

Principles of Business, Marketing & Finance



Instructor: Mr. Crow **Room B109**

Phone: 682 314-1659 **Email: caseycrow@misdmail.org**

Dear Student and Parents/Guardian(s),

I am extremely excited to have you (your child) in class this year. This letter will provide basic information that will allow you to be successful. Please read over it carefully and share it with your parents/family. Keep it with you for future reference in the folder that will be provided for you in class.

A major key to thriving students is teacher/parent/family/student communication. I want to help all of my students prosper in this class, preparing them for life after high school by encouraging them to strive for excellence. With parental/family encouragement and support at home, I believe each student can achieve his or her maximum potential. Please feel free to contact me via email at caseycrow@misdmail.org if you or your parents have any questions.

Grades can be accessed through Skyward. (See the District website at www.mansfieldisd.org for more information on this grading program.)

COURSE DESCRIPTION/OBJECTIVES

Students gain knowledge and skills in economics and private enterprise systems, the impact of global business, marketing of goods and services, advertising, and product pricing in this course. Students also analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems and settings in business, marketing, and finance. This course should help students to know which area of business they would like to pursue in high school. This is an 18-week course. The grade levels are 9th – 12th grades.

The course will utilize various resources and materials. Much of the work will be completed with the use of computers. Each person is responsible for his/her assigned workstation during his/her class session. Students should bring a pen and paper every day to class. Most of the work will be generated by the computers, and all related supplies will be provided.

Attendance is extremely important in a computer class. There are several daily assignments, many of which build on prior lessons, and multiple absences make it extremely difficult for a student to perform well in this class.

REQUIRED MATERIALS:

- Pencil and/or Pen plus iPad

The school will provide a folder for you to use in class, as well as various online curriculum supplements.

GRADING POLICY AND PERCENTAGES – Each six weeks will be evaluated as follows:

| | |
|---------------------|-----|
| Daily Work..... | 60% |
| Projects/Tests..... | 40% |

According to District Policy, the three six weeks grades will constitute 80% of the overall grade with the Final Exam representing 20% of the overall grade for the course. Students will receive one credit upon the successful completion of Principles of Business, Marketing & Finance.

| | | | | | | | |
|---|--------|---|-------|---|-------|---|----------|
| A | 90-100 | B | 80-89 | C | 70-79 | F | BELOW 70 |
|---|--------|---|-------|---|-------|---|----------|

CALENDAR OF MAJOR TESTS/PROJECTS – (The dates shown below are tentative and subject to change depending on the progress of the class.) This class is taught on both A and B Days so the dates for assignments vary.

| | |
|-----------------------------|----------------|
| Introduction Assignment | January, 2020 |
| Business Assessment | February, 2020 |
| Marketing Assessment | March, 2020 |
| Final Business Plans due | April, 2020 |
| Business Plan Presentations | April, 2020 |
| Final Exam | May, 2020 |

CLASSROOM EXPECTATIONS

Both you and I will abide by these policies as well as those established by the Mansfield ISD school board policies. You are expected to participate in every class activity.

- **Respect**
 - for yourself – come to class prepared with your materials and assignments; be dressed and groomed so that it will not be necessary to visit dress code during class.
 - for others – participate in the lesson by listening to other students and the teacher and by commenting on the subject when appropriate.
 - for your environment – no food, drinks, or other pollutants (i.e., perfume, sprays).
 - for property – clean up after yourself and be careful with items that are placed in your care.
- **Responsibility** – take care of assignments and other business at appropriate times.
- **Reliability** – be prepared and on time for class.

ABSENCES/TARDIES – Missing more than 20 minutes of any class period constitutes an absence according to the Student Handbook guidelines. It is your responsibility to get any information missed if absent or tardy. When you return to class, please wait for the teacher to explain the current lesson to the class. When students begin to work independently on that day’s lesson, then ask the teacher about any makeup work that you need to complete for your absence(s). This includes and is not limited to warm-ups, vocabulary, notes and assignments. If you miss a test or quiz, you will have one week from the date of assessment to arrange and complete make up work; otherwise, the grade will remain a zero, per district policy.

LATE WORK

- Teacher designates due date and time for assignment (Beginning of class period, End of class period, designated time of day)

- If student fails to meet the due date and time, then the student has till the next class period (next A day or B day) to turn in assignment to be considered one day late.
- Students will be assessed a penalty of 30% points for up to one class period late.
- Score of a zero may be given for work turned in after one day late.

TEST RETAKES – Students will be allowed to demonstrate proficiency of learning objectives by means of retest for a maximum of 70% of the original score possible. It is the responsibility of the student to arrange such retests with the teacher.

TUTORIALS – *It is your responsibility to let me know that you are in need of help.* It is very important that you not fall behind. Tutorial times will be set on an individual basis, as arranged with the teacher.

ACADEMIC DISHONESTY – I believe that honesty is extremely important. Please, give me no reason to suspect any form of cheating on work that you do in this course. While working with others on homework/projects is allowed and encouraged, I consider copying all or part of any assignment to be cheating – both parties are to blame, whether the student(s) is/are currently enrolled in this course or not. Consequences include a zero on the assignment, parent contact, and a referral to your assistant principal.

CERTIFICATION: There are no certification tests associated with this course at the present time.

CTSO: DECA is the Career Tech Student Organization for students enrolled in Principles of Business, Marketing & Finance. DECA membership is optional, but it is recommended. Students have the opportunity to learn more about the fields of Business, Marketing and/or Finance by their involvement in DECA, which includes competition, field trips, guest speakers and/or participation in the Fashion show and Job Fair.

Involvement in DECA involves several fieldtrips and competition. We follow the UIL eligibility rules for these activities. In other words, students must be passing in order to participate in the outside events (“No Pass/No Play”).



PARENTS, please read the information in this letter carefully. Also, please sign the signature page that was provided to your child/student by 1-11-19.

If the signature page is received by the above due date a 100 will be given on this assignment. If the student fails to get this to me by the due date it will be a 0. Let's make this an outstanding year!

Sincerely,

Casey Crow

Attendance/Technology Expectations

1. Students are to be in the room when class begins.
2. Sign in at the table by the door. This is how attendance is taken. It is your responsibility to sign in each class day.
3. Backpacks, purses and other large items must be left on the floor under computer workstations. (Place items on the floor in front of your feet next to the wall.)
4. Cell phones are not allowed during class per District Policy, unless instructional use is warranted and approved by the teacher.
5. Computers are to be left in the same configuration as found. **NO CHANGES!** Remember these are not your home computers, and the District is watching.
6. No outside storage devices (flash drives, CDs, etc.) are to be used in the computer lab.
7. No food/drink is allowed in the computer lab.
8. No electronic devices are to be used during class, other than the computers or iPads provided.
9. Five minutes before the end of class students are to:
 - Return all materials to the appropriate locations.
 - Leave workstation area clean for the next class.

STUDENT & PARENT/GUARDIAN SIGNATURE PAGE

I have received and reviewed the policies and information for the Principles of Business, Marketing, and Finance course taught by Mr. Crow. My child/student and I understand that it is in their best interest that they adhere to the guidelines outlined in this document. Also, I agree that you may communicate any information regarding this course using the information provided at the bottom of this signature sheet.

Student's Signature: _____ Date: _____

Parent's/Guardian Signature: _____ Date: _____

(Please print clearly)

Student Contact Information:

Student's Name: _____

Primary Email Address: _____ Cell Number: _____

Parent Contact Information:

Parent/Guardian Name: _____ Relation to Student _____

Primary Email Address: _____ Contact Number: _____