

# Introduction to Business

## Course Overview and Syllabus

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**Course Number:** EL3501

**Grade level:** 10–12

**Prerequisite Courses:** None

**Credits:** 1.0

### Course Description

In this two-semester introductory course, students will learn the principles of business using real-world examples—learning what it takes to plan and launch a product or service in today’s fast-paced business environment. This course covers an introduction to economics, costs and profit, and different business types. Students are introduced to techniques for managing money, personally and as a business, and taxes and credit; the basics of financing a business; how a business relates to society both locally and globally; how to identify a business opportunity; and techniques for planning, executing, and marketing a business to respond to that opportunity.

### Course Objectives

By taking the combined sequence of Introduction to Information Business A and B, you will meet the following goals:

- Understand basic economic principles
- Develop workplace communication skills
- Create documents, e-mails, presentations, spreadsheets, and databases
- Describe how businesses are structured and operated
- Design a business plan
- Weigh financial risks and rewards

### Student Expectations

This course requires the same level of commitment from you as a traditional classroom course would. Throughout the course, you are expected to spend approximately five to seven hours per week online on the following activities:

- Interactive lessons that include a mixture of instructional segments and tasks
- Assignments in which you apply and extend learning in each lesson
- Assessments, including tests and cumulative exams

### Communication

Your teacher will communicate with you regularly through discussions, email, chat, and system announcements. You will also communicate with classmates, either via online tools or face to face, as you collaborate on projects, ask and answer questions in your peer group, and develop your speaking and listening skills.

## Grading Policy

You will be graded on the work you do online and the work you submit electronically to your teacher. The weighting for each category of graded activity is listed below.

Grading Category	Weight
Assignments	20%
Essays	0%
Labs	0%
Lesson Quizzes	20%
Unit Tests	10%
Cumulative Exams	0%
Projects	50%

## Scope and Sequence

When you log into Edgenuity, you can view the entire course map—an interactive scope and sequence of all topics you will study. The units of study are summarized below:

**Unit 1:** Economics

**Unit 2:** Costs and Profit

**Unit 3:** Business Types

**Unit 4:** Money Management

**Unit 5:** Taxes and Credit

**Unit 6:** Business Finance

**Unit 7:** Business and Society

**Unit 8:** Business Planning

**Unit 9:** Marketing

**Unit 10:** Promotion

**Unit 11:** Selling and Pricing

**Unit 12:** Customers, Inventory, and Safety

**Unit 13:** Workplace Skills

**Unit 14:** Career Development

**Unit 15:** Using the Internet

**Unit 16:** Word Processing

**Unit 17:** Presentation



