

South Gibson County High School Scholars' Prep Guide 2019-2020

Course: **Intro to Business & Marketing**

Curriculum for the upcoming course and information of which students should be aware:

Intro to Business and Marketing is an introductory course designed to introduce students to the basic elements of a business. They will cover the area of Business Careers and Exploration, Business Concepts and Operations, Financial Concepts, Marketing Concepts, and Ethics in Business.

Areas that might be challenging for students:

Areas that may challenge the students if they are not familiar are the Financial Concepts and Marketing Concepts. This will be most student's first look at the Accounting portion of a business and the marketing side of how businesses reach their customers.

Suggestions on how students can prepare for the upcoming course:

Students would be better off to have an understanding of how a profitable business runs day in and day out. A simple job shadow with a parent or relative could let students see how the different aspects of the business work together to make it operable every day.

Suggested activities or resources (if applicable):

Quizlet will offer students a chance to learn some of the terminology used in everyday business life. www.nbea.org can offer information into a variety of business courses and what the students could look forward to in certain classes.