



100 Med High Drive, Mercedes, TX, 78570
956.514.4201



Credits per Semester	0.5 credits per semester
Instructor	<p>Instructor: Mrs. Ruth Cano</p> <p>Email: ruth.cano@stisd.net Phone: (956) 314 - 0082</p> <p><i>I am available by phone during the hours posted below. Outside of those hours (or if I happen to be on another line when you call), please feel free to leave a detailed voicemail. I will respond via phone or email.</i></p> <p>Conference times available for communication:</p> <p>Mon-Fri 8:00-8:45am and 12:30-1pm</p>
Course Description	In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing.
Learning/Performance Objectives	Students will analyze the sales process and financial management principles. They will reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance.
Adopted Instructional Materials	Texas Essential Knowledge and Skills for Career and Technical Education, STRIDE Software, Microsoft Office
Instructional Methods	Lectures, multimedia elements, class discussions, case studies, projects and individual assignments, cooperative learning



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as originally assigned. Work turned in during this time shall receive full credit.

Late work not due to absences: For all assignments turned in late, 10 points shall be deducted for each day an assignment is late with the maximum penalty not exceeding 50 points.