



BUSINESS 8

Course Outline

I. Topics covered in this course

- a) MICROSOFT OFFICE
- b) FINANCIAL LITERACY and BUDGETING
- c) DIGITAL LITERACY and DIGITAL CITIZENSHIP
- d) MARKET NEEDS and MARKETING STRATEGIES
- e) PRODUCT LIFE CYCLE
- f) ADVERTISING
- g) BUSINESS VENTURES

The course is closely connected to real world examples and current business practices. Students will develop individual and collaborative learning skills in preparation for a career in any business environment.

II. Course Evaluation

- a) In-Class Assignments and Projects – 70%
 - i) Assignments will include hands-on projects, small group presentations, discussions and written assignments. Sufficient class-time will be given to students so there should be no homework required. It is expected that projects and assignments are finished within the given deadlines in order to receive full marks. All work has to be completed in class. In case of a student missing a class the assignments must be completed before/after class or during lunch under the supervision of the teacher.
Assignments CANNOT be completed at home.
- b) Brain Breaks and Team Building Activities – 15%
 - i) Students are expected to prepare and participate in 3-5 minute brain break activities. These activities should be fun, easy to learn and have a focus on team building. Possible suggestions: Easy card games, stretching or meditation activities, riddles, rock-paper-scissors variations, etc.

c) Professionalism and Business Etiquette – 15%

- i) Consistent attendance and punctuality – Please be on time, as a display of professional courtesy and respect.
- ii) Supply of required materials (pencil, paper, binder, eraser, calculator) – Would you ever go to a client meeting without bringing their file?
- iii) Demonstrate sensitivity and respect towards other classmates, particularly when personal experiences or differing opinions are being shared.
- iv) Class participation is essential for a complete educational experience. Oral defense of ideas is as important as written presentation of ideas.

→You will receive \$50 at the beginning of the school year. Coming late or not bringing required materials to class costs \$10. Once you run out of money marks will be deducted. \$10 = 1 mark.

III. Cell Phone Policy

Texting during class demonstrates a lack of respect to fellow students and the teacher, just as texting during a business meeting would show a lack of respect for coworkers and the boss. In the workplace, behaviors like these may result in a poor performance evaluation and a less-than-stellar reputation. In the classroom it will lead to poor test results and a lack of collaboration. Please turn your cell phone on silent and keep it in your backpack during class unless instructed otherwise.

IV. Contact

I am looking forward to an educational and fun year and encourage you to contact me with any questions:

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