

# Crook County School District

where students dream, learn, & succeed



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| <u>School</u> : Crook Couty High School                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                     | <u>Instructor</u> : Kimberly Crofcheck                                                  |
| <u>Course</u> : Business Retail 2024 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                     | <u>Email</u> : kim.crofcheck@crookcountyschools.org                                     |
| <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <i>Trimester #1</i> | <u>Phone</u> : 541-416-6900 x3127                                                       |
| <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <i>Trimester #2</i> | <u>Methods for Communicating with Families</u> : Email, Phone Calls and Synergy Emails. |
| <input checked="" type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <i>Trimester #3</i> |                                                                                         |
| <u>Course Description</u> :<br><p>This is an advanced business class where students will utilize previously acquired business program skills and knowledge. Students will participate in the management and daily operation of the apparel section of the student store. Business activities include purchasing, pricing, promotion, cashiering, sales, inventory control, online store management, customer service, management, employee training and accounting. Emphasis will be placed on small business management, entrepreneurship, and philanthropy. Additionally, students will develop an online professional business plan and branding plan.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                     |                                                                                         |
| <u>Learning Standards/Targets</u> :<br><p>Business-Mktg, Student Store</p> <p>ALT 1 - Marketing and Merchandising Concepts</p> <p>AST 1.1 - Marketing Terminology: Know and understand the definitions of basic marketing terminology.</p> <p>AST 1.2 - Functions of Marketing: Know and understand the seven functions of marketing.</p> <p>AST 1.3 - Marketing Activities: Determine forms of economic utility created by marketing activities.</p> <p>ALT 1.4 - Marketing Concepts : Know and understand the marketing concept. Define the marketing concept.</p> <p>ALT 2 - Marketing Mix</p> <p>Students will understand the marketing mix.</p> <p>AST 2.1 - Segmentation and Elements: Know and understand market segmentation and target marketing elements.</p> <p>AST 2.2 - Roles and Research: Know and understand the role of the marketing mix and research in a retail store.</p> <p>ALT 3 - Customer Service</p> <p>Students will understand the importance of customer service and its impact on a retail business.</p> <p>AST 3.1 - Selling and Customer Service: Understand the selling process and the importance of customer service.</p> <p>ALT 4 - Store Operations</p> <p>Students will have an understanding of the mechanics of operating a retail store.</p> <p>AST 4.1 - Understanding Operations : Understand how to make a retail store operational.</p> <p>AST 4.2 - Store Management: Understand the basics of handling cash, maintaining the store, and establishing policies and procedures.</p> |                     |                                                                                         |

AST 4.3 - Store Security: Understand the measures used in securing a retail store.

#### ALT 5 - Promotions

Students will understand the importance of promotion in a retail business.

AST 5.1 - Elements for Promotions: Understand the elements involved in promoting a business, including sales promotion, visual merchandising, advertising, and publicity.

#### ALT 6 - Business Management

Apply and demonstrate key professional metacognitive skills to facilitate business success and to progress in business, marketing, sales, and service careers.

AST 6.1 - Collaboration: Students work effectively with others; respect diversity; are empathetic, cooperative, and willing to compromise; assume shared responsibility for group tasks; and communicate effectively in groups.

AST 6.2 - Communication: Students effectively communicate and listen through oral, written, visual, and nonverbal formats in both formal and information situations.

AST 6.3 - Leadership: Students inspire and influence others to achieve a common goal by capitalizing on strengths to coordinate tasks; motivating and guiding others; taking initiative and responsibility for outcomes; being decisive, assertive, and authoritative; developing others' skills; and negotiating conflict.

AST 6.4 - Self-Efficacy: Students are confident in their ability to obtain academic success; persist in overcoming challenges; and are not defeated by failure.

AST 6.5 - Integrity: Students work in a systematic and organized fashion to develop precise and accurate products that comply with procedures and directions; have high standards; and maintain personal and academic integrity.

AST 6.6 - Adaptability: Students respond and adapt well to change; are comfortable with ambiguity; adjust priorities and thinking in response to change; manage pressure and setbacks; and maintain an optimistic outlook.

#### Employability Skills

E-01 Adhere to workplace practices

E-04 Demonstrate teamwork and conflict resolution

E-05 Communicate clearly and effectively

E-06 Employ critical thinking to solve problems

E-07 Demonstrate creativity and innovative thinking

E-08 Demonstrate fluency in workplace technologies

E-09 Plan, organize, and manage work

E-10 Make informed career decisions

#### Instructional Materials:

- Business News Websites: CNN Business News [LINK](#), Wall Street Journal , CNN Business News [LINK](#), Yahoo Finance, MSN Money [LINK](#), Forbes [LINK](#). Franchise Direct [LINK](#), Entrepreneur [LINK](#), Business Wars Daily [LINK](#),
- Canva [LINK](#)-Marketing and Production Creator
- Empowered Entrepreneur [Teach Empowered](#)
- *All Instructional Materials must comply with CCSD School Board [Policy IIA](#) & [Policy IIA-AR](#). A copy of core and supplemental curriculum will be available in the curriculum office for review.*

*A classroom teacher receiving a complaint regarding instructional materials shall try to resolve the issue informally through the discussion of the original assignment or the opportunity for an alternative assignment.*

#### Notification of the Right to Object to the Use of Material:

*Any resident of the district may raise objection to instructional materials used in the district's educational program despite the fact that the individuals selecting such materials were duly qualified to make the selection and followed the proper procedure and observed the criteria for selecting such material.*

*The first step in expressing objection to materials is consultation with the classroom teacher or library staff and providing a written complaint. The district official or staff member initially receiving a complaint shall explain to the complainant the district's selection procedure, criteria and qualifications of those persons selecting the material. A classroom teacher receiving a complaint regarding instructional materials shall try to resolve the issue informally through the discussion of the original assignment or the opportunity for an alternative assignment. The materials shall remain in use unless removed through the procedure in section 4. F. (2) of this regulation.*

*The teacher or library staff receiving the initial complaint shall advise the principal of the initial contact within 24 hours, whether or not the complainant has apparently been satisfied by the initial contact. A written record of the contact shall be maintained by the principal and sent to the superintendent's office.*

*In the event that the person making an objection to material is not satisfied with the initial explanation or an alternative assignment, the person raising the questions will meet with a building administrator who will provide a Request for Reconsideration form.*

*For more details, see [CCSD School Board Policy IIA-AR](#).*

#### Citizenship, Classroom Rules, Behavior Expectations:

- *The Board expects student conduct to contribute to a productive learning climate. Students shall comply with the district's policies, administrative regulations, school and classroom written rules, pursue the prescribed course of study, submit to the lawful authority of teachers and school officials and conduct themselves in an orderly manner during the school day and during district-sponsored activities.*

*Careful attention shall be given to procedures and methods whereby fairness and consistency without bias in discipline shall be assured to each student. The objectives of disciplining any student must be to help the student develop a positive attitude toward self-discipline, realize the responsibility of one's actions and maintain a productive learning environment.*

- *See [CCSD Board Policy JFC](#) for more details.*

#### Grading System:

- *The district's grading system shall be based on Board-adopted course content and is designed to enable the student and parent to clearly know how well the student is achieving course requirements at the student's current grade level or course content level, and be based on the student's progress toward mastery of a continuum of knowledge and skills outlined in Oregon State Standards. Absenteeism or misconduct shall not be the sole criterion for the reduction of students' grades. Behavioral performance shall be reported separately. The district will use letter grades (A,B,C,D,F) that can be converted into a 4 to 0 reporting system in grades 6-12. All AP courses are graded on a 5.0 grading scale.*
- *Grades will be based on many factors, such as: basic instructional assignments, both oral and written; results from various assessment instruments, including critical content short cycle assessments as well as quizzes and exams; class participation; special assignments; research; activities of various types of kinds and special contributions.*
- *See CCSD School Board [Policy IKA](#), [Policy IK](#), & [Policy IK-AR](#) for more details.*

#### Grading Scale:

- A+: 100-98 A: 97-93 A-: 92-90
- B+: 89-88 B: 87-83 B-: 82-80
- C+: 79-78 C: 77-73 C-: 72-70
- D+: 69-68 D: 67-63 D-: 60-62
- F: 59-0

#### Course Grading Criteria/Weighting

- Assessment, Projects, Quizzes, Assessments of Learning Standards: 70%
- Daily Homework & Practice Assignments: 30%

\*Course Grading for Eastern Oregon University will be different and located in the separate syllabus

\*Policy IK-AR: *Achievement of learning standards will be assessed separately from behavior.*

#### Make Up Policy:

- 1) **Assessment Retakes:** Policy IK-AR Teachers will provide students with multiple opportunities to demonstrate mastery of each standard. Students will be provided with at least two opportunities to retake assessments. A student who retakes an assessment will not be penalized. Teachers can modify assessments (more rigorous to account for greater time allowed for preparation.) Teachers will determine student requirements for assessment retakes that align with Policy IK-AR. Students will have until the mid-term to make up assessments/projects from the beginning of the trimester to the mid-term date. Students will have from mid-term to one week prior to the last day of the trimester to make up the 2nd half of the trimester assessments/projects. Students must communicate with the teacher if there are other extenuating circumstances that warrants more time.
- 2) **Homework/Daily Work:** *Achievement of learning standards will be assessed separately from behavior (i.e. attendance, disruption, late work, tardiness, preparation, effort, attitude, etc.).*
- 3) Late Work may not be accepted for students who are taking this class for credit through Eastern Oregon University

*\*For all courses that articulate with a college or university, it is required that the syllabi match the accrediting institution, rather than the CCSD syllabus model.*