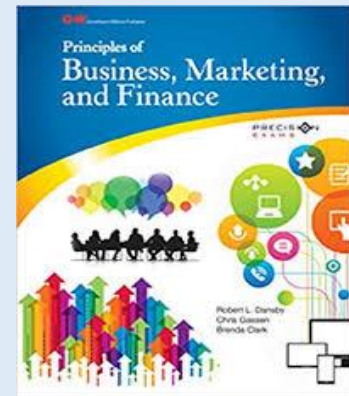


Principles of Business, Marketing, and Finance

Mr. Collins – Room 605
Calallen High School 2025-2026



- **General Information:** The curriculum for Principles of Business, Finance and Marketing (BIM) is based on TEKS (Texas Essential Knowledge and Skills) requirements provided by the Texas Education Agency.
- **Textbooks:** Principles of Business, Marketing, and Finance 1e (Goodheart-Wilcox, 2017).
Principles of Business 9e (South-Western Cengage Learning, 2017).
ICEV – Principles of Business – Online Lessons and Course
- **Objectives:**
 - This course is designed for students who want to understand the role and purpose of business, opportunities for careers, and problem solving in the business world.
 - Emphasis will be placed on “real-world” situations and applications. We will reinforce basic business concepts and terminology.
 - Students will be introduced to:
 - *Economics and economic activity*
 - *Business ethics*
 - *Management and leadership*
 - *Personal finance*
 - *Career management*
 - *Global business*
 - *Entrepreneurship*
 - *Human resources*
 - *Business finance*
 - *Soft skills in the workplace*
- **Learning Management System:** **Schoology** will be used for managing all classes. Schoology will be used for general instruction, assignments, meetings, and announcements.
- **Grades:**
 - Major exams and projects: 60% Daily Work: 40% (Worksheets, Quizzes, Participation).
 - There will be 2 semester exams. No exemptions will be granted for this class.
- **Equipment and Supplies:** Our lab contains networked Dell OptiPlex PC’s and two laser printers. Students are expected to help keep all in excellent working order. The student should notify the teacher immediately of any hardware or software malfunction so that corrective measures can be taken.
- **Because of school policies on computer usage, students will not be allowed to eat or drink in the classroom; also, grooming (combing hair, applying makeup, nail polish, or perfume) will not be allowed.**

All equipment and supplies will be furnished. Each student must provide every day: folder, pen/pencil, and paper.

CELL PHONES ARE NOT ALLOWED TO BE VISIBLE IN THE CLASSROOM. Students will be required to “dock” their phone in a specific area before taking their seats. Failure to comply with this rule will result in disciplinary referral.



Business Professionals of America (BPA) is the youth leadership organization associated with Business Department courses. BPA provides competition and training in many of the skills learned in the

- **Absenteeism and Tardies:** CISD policies will be enforced. These rules apply in both the virtual and in-class setting. Students are expected to attend class regularly. Work must be made up for any absence. The highest grade permitted for any unexcused absence is 70.

It is the student's responsibility to make certain that absences are cleared, and proper documentation presented to the attendance office - this is not the teacher's responsibility.

In the case of a school activity, the student should notify the teacher the day **before** the absence. Makeup tests will include the material covered in the unit but will consist of different questions and of a different format than the regular test.

Students will be responsible for completing daily work missed for any absence or tardy. Makeup work must be completed outside of regular class time. Students are encouraged to operate on the buddy system. It will be to the students' advantage to have someone with whom to share notes when you must be absent.

- **Student Behavior:** All CISD policies and procedures will be enforced. Good manners and work habits are expected and encouraged. BE PROMPT, BE PREPARED, and BE POLITE. Respect for property and all persons in the classroom is a MUST. Prioritizing, organizing, and time management are emphasized during class time. This class is for business classwork - no other work (for other classes or personal) will be permitted in the classroom without permission from the teacher.

- **Teacher Philosophy: Skills mean value in the workplace.**

- Our objective is to teach skills needed to be an educated, informed, and productive citizen.
- A working knowledge of the world of business is vital to function in a dynamic and challenging modern world. We also want to impart the knowledge and skills needed to be successful in a competitive work environment.
- This includes mastery of the subject, as well as vital social and communication skills.
- This will be a strong emphasis on PROFESSIONALISM and COURTESY in this classroom.
- All can learn – all it takes is an effort.

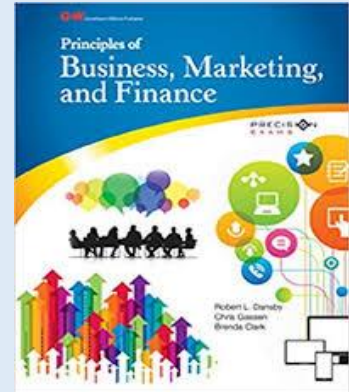
IN CLASS

- Be in your seat when the bell rings.
- No food or drink in the classroom.
- Cell phones/ear buds must be put away during class.
- Follow directions the FIRST time they are given.

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Please complete the
form and return by
Aug 18.



To the Parents/Guardians:

It is in the best interest of your child that we work together in their schooling. Please sign this form and have your student return it to me as soon as you have read this material. If you have any questions or comments, please feel free to call me or write them on this form. I can be reached by email at: tyler.collins@calallen.org. Thank you for your cooperation.

Mr. Collins

I have read and will comply with the policies and procedures outlined on the following pages.

Student Signature

Date

I have read and will assist my son/daughter in complying with the policies and procedures outlined on the following pages.

Parent/Guardian Signature

Date

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