

Roslyn High School
Ms. Kaufman 2022-2023
Introduction to Business
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Course Objectives

This course introduces the student to the fundamentals of American Business and its contemporary environment. It provides an overview of organizational, national, and international trends and their impact on enterprises both large and small. The course develops an understanding of how businesses are formed, how they operate to accomplish their goals, and why/how their success depends on effective management, production, marketing and finance/accounting.

This is a fun class!

Topics:	Business Organization	E-Commerce
	Business Ethics	Technology
	Operations Management	Business Law
	Sales and Marketing	Financial Recordkeeping
	Service vs. Merchandising	Wholesale vs. Retail
	Breakeven Analysis	Calculating Profit
	Human Resource Management	Management Hierarchy
	Entrepreneurship	Small Business
	International Business	Business Communications
	Contemporary Business Analysis	Current events in Business

References:	CIA Factbook
	Council for Economic Education
	Yahoo Finance
	National Foundation for Teaching Entrepreneurship

Materials Needed: Any notebook or device for notes, pocket for handouts.

Expectations

Class rules:

- Please be on time!
- Be courteous and quiet if you are late
- Respect your classmates
- Do not make excuses
- Eating is not permitted in the classrooms
- When someone is presenting, please be quiet and listen
- Give appropriate feedback
- Be aware of capitalization and punctuation in your assignments
- Please complete your assignments on time
- Schoolwork from other classes may not be completed during our class period

Submitting work that you have not personally done is considered to be a breach of our academic integrity rules. Please see the handbook for outcomes of this behavior: pages 23-24.

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