

10-12 Virtual Business Syllabus Outline

Mrs. Karamzin - LDHS

Fall Semester 2026

Dear Parents and Guardians,

Welcome to Virtual Business at Lake Dallas High School! This syllabus outlines the course plan for your child's class this semester, including key topics, expectations, and how you can support their success. As required by Texas law (Senate Bill 12), this document serves as the instructional plan and is available for your review. I look forward to working with you and your child!

Contact Information

- **Teacher:** Liana Karamzin
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 - **Conference Time:** 8:20 am - 9:05 am Daily
 - **Best Way to Reach Me:** Email or call the school office. I'll respond within 24 hours on school days.
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Course Overview - August thru December 2026

This semester, your child will study the following topics in Virtual Business, based on Texas state standards (TEKS):

1. Introduction to Virtual Business - First Days of School

- Learning objectives: Building relationships with students
- Activities: Syllabus review, nameplates and introductions, All About Me Survey

2. Unit 1: Aspects of a Business Plan

- Learning objectives: The student analyzes an overview of starting and growing a virtual business office.
- Activities: Students will prepare a business plan in Power Point, including the following sections: executive summary, mission statement, long- and short-term goals, marketing plan, financial

plan, and organizational plan.

3. Unit 2: Business Ethics

- Learning objectives: The student demonstrates professional standards/employability skills as required by business and industry
- Activities: Completed notes, unit activity, review and assessment.

4. Unit 3: Building & Maintaining a Website

- Learning objectives: The student demonstrates online and off-line marketing, including establishing a web presence
- Activities: Completed notes, unit activity, review and assessment.

5. Unit 4: Management of Energy, Money & Tasks

- Learning objectives: The student demonstrates professional standards/employability skills required by business and industry.
- Activities: Completed notes, unit activity, review and assessment.

6. Unit 5: Statistics & Projections

- Learning objectives: The student acquires information to analyze business decision making.
- Activities: Completed notes, unit activity, review and assessment.

7. Unit 6: Introduction to Professional Communication

- Learning objectives: The student demonstrates professional standards/employability skills required by business and industry.
- Activities: Completed notes, unit activity, review and assessment.

8. Unit 7: E-Commerce in Business

- Learning objectives: The student analyzes an overview of starting and growing a virtual business office.
- Activities: Completed notes, unit activity, review and assessment.

9. Unit 8: Web Content

- Learning objectives: The student demonstrates online and off-line marketing, including establishing a web presence.
- Activities: Completed notes, unit activity, review and assessment.

10. Unit 9: Financial Aspects of Business

- Learning objectives: The student establishes pricing, billing, and collections procedures.
- Activities: Completed notes, unit activity, review and assessment.

Thank you for supporting your child's education! Feel free to contact me with questions.

Sincerely,

Liana Karamzin