

Giles County High School
Introduction to Business and Marketing

Course Name:	Introduction to Business and Marketing - Course Code - C12H26
Course Term:	Fall 2025; Spring 2026
Teacher:	W. Demaris Hale
Contact Information:	E-mail: dhale@gcboe.us Phone: 931.363.4558
Course Description:	Introduction to Business and Marketing is a course designed to give students an overview of the Business Management and Administration, Marketing, and Finance career clusters. The course helps students prepare for the growing complexities of the business world by examining basic principles of business, marketing, and finance in addition to exploring key aspects of leadership, ethical and social responsibilities, and careers. Students' academic skills in communications, mathematics, and economics are reinforced with activities modeled in the context of business topics.
Materials: Resources/ Software Course Fees: Extracurricular/ Clubs:	Charged Chromebook, Colored Pencil, and Notebook Paper Google Suite, Everfi, Online Documents, BusinessU, Google Classroom N/A; join FBLA—highly recommended FBLA: As a business student, you have the opportunity to enhance your education and career prospects by joining Future Business Leaders of America (FBLA). FBLA is a national organization that provides students with leadership development, networking opportunities, and real-world experience in the business world. By becoming a member, you will: ● Develop Leadership Skills: Participate in workshops, seminars, and conferences to build your leadership abilities and prepare for a successful career. ● Gain Real-World Experience: Engage in competitive events that challenge your business knowledge and skills, providing valuable hands-on experience. ● Network with Professionals: Connect with business leaders, industry professionals, and other business students to expand your professional network. Joining FBLA will enrich your academic journey and position you for future success in the business world. I highly encourage you to take advantage of this incredible opportunity! For more information on how to join FBLA, please visit FBLA's website or contact me directly.

Student Restroom Usage:	Restroom use is permitted only with teacher approval and should occur during appropriate instructional times. Students are expected to use the restroom during class changes, lunch, or other designated times whenever possible. Excessive or inappropriate restroom use disrupts instruction and will be monitored by the teacher. Progressive consequences for misuse of restroom privileges are as follows: 1. First offense: Verbal warning. 2. Second offense: 10 points deducted from the student's daily work grade. 3. Third offense and subsequent offenses: 10 points deducted from the student's daily work grade and may be addressed as a disciplinary issue in accordance with school policy. Records of restroom misuse and associated consequences will reset at the beginning of each 9-week grading period. Students with documented medical needs must have appropriate documentation on file with the school administration. Abuse of restroom privileges may result in further disciplinary action as outlined in the student handbook.
Learner Outcome/	1) Attendance and Participation in class: Good attendance and participation in class is expected and will help to ensure the success of each student. 2) Activity: Upon completion of this course, proficient students will be equipped with the foundational skills to succeed in any of the Business, Marketing, or Finance programs of study and will be prepared to make an informed decision regarding which pathways they would like to pursue in high school.

Evaluation Method:	<i>Example:</i> Graded work will receive a numeric score reflecting the quality of performance. Relative weights assigned to graded work are as follows: <u>Assignment %</u> <u>Classwork / Daily Work 50%</u> <u>Projects/ Presentations/Tests 50%</u> <u>Total 100%</u>
	Course Requirement Summary There are four types of assignments in this class: 1. Classwork: Assignments that are generally completed in one class period. 2. Projects: Are larger assignments that take several days or a week or more to complete. 3. Presentations: Presentations to the class concerning a topic or explaining a project they completed in class. 4. Tests: This includes testing/quizzes over concepts and vocabulary.

Grading Scale:	A - 90 - 100 B - 80 - 89 C - 70 - 79 D - 60 - 69 F - Failing 59 and below
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Grading Policy/Practices:	Assignments will be graded and grades will be posted promptly and not later than one week after the due date. Quality of assignments is important to me, if I feel you did not put your full effort into the assignment I will hand it back to you and have you redo it. I reserve the right to have students come in outside of class to redo their assignments. (POINTS MAY BE DEDUCTED)
Classroom Procedures:	Students are expected to be in their seats when the bell rings, engage and participate in class activities and assignments, show respect to all individuals in the classroom, do their best on each assignment, and turn in their assignments on time.
Cell phone policy during class:	Students will enter the classroom and immediately place their cell phones in their assigned cell phone storage area. All phones must be turned off or silenced upon entry. Students are not permitted to retrieve or use their phones at any time during class unless explicitly authorized by the teacher. At the conclusion of class, phones will be retrieved as students exit the room or as directed by Ms. Hale. Failure to comply with this classroom procedure, district policy, or Tennessee state regulations will result in the following progressive consequences: 1. First offense: Verbal warning and documentation of the incident. 2. Second offense: Automatic discipline referral and parent/guardian contact. 3. Third offense and subsequent offenses: Discipline referral and administrative consequences in accordance with school and district policy, which may include additional parent/guardian contact and further disciplinary action.
Attendance/Tardy Policy:	A student is considered tardy if they are not in the classroom with all required materials and prepared to work when the bell sounds. Teachers will maintain a record of student tardiness. Progressive consequences for tardiness are as follows: 1. First offense: Verbal warning. 2. Second offense: 10 points deducted from the student's daily work grade. 3. Third offense and subsequent offenses: 10 points deducted from the student's daily work grade and may be addressed as a disciplinary issue in accordance with school policy. Tardiness records and associated consequences will reset at the beginning of each 9-week grading period. Students with a documented health issue or other extenuating circumstance that may result in tardiness should address the matter with an assistant principal. Chronic tardiness may result in further disciplinary action as outlined in the GCHS Student Handbook.

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Late Work Policy:	Assignments will be accepted no more than three (3) days late. Each day the assignment is late the score will be assessed a 10% deduction. On day 3 the highest grade that can be earned is 70%.
Make-up Work Policy:	Students are responsible for making up missed work according to their teachers' classroom policies. In general, missed work should be made up on the first day you return to school. The length of time for completion of make-up work shall be two(2) days per day missed. ~ <i>GCHS Student Handbook</i>

Academic Integrity/ Plagiarism:

Skills and Standards:

Policy:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions, which may be imposed by the school as a result of academic misconduct, the instructor has the authority to assign a “zero” for the exercise, examination, or project. In summary, any student caught giving, receiving, or copying someone else’s work on examinations, homework, or projects may receive a “zero” for his/her assignment.

***Plagiarism means using another person’s idea**

, expression or words without giving the original author credit.

~GCHS Handbook & GCBOE Policy

Add a link to the standards here:

https://www.tn.gov/content/dam/tn/education/ccte/mkt/cte_s td_intro_business_marketing_upd-6-13-22.pdf

Instruction

Topics/Competencies/Skills Covered:

Career Exploration of Business Management, Finance,	Marketing Concepts
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and Marketing Careers	
Business Concepts and Operations	Social Responsibility and Ethics
Financial Concepts	Data Analysis

Student, Parent/Guardian, and Teacher Acknowledgment

I have read and understand the classroom policies and expectations for the course listed below, including procedures related to cell phones, tardiness, restroom use, grading, and disciplinary consequences. I understand that these policies are enforced in accordance with school and district guidelines. By signing below, I acknowledge that failure to comply with these expectations may result in academic and/or disciplinary consequences as outlined.

Teacher Name: Ms. Hale

Course Title: *Introduction to Business & Marketing*

Course Period: 4th Block **School Year:** Spring 2026

Student Name (Printed): _____

Student Signature: _____

Date: _____

Parent/Guardian Name (Printed): _____

Parent/Guardian Signature: _____

Date: _____
