

Principles of Business, Marketing, and Finance

Coach Leatherman

RM:843

leathermanc@georgetownisd.org

Principles of Business, Marketing, and Finance is an introductory business course which gives students a broad exposure to many business topics. This course is a prerequisite to many other business courses offered at Georgetown High School.

In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, 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 business topics

TOPICS COVERED:

International and Domestic Business, Advertising, Goods and Services, Principles of Money, Business Regulation, Financial Management, Economic Systems, Career Planning

This will be a project based class. The vast majority of learning will occur through the completion of applicable business related projects. Students will be expected to work with others and contribute regularly and appropriately in small group settings.

GRADING POLICY

50% Tests and Projects

50% Daily Assignments

As mentioned above, the majority of classroom learning will occur through projects and problem solving. The group projects will always be a major grade.

However, each project will be broken into smaller assignments and reflections which will constitute the daily assignment grade. At the end of most projects, there will also be a test over the standards covered during the project

TUTORIALS:

Due to athletic duties before and after school, tutorials will be offered by appointment only

TECHNOLOGY POLICY

This class is taught in a computer lab. Please refer to the Technology section in the Student Code of Conduct for guidelines

Coach Leatherman's Schedule

A- Day

- 1 Golf
- 2A Prin. Bus Mkg
- A Lunch
- 3A Prin. Bus Mkg
- 4A Conference
- 5 Golf

B- Day

- 1 Golf
- 2B Prin. Bus Mkg
- 3B Prin. Bus Mkg
- D Lunch
- 4B Conference
- 5 Golf