



Exploring Business & Marketing – Syllabus

Ms. Emily

Course Description: Students will be exposed to the fundamental concepts of business & marketing. Concepts include; basic economic (goods, services, resources, scarcity, etc), business organizational structures, business law, characteristics of an entrepreneur, human resources, marketing strategies, accounting, investing, & leadership.

Course Expectations: This course utilizes a [Google Classroom](#), which is a website by which students can access class work and submit work. Students will be expected to research established businesses to analyze concepts learned in class. They will also formulate a business plan of their own, participate in a investment simulation, compile a resume, and present an application in a mock interview.

Standard Based Grading:

Students will be graded on a Standards Based scale:

What the Student Knows	Score	Traditional Letter Grade
Exceeds Proficiency: In addition to Score 85, the student <u>uses inferences and applications that go beyond</u> what was explicitly taught in class.	95	A+
In addition to Score 85 performance, <u>partial success</u> at inferences and applications that go beyond what was directly explicitly in class.	90	A
Meets Proficiency: No major errors or omissions regarding any of the information and/or processes (simple or complex) that were explicitly taught.	85	B+
No major errors or omissions regarding the simpler details and process and partial knowledge of the more complex ideas and processes.	80	B
Approaching Proficiency: No major errors or omissions regarding the simpler details and processes but major errors or omissions regarding the more complex ideas and processes.	75	C+
Partial knowledge of the simpler details and processes but major errors or omissions regarding the more complex ideas and procedures.	70	C
Developing Proficiency: With help, a partial understanding of some of the simpler details and processes and some of the more complex ideas and processes.	65	D+
With help, a partial understanding of some of the simpler details and processes but not the more complex ideas and processes.	60	D
Even with help, no understanding or skill demonstrated.	59	F



Maria Montessori Academy Junior High

- Students will understand basic business, economic, & law concepts
- Students will determine skills & characteristics of entrepreneurs & explore entrepreneurial opportunities
- Students will produce a resume, complete an application, & participate in

a mock interview

- Students will demonstrate their understanding of the marketing mix in a presentation & identify its target market with a product of their choice
- Students will design a business card, poster, brochure, or internet ad using marketing principles learned in the course
- Students will prepare, analyse, & interpret financial information
- Students will participate in an investing simulation
- Students will create a mission statement, vision, & goal

Course Policies:

Student Work: Each student will have specific tasks of which they are responsible to complete & submit. Though their work will often involve a specific business, they may work along side another who has a different business but a similar task to perform.

Portfolio: During each cycle, the student will select evidence of their efforts. Upon this selection they will record their reflections of their chosen work.

Homework Expectations: There will rarely be homework in this course. If a student has not completed in-class work due to mismanagement of time, an email will be sent home explaining the situation as well as the task needing completion.

Absences: All work can be accessed through the Google Classroom. Additional information can be accessed through Ms. Emily's blog: blogs.mariamontessoriacademy.org/msemily

Citizenship Grade: All students have an 'S', or satisfactory citizenship grade. Problems with citizenship will be addressed through contact made with a parent via email or by phone.

Short & Sweet Class Rules: Respect equipment and allow others to work. If the right to learn is being intruded upon, a verbal warning will be given so that the student is made aware of the behavior. If the behavior continues, the student will be asked to relocate within the classroom and asked to stay after class stay after class or after school in order to review the expectation. The next step would be that the student will take time to refocus in the learning lab.

Note: We love volunteers to join us in class to enrich the experience. Please list information below to become involved.

I have read and understand the rules for _____ class.

Parent/Guardian Signature:_____ Date:_____

Parent/Guardian's Email Address:_____ and/or _____

Student Signature:_____ Date:_____

List the name(s) and email contact information of people interested in volunteering during this course: