

# PRINCIPLES OF BUSINESS MARKETING AND FINANCE SYLLABUS

**INSTRUCTOR  
MRS. PRESSNELL  
ROOM 2415**

## Contact Information

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## COURSE INFORMATION

### Requirements:

This course is recommended for students in Grades 9-11.

### Recommended Prerequisite:

None

### Introduction:

Students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance.

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**Burbank Bulldogs  
2020-2021**

**GRADING** Students will receive a traditional grade AND an IB grade for this course.

Grades are available at all times through iDataPortal for students.

Progress reports are distributed in class every 3-weeks.

Report cards are sent home every 9-weeks

### **SUPPLIES**

- Writing utensil
- Notebook paper
- Folder/Binder
- FBLA Dues (\$25)

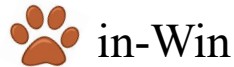
### **STUDENT CONDUCT**

**Any acts of classroom disruption** to the educational process that go beyond the normal rights of a student to question and discuss with instructors relative to subject content **will not be tolerated**, in accordance with the Academic Code of Conduct described in the Student Handbook

**CLASSROOM GUIDELINES FOR SUCCESS**

**P**ositive Attitude

**A**ccountability



**S**tay Focused

**CLASSROOM RULES**

**A**ctively Participate

**B**e on time (before the bell rings)

**C**onsider Others

**D**ress for Success

**E**lectronics are to be used ONLY when allowed

**EXAMINATION POLICY**

- 4-week exam
- 9-week exam
- (IB) GRASPS exam
- Unannounced pop-quizzes

*If you are absent or late, you are responsible for course notes, handouts and any lab assignments you missed.*

**APPEALS POLICY**

To appeal a grade, contact the instructor within two weeks of receiving your grade.

Overdue appeals requiring a Grade Change Form will not be considered.

**TUTORING**

If additional lab time is necessary, I will be available **Wednesday and Fridays after school in Rm. 2415** (with 24-hours notice).

**CAREER AND TECHNOLOGY STUDENT ORGANIZATION POLICIES:**

Business students should join the Future Business Leaders of America (FBLA).  
Dues for FBLA are \$25.  
Meetings are held twice a month.

*Officer positions are available this year. Check out the [National Officer Handbook](#).*

Members are eligible to:

- receive discounts with businesses through [FBLA Membership Benefits](#)
- apply for scholarships through [FBLA Scholarship Partners](#)
- participate in [FBLA Competitive Events](#) throughout the year.

Members are expected to:

- participate in community service projects as assigned.
- participate in [FBLA Fundraising](#) throughout the year.
- Practice leadership inside and out of the classrooms at all times.

Click this link to learn more [About FBLA-PBL](#).



Future Business Leaders of America-Phi Beta Lambda, Inc. is the largest career student business organization in the world.

Each year, over 230,000 members prepare for careers in business.

Check out [FBLA Fact Sheet](#) to find our more about who we are

Interested in what do we do? Here's the [FBLA Calendar of Events](#)

1. *Read this syllabus.*
2. *Reflect in writing on three (3) policies in this class that are setup to help you find success this year.*
3. *Turn-in \$25 FBLA dues by Sept. 30th.*
4. *Sign that you have reviewed the information*

X \_\_\_\_\_