COURSE SYLLABUS: Principles of Business, Marketing, and Finance

Grade Level: 8th Grade | **Course Length:** 1 Year (1.0 Credit) **Teacher:** Coach Guajardo

Email: raul.guajardo2@midlandisd.net **Room:** P85 **Conference:** 4th period (11:25-12:55)

Curriculum Resource: iCEV (via ClassLink) | **TEKS Reference:** 19 TAC §127.241

Course Overview

This foundational course introduces students to the core concepts, functions, and interrelationships of the global business environment, marketing strategies, and financial management. Designed as a four-quarter curriculum, the course equips students with practical personal finance skills, economic literacy, and an understanding of key career pathways.

Classroom rules:

1. Be respectful: - of yourself, classmates, teacher, and materials.
2. Be responsible: - come prepared and complete assignments on time.
3. Be engaged: - actively participate.

Class Expectations:

1. Cell phone must be turned off and put away.
2. Students will raise their hand before speaking.
3. Students will sharpen their pencils, use the bathroom and drinking before class.
4. Fooling around in class at anytime will not be tolerated and will result in consequences.

Grades:

1. Major (60%) - Test
2. Minor (40%) – Daily assignments / quizzes
3. Scale: A = 90-100 | B = 80-90 | C = 70-80 | D = 60-70 | Below 70 = F

Materials Needed:

1. Large Spiral notebook (over 100 pages)
2. Pencil, pens (black or blue ink)

Year at a glance – Pacing Guide

1st 9 Weeks: Fundamentals of Business, Ethics & Economics

- **TEKS (1)(A)–(G): Business Basics:** Principles of supply/demand, goods vs. services, business types, forms of ownership, organizational structures, financial statements (balance sheets & income statements), and business cycles.
- **TEKS (2)(A)–(B): Business Ethics:** Distinguishing ethical vs. unethical business practices and evaluating moral, legal, and ethical choices.

- **TEKS (3)(A)–(C): Economic Systems:** Comparing traditional, planned, market, and mixed economies, private enterprise characteristics, and factors affecting revenue, expenses, and profit.

2nd 9 Weeks: Global Business, Government & Macroeconomics

- **TEKS (4)(A)–(C): International Business:** Global business roles, domestic vs. world trade, and the impact of imports and exports on the U.S. economy.
- **TEKS (5)(A)–(D): Government & Labor:** Government roles and activities in business, the legal system's impact, and the function of organized labor.
- **TEKS (7)(A)–(C): Productivity & Cost Relationships:** Productivity concepts, specialization, division of labor, and organized labor's relationship with business operations.

3rd 9 Weeks: Business Classifications, Money & Banking

- **TEKS (6)(A)–(F): Market Classifications:** Strategies for marketing goods vs. services, defining industry roles (producers, manufacturers, builders, service businesses), and examining wholesale/retail operations.
- **TEKS (8)(A)–(E): Money & Financial Systems:** Forms of financial exchange (cash, credit, debit, EFT), currency types, functions of money, credit usage, and financial responsibilities.

4th 9 Weeks: Personal Financial Management, Marketing & Career Planning

- **TEKS (9)(A)–(G): Personal Finance:** Calculating gross vs. net pay, bank account management and reconciliation, banking options, investment plans, and individual income tax returns.
- **TEKS (10)(A)–(D) & (11)(A)–(E): Marketing Foundations:** Core marketing functions, business integration, market identification, mass marketing vs. segmentation, and target market selection.
- **TEKS (12)(A)–(E): The Marketing Mix:** Developing and executing strategies across the 4 Ps (Product, Price, Place, Promotion) and customer participation.
- **TEKS (13)(A)–(C): Career Planning:** Assessing personal interests, skills, and talents to build an individual career plan.

PARENTS & STUDENTS: PLEASE SIGN AND RETURN THIS SECTION

We have read and understood the course syllabus, expectations, and grading guidelines for 8th Grade Principles of Human Services.

Student Section:

- **Student Name (Printed): _____**
- **Student Signature: _____ Date: _____**

Parent/Guardian Section:

- **Parent/Guardian Name (Printed): _____**
- **Parent/Guardian Signature: _____ Date: _____**