than the preceding Friday by 3:30 pm if they plan to report for tutoring on Monday.
- ***Be your best!***

Consequences for Violation of Rules and Regulations

First Offense	Verbal Warning
Second Offense	Verbal Warning and Write-up
Third Offense	Parental Contact and Write-up
Fourth Offense	Removal from Class and Parental Contact
Final Offense	Office Referral

Course Objectives

Course Standard 1

FIN-IBT-1: Demonstrate employability skills required by business and industry.

1.1: Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.
1.2: Demonstrate creativity with multiple approaches to ask challenging questions resulting in innovative procedures, methods, and products.
1.3: Exhibit critical thinking and problem-solving skills to locate, analyze, and apply information in career planning and employment situations.
1.4: Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.
1.5: Apply the appropriate skill sets to be productive in a changing, technological, and diverse workplace to be able to work independently, interpret data, and apply team work skills.
1.6: Present a professional image through appearance, behavior, and language.

Course Standard 2

FIN-IBT-2: Apply technology as a tool to increase productivity to create, edit, and publish industry-appropriate documents.

2.1: Practice respectful and responsible use of technology.
2.2: Demonstrate ethical and legal actions with regard to plagiarism, fair use, and copyright laws.
2.3: Execute efficient online searches for specific and creditable resources.
2.4: Model the ability to work independently and as a team member.
2.5: Demonstrate time-management and organizational skills to complete tasks in allotted time.
2.6: State how changes in technology affect the workplace and society.
    a. Social media, cell phones, tablets, cloud computing, operating systems, and other emerging technologies.
2.7: Apply good design principles to create professional appearing and functioning business documents.
2.8: Compare and contrast technology tools' uses for efficiency in business.
2.9: Apply practices that deter, defect, and defend against identity theft for a business and personal safety.
2.10 Utilize technology in a variety of ways while solving business problems.

Course Standard 3

FIN-IBT-3: Master word processing software to create, edit, and publish professional-appearing business documents.

3.1: Create, share, and maintain documents.
    a. Apply different views and templates, protect the document, manage document versions, share and save documents.
3.2: Format document content.
    a. Apply font and paragraph attributes, navigate and search, create and manipulate tables, and apply bullets.
3.3: Apply page layout and reusable content to documents.
    a. Apply and manipulate page setup settings, apply themes, construct content using the Quick Parts tools, create and manipulate page backgrounds, and create and modify headers and footers.
3.4: Insert illustrations and graphics in a document.
    a. Insert and format pictures, clip art, shapes, WordArt, and SmartArt, and apply and manipulate text boxes.
3.5: Proofread documents and validate content.
    a. Use spelling and grammar check, configure AutoCorrect settings, and insert and modify comments in a document.
3.6: Apply references and hyperlinks in a document.
    a. Apply a hyperlink, create endnotes, footnotes, and a table of contents.
3.7: Perform mail merge operations.
    a. Setup and execute a mail merge.

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Course Standard 4

FIN-IBT-4: Demonstrate understanding of the concepts of marketing and its importance to business ownership.

4.1: Explain the interrelationships between the functions of business: accounting, finance, production, marketing, sales, and management.

4.2: Define, explain and apply various management functions including planning, organizing, directing, and controlling.
4.3: Explain the importance of a vision, a mission statement, and goal-setting within the context of the business environment.
4.4: Apply the decision-making process to a business situation.
4.5: Discuss the impact of the business and personal reputation and image including online presence as part of the management of the business.
4.6: Understand employee impact and management's role in contributing to successful business operations.
4.7: Exhibit organizational skills while planning and executing business projects.
4.8: Implement strategic plans to manage business growth, profit, and goals.

Course Standard 5

FIN-IBT-5: Demonstrate understanding of the concept of marketing and its importance to business ownership.

5.1: Explain the fundamental marketing concepts used by a small business.
5.2: Understand target market and demographics in marketing strategies.
5.3: Create a customer database using database software to create and maintain an accurate customer list.
5.4: Use customer database to pull specific data to target for marketing campaign.
5.5: Evaluate different types of promotional tools for business product and/or services.
    a. Traditional tools and online tools, personal networking.
5.6: Use innovation to gain a competitive advantage in the marketplace.

Course Standard 6

FIN-IBT-6: Use professional oral, written, and digital communication skills to create, express, and interpret information and ideas.

6.1: Exhibit appropriate business (oral, written, and digital) communication skills needed in the workplace to facilitate information and communication.
6.2: Explore social media etiquette and importance digital presence.
6.3: Produce written communications that utilize proper tone, grammar, and bias-free language in the workplace.
    a. Resume
6.4: Employ critical thinking and problem-solving strategies both individually and collaboratively to solve real-world and/or business-related problems.
6.5: Using presentation software, create and deliver simple, clear and compelling presentations effectively to target audiences.
6.6: Use technology to enhance the effectiveness of communication in a business environment.
    a. Email, video conferencing, phone conferencing, instant messaging, online chat, blogs, newsgroups, list serve, etc.
6.7: Use appropriate technology to plan, develop, practice, and present material to different types of specific business purpose.
    a. Research paper, web site, multimedia presentation, publications, speech, online media, video, avatar, etc.

Course Standard 7

FIN-IBT-7: Demonstrate an understanding of entrepreneurship through recognizing a business opportunity, how to start a business based on the recognized opportunity, and basics of how to operate and maintain that business.

7.1: Identify the unique characteristics, traits, and concepts of the successful entrepreneur.
7.2: Describe the importance of developing and organizing a successful business plan.
7.3: Identify components and format of a business plan.
7.4: Examine the business opportunities available in local school and community.
7.5: Participate as part of a team in an effort to accomplish a common goal leading to a successful business endeavor.
7.6: Differentiate between the types of business ownership.
7.7: Explain the implications of technology on business development and future growth.

Course Standard 8

FIN-IBT-8: Understand, interpret, and use accounting principles to make financial decisions.

8.1: View financial statements of a business and utilizes those statements to make informed business decisions.
8.2: Explain the purpose of the various steps in the accounting cycle.

8.3: Differentiate between debits and credits on an income statement.
8.4: Analyze and describe sources of income for the business venture (i.e., sales and labor).
8.5: Using basic features of spreadsheet software to produce professional financial statements representative of a small business.

Course Standard 9

FIN-IBT-9: Develop and execute an understanding and apply effective money management strategies and understand the role and functions of financial institutions.

9.1: Develop a budget including all essential elements for personal and business use.
9.2: Compare and contrast the types of financial institutions, both depository and non-depository including the functions and purpose.
    a. Commercial banks, savings and loan associations, credit unions, investment banks, financial services companies, and insurance companies.
9.3: Examine the principles of banking transactions and the various services of a bank.
    a. Item processing, collection functions, procedures, bookkeeping, loans, investments, and trust operations.
9.4: Apply mathematical operations and processes as well as financial planning strategies to commonly occurring situations in the workplace to accomplish job objectives and enhance workplace performance.
9.5: Examine the features and effects of online banking including mobile banking for the business and the consumer.
9.6: Explore a personal credit report and the impact of credit on business and personal life.

Course Standard 10

FIN-IBT-10: Research and interpret the various risks involved in operating a business while determining the role of insurance for a business.

10.1: Identify possible business threats and employ risk management strategies and techniques to minimize potential financial loss.
10.2: Identify types of business insurance and the need for insurance in a business.
10.3: Explain basic insurance concepts: insurance, policyholder, premium, probability, risk, claim, coverage, deductible, policy, insured, insurer, and liability.
10.4: Analyze risks to make insurance decisions.
10.5: Explore the various career options associated with the insurance field.

Course Standard 11

FIN-IBT-11: Examine basic human resources and the legal aspects of a business while incorporating the methods into business practices.

11.1: Differentiate among types of business crimes and identify the strategies that business can use to deter crimes.
11.2: Demonstrate understanding of specific legal areas that most commonly affect personal and business relationships.
    a. Contract law, insurance, bankruptcy, property law, computer law, harassment, discrimination.
11.3: Describe the legal requirements of obtaining a business license, permit, contract, patent, copyright, trademark, and logo.
11.4: Create a plan for recruiting, hiring, and retaining a new employee and the associated costs.
    a. Job application, social media impacts, credit report analysis, appearance impact, etc.
11.5: Review employment and labor laws impacting business.

Course Standards 12

FIN-IBT-12: Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events.

12.1: Explain the goals, mission and objectives of Future Business Leaders of America.
12.2: Explore the impact and opportunities a student organization (FBLA) can develop to bring business and education together in a positive working relationship through innovative leadership and career development programs.
12.3: Explore the local, state, and national opportunities available to students through participation in related student organization (FBLA) including but not limited to conferences, competitions, community service, philanthropy, and other FBLA activities.

Information and Acknowledgement

INTRODUCION TO BUSINESS & TECHNOLOGY
STUDENT INFORMATION

Student Name	
Grade	
Parent/guardian's Name	
Home Phone	
Work Phone	
Parent Email Address	
Student Email Address	

INTRODUCTION TO BUSINESS & TECHNOLOGY
COMMITMENT CARD

I have read the course syllabus for Introduction to Business & Technology and understand what the general requirements are for the class. (See teacher web page for digital copy of syllabus)

_____ _____

Student Signature Date

I have read the course syllabus and know what it expected of my son/daughter, and I will work with the teacher so that we can provide the best learning experience possible.

_____ _____

Parent Signature Date

Please complete and return to Coach Jackson as soon as possible.