



# TRI-CITIES HIGH SCHOOL

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## Introduction to Business & Technology

2013-2014 Course Syllabus

### COURSE DESCRIPTION

Introduction to Business & Technology is the foundational course for the Administrative Support, Small Business Development, and Human Resources Management pathways. The course is designed for high school students as a gateway to the career pathways above, and provides an overview of business and technology skills required for today's business environment. Knowledge of business principles, the impact of financial decisions, and technology proficiencies demanded by business combine to establish the elements of this course. Emphasis is placed on developing proficient fundamental computer skills required for all career pathways. Students will learn essentials for working in a business environment, managing a business, and owning a business. The intention of this course is to prepare students to be successful both personally and professionally in an information-based society. Students will not only understand the concepts, but apply their knowledge to situations and defend their actions/decisions/choices through the knowledge and skills acquired in this course. Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in the co-curricular student organization, Future Business Leaders of America (FBLA), are integral components of both the employability skills standards and content standards for this course.

Various forms of technologies will be highlighted to expose students to the emerging technologies impacting the business world. Professional communication skills and practices, problem-solving, ethical and legal issues, and the impact of effective presentation skills are taught in this course as a foundational knowledge to prepare students to be college and career ready. Introduction to Business & Technology is a course that is appropriate for all high school students. After mastery of the standards in this course, students should be prepared to earn an industry recognized credential: Microsoft Office Specialist for Word Core Certification. *The pre-requisite for this course is advisor approval.*

### FUTURE BUSINESS LEADERS OF AMERICA (FBLA)

FBLA is a co-curricular student organization that plays an integral part in the components of the Business & Technology course standards. FBLA activities are incorporated throughout this course and the rest of the Business and Computer Science courses. Students are strongly urged to join FBLA (**insert cost**) to benefit from the wealth of opportunities the organization has to offer.

# COURSE CURRICULUM CONTENT

## COURSE STANDARDS

- IBT-1** Demonstrate employability skills required by business and industry.
- IBT-2** Apply technology as a tool to increase productivity by creating, editing, and publishing industry-appropriate documents.
- IBT-3** Master word processing software to create, edit, and publish professional-appearing business documents.
- IBT-4** Analyze and integrate leadership skills and management functions within the business environment.
- IBT-5** Demonstrate understanding of the concept of marketing and its importance to business ownership.
- IBT-6** Use professional oral, written, and digital communication skills to create, express, and interpret information and ideas.
- 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.
- IBT-8** Understand, interpret and use accounting principles to make financial decisions.
- IBT-9** Develop effective money management strategies and understand the role and functions of financial institutions.
- IBT-10** Research and interpret the various risks involved in operating a business while determining the role of insurance for a business.
- IBT-11** Examine basic human resources and the legal aspects of a business while incorporating the methods into business practices.
- 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.

## UNITS/TOPICS

### Semester 1:

1. Introduction to Technology
2. Word Processing Applications
3. Effective Communication Skills
4. Introduction to the World of Marketing
5. Entrepreneurship and Business Ownership

### Semester 2:

1. Leadership and Management
2. Accounting 101
3. Money Management Basics
4. Managing Risks
5. Introduction to Human Resources

## Instructional Materials & Supplies

### Published Materials

### Instructional Supplies

- 3-ring binder
- Paper
- Pen or Pencil
- Headphones

## Evaluation & Grading

### Assignment Categories

Class work  
Final Exam  
Work Ethics  
Projects  
Test/Quizzes  
Portfolio Check

### Grade Weights

Work Ethics 5 %  
  
Portfolio Check 5 %  
  
Formative Assessments 30 %  
Daily Work  
Homework  
  
Summative Assessments 15 %  
Projects  
  
Test/Quizzes 30 %  
Performance  
Objective  
  
Final Exam 15 %  
Performance  
Objective

### Grading Scale

A: 90 - 100%  
B: 80 - 89%  
C: 70 - 79%  
D/F: 69% and Below

## Other Information

### Expectations for Academic Success

- 1) Complete daily class work assignments
- 2) Participate in discussions and ask questions
- 3) Participate constructively as a team member
- 4) Problem solve and accept challenges
- 5) Challenge yourself to continuously improve

## Signatures

*By signing this document, you are indicating you understand the content of the course Syllabus and Policies and Procedures.*

\_\_\_\_\_  
*Student Signature*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Parent Signature*

\_\_\_\_\_  
*Date*

*Parent Email:* \_\_\_\_\_

*Parent Phone #:* \_\_\_\_\_

*Parents are encouraged to communicate with the teacher through email at [mayweatherj@fultonschools.org](mailto:mayweatherj@fultonschools.org)*

***This syllabus may be updated as needed throughout the semester.***

Suggested pacing...

<b>INTRO TO BUSINESS AND TECHNOLOGY</b>			
ELEMENTS	TEXT / CHAPTERS	LENGTH	STANDARDS
Introduction to Technology	Bus Mgt / 4, 9, 21	3 wks	BMA-IBT-1, IBT-2
	Outside Materials		Demonstrates employability skills required by business and industry Apply technology as a tool to increase productivity to create, edit, and publish industry-appropriate documents SUPPORT: BCS-CA1-1 BCS-BE-7, 11-15
Word Processing Application	Digitool	4 wk	BMA-IBT-3
	Outside Materials		Master word processing software to create, edit, and publish professional-appearing business documents SUPPORT: BCS-CA-2-6

ELEMENTS
<b>Description</b>
Apply skill sets to be productive in a changing, technological, and diverse workplace Practice respectful and responsible use of technology Demonstrate ethical and legal actions regards to plagiarism and copyright laws Execute efficient online searches for specific and credible sources State how changes in technology affect the workplace and society, ex. social media, cell phones, etc. Apply good design principles to create professional and business documents Compare and contrast technology tools uses for efficiency in business Apply practices to deter, detect, and defend against identity theft Utilize technology in a variety of ways
<b>Description</b>
Create, share and maintain documents ex. apply different views and templates protect, manage and save the document correspondence Format document content, ex. Apply font and paragraph, navigate and search create and change tables, apply bullets Apply page layout, ex. Page settings, themes, backgrounds, headers, footers Apply illustrations and graphics, ex. insert pictures, clipart, shapes, WordArt SmartArt, and text boxes Proofread documents to validate content ex. Use spelling and grammar check, AutoCorrect settings,

Effective Communication Skills	Bus Mgt / 9, 21	2 wk	BMA-IBT-6
	Outside Materials		Use professional, oral, written, and digital communication skills to create, express, and interpret information and ideas SUPPORT BCS-BE-2, 3
Entrepreneurship and Business Ownership	Bus Mgt / 4,5,10,12,13	5 wks	BMA-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 Explores and interprets the various risks involved in operating a business SUPPORT: BC3-BE-21 THRU 23

Apply references and hyperlinks in a document, ex. Apply hyperlinks, create endnotes, footnotes, and table of contents Perform mail merge operations, ex. setup and execute mail merge
<b>Description</b>
Exhibit business communication skills needed in the workplace Explore social media and importance of digital presence Produce written communications that utilize proper tone, grammar, in the workplace Employ critical thinking and problem-solving strategies to solve real-world and business-related problems Use presentation software to create and deliver simple, clear and compelling presentations to targeted audiences Use technology to enhance the effectiveness of communication, ex. Email, instant messaging, blogs, etc. Use technology to plan, develop, and present material to different types of audiences, ex. Research paper, publication, web site, multi media presentation, etc.
<b>Description</b>
Identify the characteristics, traits, and concepts of a successful entrepreneur Differentiate between the types of business ownership Describe the importance of developing and organizing a successful business plan Identify components and format of a business plan Examine the business opportunities available in local school and community

	Outside Materials		BCS-BE-31 THRU 33	Participate as a team in an effort to accomplish a common goal leading to a successful business endeavor Explain the importance of technology on business development and future growth Describe the relationship between government and business Analyze government agencies and regulations affecting business (ex. OSHA, EEOC, ADA, FTC, EPA, etc.) Describe the legal requirements in obtaining bus license, permits, logo, patent, copyright, trademark, contract Demonstrate understandin of legal areas ex.contract, harrassment, discrimination
<b>Leadership and Management</b>	<b>Bus Mgt / 11, 14, 16-19</b>	<b>4 wks</b>	<b>BMA-IBT-4, BMA-IBT-12</b>	<b>Description</b>
	Outside Materials		Analyze an integrate leadership skills and management functions within the business environment  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 SUPPORT: BCS-BE-4 & 5 BCS-BE 24 & 25	Explain the interrelationships between the functions of business: accounting, finance, production, marketing, sales, and management Define, explain, and apply various mgt functions including planning, organizing, directing and controlling Explain the importance of a vision, a mission statement, and goal-setting Apply the decision-making process to a business situation Discuss the impact of personal reputation and image of a business Understand employee impact and management's role in contributing to successful business operations Exhibit organizational skills while planning and executing business proj. Implement strategic plans to manage business growth, profit, and goals Investigate leadership skills within a successful business environment Explain the goals, mission, and objectives of FBLA Explore the impact and opportunities
				FBLA can bring through innovative leadership and career dev. Programs Explore the local, state, and national opportunities available in FLBA Explain how FBLA students can promote lifelong responsibility for community service and professional development Eplore competitive events and the req competencies, skills, and knowledge for each related event for individual, team and chapter competitions
<b>Introduction to the World of Marketing</b>	<b>Bus Mgt / 6, 7</b>	<b>4 wks</b>	<b>BMA-IBT-5</b>	<b>Description</b>
	Outside Materials		Demonstrate the understanding of the concept of marketing and its importance to business ownership SUPPORT: BCS-BE-8, 26, 37, SSEM 12	Explain the fundamental marketing concepts used by small business Understand target market and demographics in marketing strategies Create a customer database using database software to create and maintain accurate customer list Evaluate different types of promotional tools for business products/services ex. Advertising (internet or poster) Use innovation to gain a competitive advantage in the marketplace
<b>Accounting 101</b>	<b>Bus Prin / 15, 16</b>	<b>3 wks</b>	<b>BMA-IBT-8</b>	<b>Description</b>
	Outside Materials		Understand, interpret, and use accounting principles to make financial decision SUPPORT: BCS-BE-26 THRU 29	View financial statements of a business and utilize those statements to make informed business decisions Explain the purpose of the various steps in the accounting cycle Differentiate between debits and credits Analyze and describe sources of income for businesses Analyze basic features of spreadsheet software to produoe professional financial statement for small businesses
<b>Money Management Basics</b>	<b>Banking Systems 8</b>	<b>3 wks</b>	<b>BMA-IBT-9</b>	<b>Description</b>
	Econ Ed 6 Econ. Ed. 10 Outside Materials		Develop effective money management strategies and understand the role and functions of financial institutions	Develop a budget Compare and contrast types of financial institutions Examine the principles of banking

			SUPPORT: BCS-BI-1 SSEF1 BCS-BI-3	transactions Examine the features and effects of online banking Explore credit report and the impact of credit on business and individuals
<b>Managing Risk</b>	<b>Bus Mgt / 20</b>	<b>4 wks</b>	<b>BMA-IBT-10</b>	<b>Description</b>
	Outside Materials		Research and interpret the various risks involved in operating a business while determining the role of insurance for a business SUPPORT: BCS-IRM-1 BCS-IRM-2 BCS-BE-34 & 35	Identify various business threats and employ risk management strategies and techniques to minimize potential financial loss Identify types of business insurance Explain basic insurance concepts: policy, premium, probability, risk, claim, coverage, deductible, policyholder, etc. Analyze risks to make insurance decisions Explore the various career options in the insurance field
<b>Introduction to Human Resources</b>	<b>Bus Mgt / 3, 15</b>	<b>4 wks</b>	<b>BMA-IBT-11</b>	<b>Description</b>
	Outside Materials		Examine basic human resources and the legal aspects of a business while incorporating the methods into business practices SUPPORT: BCS-BE-38	Create a plan for recruiting, hiring, and retaining new employees and the cost ex. application, internet, credit report, appearance, etc.