

Principles of Business Marketing and Finance Syllabus

Instructor: Coach Dean

Email: mdean@ldisd.net

Conference: 1:25 - 2:10 Daily

Office Phone: (940) 497 - 4031

Course Description

This course introduces students to the essential concepts of business, marketing, and finance. It helps students understand the roles these functions play in the free enterprise system, provides a foundation for future business courses, and promotes career exploration and workforce readiness.

Course Units

Unit	Unit Title	Topics Covered
1	Introduction to Business	What is business? Types of businesses, economic roles, business functions
2	The Free Enterprise System	Supply and demand, competition, profit, productivity
3	Ethics & Social Responsibility	Business ethics, legal compliance, social impact
4	Forms of Business Ownership	Sole proprietorships, partnerships, corporations, LLCs
5	Leadership & Management Roles	Types of managers, leadership styles, decision making
6	Human Resources & Organizational Behavior	Workplace diversity, HR functions, team roles
7	Communication Skills in Business	Verbal, nonverbal, and written communication, tech tools

8	Technology in Business	Productivity tools, IT systems, cybersecurity basics
9	Midterm Review & Exam	Cumulative assessment covering Weeks 1–8
10	Introduction to Marketing	Marketing mix (4 Ps), segmentation, branding
11	Advertising & Promotion	Advertising strategies, media types, social media marketing
12	Principles of Finance	Budgeting, saving, personal finance concepts
13	Banking & Credit	Bank services, credit scores, loans, financial responsibility
14	Business Operations	Production, inventory, logistics, risk management
15	Career Exploration	Career clusters, CTE programs, employability skills
16	Final Project & Exam	Business simulation or marketing campaign + final test

Make Up Work

- It will be the student's responsibility to see that all makeup work is completed within the specified timeframe as discussed with Coach Dean.
-

Materials Needed

- Ream of printer paper or
 - Tissue Boxes
-

Classroom Rules

- All policies in the Student Handbook will be followed.

- Students will sit in seats as set forth in the seating chart and be held responsible for equipment and furniture at their workstation.
 - Be in your seat with needed supplies when the tardy bell rings.
 - No food, drink, or gum is allowed in the computer lab.
 - Students will not be allowed to leave the classroom without a pass.
 - NO CELLPHONES (HOUSE BILL 1481)
-

Internet Rules & Printing

- Students are not allowed to download from the Internet
 - Students will not use personal email, incoming or outgoing
 - Students will not enter chat rooms!
 - Students will not enter morally questionable areas - if it's blocked then back off.
Remember this -
 - LDISD Technology Department tracks your every move. Don't lose your privileges!
 - Students will not print unless directed to by the teacher.
 - Ask permission to print other school related work - it's usually not an issue but ASK FIRST!
-

Consequences

- Review the LDHS Integrity Policy (Located under Policies & Procedures on HS webpage)
-

Acknowledgment of Syllabus for Principles of Business Marketing & Finance

I _____ have read the syllabus for Principles of Business Marketing & Finance. I understand what the class will cover and what will be expected of me as a student.

Student Printed Name

Date

Student Signature