

## Class Syllabus

### Intro to Business SYLLABUS

#### INSTRUCTOR INFORMATION

Instructor: 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 place when students verbalize their questions and experiences relating to classroom topics. You are expected to participate in this manner.

**Use of Electronic Devices:** Please turn off all electronic devices such 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:**

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

Below 60 F