Course Title:		**Teacher Name:**	
Course Number:		**Phone:**	
Credits:		**E-Mail:**	
Website:			

Passing this course with a grade of C or better meets the:

☐ OUS Subject Requirements

14 Credits: 4 English, 3 Math, 2 Science, 3 Social Studies, 2 Second Language

☐ NCAA Division 1 Requirements

16 Credits: 4 English; 3 Math; 2 Natural or Physical Science; 1 Additional year of English, Math or Science; 2 Social Studies; 4 Additional core courses including foreign language

☐ Meets the criteria for earning Dual Credit through MHCC   npletion of 2 business credits may earn BA 101 college Credit

Course Description

Welcome to Business & Management (BAM). The world of business affects nearly everything you do. From the clothes you wear, to the music you listen to, marketing & management decisions play a major role in your life. During the course, you will develop an understanding of how businesses are developed, managed, and succeed in the real-world. Course projects completed in class will provide students an opportunity to demonstrate knowledge in 6 core proficiencies. A more in depth discussion on grading can be found below.

Curriculum Content Units by Semester
Semester 1
Unit 1 – Business Ownership and Structure Unit 2 – Economic Basics Unit 3 – The Marketing Mix and Target Marketing Unit 4 – SWOT Analysis Unit 5 – Mini Business Plan

Grading Structure – Credit By Proficiency

The Business courses at Parkrose will be based on Credit By Proficiency. Core competencies will be based on six key areas. Students will have multiple opportunities to demonstrate their understanding of the following areas during the semester. The next few pages help to outline what students will be required to demonstrate during the course.

Core Competency Break Down					
Communication	*Application of Theory*	*Use of Technology*	*Unit Targets*	*Portfolio*	*Professionalism*
15%	10%	15%	30%	20%	10%

Core Competencies

1) COMMUNICATION

- I can organize and sequence ideas logically

- I can effectively express my ideas in clear manner, through writing, oral and visual representations.

- I can communicate ideas that are relevant to the topic

2) APPLICATION OF THEORY

- I can recognize and explain connections between concepts

- I can think creatively to develop multiple solutions to a problem

- I can support my decision using appropriate content knowledge

3) TECHNOLOGY

- I can select and utilize appropriate technology to complete tasks.

- I can recognize and practice legal and responsible behavior in the use and access of information and technology.

- I can use technology as a tool to access, research, manage and communicate ideas and information.

Core Competency Opportunities

Semester	1) Communication	2) Application of Theory	3) Use of Technology
Business Ownership & Structure	1		1
Economic Basics			1
The Marketing Mix & Target Marketing	1	1	1
SWOT Analysis		1	
Mini Business Plan	1	1	2
Semester 1 Totals	Best 2 of 3	Best 2 of 3	Best 3 of 5

At least one score for Communication and one score from Use of Technology must come from your Final Project.

4) UNIT TARGETS

Unit 1 – Business Ownership and Structure 1.1 – I can identify the different forms of business ownership. 1.2 – I can recognize the pros/cons of various management structures. 1.3 – I can utilize business vocabulary correctly (profit, revenue, competition, etc.) **Unit 2 – Economics** 2.1 – I can analyze the impacts of Supply & Demand. 2.2 – I can identify types of resources, factors of production, and describe scarcity.	**Unit 3 – The Marketing Mix & Target Markets** 3.1 – I can describe target markets. 3.2 – I can explain the marketing mix. **Unit 4 – SWOT Analysis** 4.1 – I can complete a SWOT Analysis. **Unit 5 – Business Plan Development** 5.1 – I can develop a Business Plan.

Throughout the semester students will be assessed on their content knowledge. Unit Targets are key indicators students understand marketing content. Each Unit students will have at least 3 opportunities to demonstrate understanding of the various unit targets. If students do not reach proficiency in the first three attempts, they will be required to set an appointment with Mr. V to demonstrate understanding of the content area.

5) Portfolio
Students will receive instruction beyond the Unit Targets in each section. Students will develop an Electronic Portfolio of work using their Google accounts. Web Sites will be developed to display understanding of Business Vocabulary, Current Events, Big Ideas, and tracking their Professionalism scores. Portfolio's will be assessed for completeness, ideas/content, and written fluency.

6) PROFESSIONALISM

- I can produce professional quality work

- I can plan, organize and complete assigned tasks accurately and on time.

- I can demonstrate good work ethic by arriving on time to class and participate in a meaningful and respectful way.

At the end of each week students will have an opportunity to rate their professionalism scores based on their work that week. Key areas students will assess is their ability to work with others, submitting work that represents their best effort, and attending class on a timely manner. A running total for the semester will determine the students overall Professionalism grade. These scores will be submitted to the course instructor, as well as listed on the students Electronic Portfolio.

Suggested Materials for Success

3 ring Notebook with dividers. A separate spiral notebook would be ideal, but not required.
Pen, Pencil, Paper.
Computer Access Code from the Library (AUP form submitted)

Behavioral Expectations

It is expected that students are in attendance to all classes. Students will respect their teachers as well as obey all Parkrose High School rules.

Safety Issues and Requirements

Thank you for not eating or drinking in class. Please respect the computer lab.
Thank you for keeping all cell phones and ipods in your bag during class. As your manager I need your undivided attention during your regular work hours.

I have reviewed the grading structure and Credit By Proficiency model developed for Business courses at Parkrose High School. I promise if I have questions or concerns regarding the system, I will ask questions to better understand the course structure. I promise to act professional and will submit the best work possible for the course.

Student Name (Print)	Student Signature	Date

Parent Name (Print)	Parent Signature	Date