

## Business Management/Marketing: Course and Grading Policies

2017 - 2018 School Year

Period 5, Room 209 with Mr. Zyrllis

It is your responsibility to read and understand all of the aforementioned criteria prior to the start of this class. If, at any time, you have any questions regarding this material please see me immediately. Policies are subject to change, with notice given.

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Welcome to Business Management 1. I am looking forward to a productive year that will give you insight into owning and operating your own business. I will do my very best to accommodate you and your needs. A positive attitude is all we need to get started. The Three C's of Business is the foundation for proper conduct and behavior (Courtesy, Cooperation, Character). If we recognize and follow these Three C's, we will have a successful learning experience.

### **Course Description**

This course is designed to introduce you to a variety of business and managerial skills and procedures related to small businesses. You will learn the process of developing a business, as well as creating a business plan for your own theoretical business. In learning about entrepreneurship, you will integrate the functional areas of business – accounting, finance, marketing, and management. You will develop critical thinking, problem solving, and decision-making skills throughout the topics of this course.

Additionally, you will learn the foundations of marketing and how to create a full-scale marketing campaign for any given target market.

### **Social Expectations for you, the student:**

- Understand an individual's rights, roles, and responsibilities in a community
- Exhibit awareness of and respect for individual and cultural differences
- Function as a positive participant of a group
- Practice time management strategies

### **Academic Expectations for you, the student:**

- Write effectively for a variety of purposes
- Speak, listen and observe actively and effectively
- Demonstrate research skills
- Convey ideas, feelings and information through the creative process

## WHEELER HIGH SCHOOL

### Assessment

Each unit will be assessed using a variety of methods, which may include quizzes, tests, projects, role plays, debates, presentations, writing assignments, etc. When possible a rubric will be given in advance.

Your GRADE is determined using the following criteria:

- 40% CONTENT ASSESSMENTS (Test, Quizzes, Projects)
- 30% ORAL & WRITTEN ASSIGNMENTS (Business Research, Business Plan)
- 20% CLASS PARTICIPATION (Being prepared for class, using businesslike manners and attitude, listening carefully and following directions, participating in classroom discussions)
- 10% CLASSWORK AND HOMEWORK (Read & Respond to Textbook, Current Events)

Please read and follow my late assignment policy posted in Room 111. This policy will be strictly adhered to for the year.

My minimum daily expectations from you:

- Be seated at your desk by the time the bell rings
- Be prepared: always have your assigned textbook, notebook and writing utensil
- Listen carefully to discussions and lectures, be prepared to answer questions at all times and ask questions as well

Late Policy:

As I hold myself highly accountable, I will hold you highly accountable. Think of this class not as a high school classroom, yet a small business with customers who depend on us. If you are late more than three times a semester you will receive one absence (per school policy) AND one 45-minute teacher detention. I define "late" as the exact moment the last beep sounds out from the speaker. Late assignments will deduct 10% of your grade per day late (4-day max).

I'm looking forward to a great year! Mr. Zylris ☺

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