

CVA Introduction to Business and Technology Syllabus



Class Description

Introduction to Business & Technology is a foundational course for high school students interested in Business, Technology, and related fields. It covers essential business principles, financial decision-making, and technology skills needed in today's workforce. Students will learn business operations, management, and ownership while developing employability skills and applying knowledge to real-world situations. The course includes Future Business Leaders of America standards, emerging technologies, and professional communication. Students will also be prepared to earn the Microsoft Office Specialist Word Core Certification. No prerequisites required.

This course has three sections: Introduction to Business A is the first half of the class and includes Units 1-4. Introduction to Business B is the second half of the class and includes Units 5-8. Introduction to Business Y is the entire class and includes Units 1-8.

Click [HERE](#) for the Introduction to Business and Technology Y Class Schedule which outlines the Units, Lessons, and Assessments for this course.

Click [HERE](#) for the Introduction to Business and Technology State standards.

Class Outline

Unit 1: Essential Skills for Business

In this unit students will build the skills needed to succeed in today's workplace by practicing critical thinking for career planning, strengthening communication and interpersonal skills, and modeling essential work-readiness traits such as integrity, accountability, punctuality, and respect for diversity. They will explore the importance of ethics in business, learn how ethical decisions impact employees and organizations, and apply problem-solving skills to workplace scenarios. Students will also develop a professional image, understand key customer service skills, and demonstrate creativity and leadership in approaching workplace challenges.

Unit 2: Professional Communications Through Business Documents

In this unit students will strengthen their workplace communication skills by practicing effective writing, speaking, and listening. They will learn how to create, organize, share, and manage professional documents using tools like Office 365, including setting permissions, formatting content, applying page layout, inserting graphics, and using references and hyperlinks. Students will develop strong interpersonal skills, learn key workplace vocabulary, and practice proofreading for accuracy and professional tone. They will also explore the types of documents commonly used in business

settings and apply the skills needed to communicate clearly and work productively in a technology-rich environment.

Unit 3: Visualizing Business Through Documents, Data, and Spreadsheets

In this unit students will learn what vision and mission statements are, why they matter, and how to write clear statements that reflect a business's goals and values. They will explore the essentials of leadership and management, understand how core business functions connect, and practice applying management skills like planning, organizing, directing, and controlling. Students will also use documents and spreadsheets to organize information, interpret data, and support strategic planning. Throughout the unit, they will strengthen workplace readiness by developing organizational skills and effective leadership and management strategies for real-world situations.

Unit 4: Analyzing Data to Market and Grow a Business

In this unit students will learn core marketing concepts used by small businesses, including how to identify target markets and use customer demographics and data to guide marketing decisions. They will compare traditional, online, and personal networking promotional tools and explore how customer databases support business success. Students will also learn how to pull targeted data for campaigns and understand key digital marketing strategies. Finally, they will use technology to design and create a digital marketing plan that applies innovative strategies to promote a business effectively.

Unit 5: Research and Business Skills for the Digital Age

In this unit students will build strong business communication skills by practicing clear, professional writing, speaking, and digital communication. They will use presentation tools to create polished reports, websites, and other media, and learn how digital presence and social media etiquette affect the workplace. Students will also strengthen critical thinking and problem-solving abilities by working independently and in teams to address real-world business scenarios. By the end of the unit, they will be able to communicate effectively with different audiences and apply thoughtful strategies to solve workplace challenges.

Unit 6: Accounting, Databases and Software Skills

In this unit students will learn the essential steps of the accounting cycle, understand the difference between debits and credits, and identify common sources of business income. They will also explore the purpose and structure of financial statements, analyze them using key financial ratios, and use this information to make informed business decisions. Students will practice creating and formatting spreadsheets, entering data, and using basic functions to produce professional financial statements for a small business. By the end of the unit, they will be able to interpret financial information, organize income sources, and apply spreadsheet skills confidently in real-world business situations.

Unit 7: Leadership and Management Skills

In this unit students will strengthen the communication, teamwork, and professional skills needed to thrive in a modern, fast-changing workplace. They will practice effective interpersonal communication, develop creativity through innovative problem-solving methods, and build strong time-management and organizational habits. Students will also explore leadership skills, understand the importance of team roles, and learn what in-demand workplace skills look like today. Throughout the unit, they will practice developing a professional image and applying critical thinking to career planning.



Unit 8: Putting it All Together: You as an Entrepreneur

In this unit students will learn what entrepreneurship is, why it matters, and the traits and characteristics that help entrepreneurs succeed. They will explore business opportunities within their school and community, study key concepts involved in starting a business, and understand the components of a strong business plan. Students will also practice organizing and developing their own business plans while learning important entrepreneurship vocabulary. Finally, they will compare different types of business ownership and examine how technology influences business development and future growth.

CVA Work Policy

- All classwork must be completed and submitted using the links in CTLS by the DUE DATE listed on the Class Schedule.
- Work should be completed in the order it is assigned on the Class Schedule.
- All work submitted on time will be graded within 48 hours.
- Assignments not submitted by the due date will be marked missing. Missing assignments are calculated as zeros in the coursework average. When students submit missing work, the assignment will be graded and calculated into the coursework average.

The CVA term ends prior to the end of the traditional school semester. The final date work will be accepted each term is posted on the [CVA website](http://cobbvirtualacademy.org) (cobbvirtualacademy.org) and the Class Schedule.

Grading

Grades for this course are calculated based on category percentages as follows:

Category	Weight
Discussion Boards	10%
Quizzes	10%
Assignments	20%
Tests	20%
Projects	30%
Final Exam	10%

Academic Integrity

Academic integrity is the cornerstone of learning at CVA, and we take the integrity and authenticity of student work very seriously. When academic integrity is maintained, students will make decisions based on values that will prepare them to be productive, meaningful, and ethical citizens.

Students are required to abide by the CVA Academic Integrity Policy. Academic dishonesty in any form will not be tolerated. The CVA Academic Integrity Policy outlines the consequences if students fail to maintain academic integrity in their course. For additional information, the CVA Academic Integrity Policy is posted on the [CVA website](http://cobbvirtualacademy.org).





Academic Integrity Process

Consequences	1st	2nd	3rd	4th
Parent contact by teacher	✓	✓	✓	✓
Resubmit work for full credit	✓			
Resubmit work for half credit		✓		
Automatic zero			✓	✓
Parent contact by CVA administration			✓	✓
Notification by CVA administration to local school			✓	✓
Mandated proctored exam or coursework				✓
Other as designated by CVA or local school administration	✓	✓	✓	✓

General Information

- The Cobb Teaching and Learning System (CTLs) is the platform used to deliver Cobb Virtual Academy classes.
- Students must earn 100% on the Student Orientation Quiz located inside each CVA Digital Classroom before they begin their Student Coursework.
- All coursework must be submitted through CTLs.
- All CCSD students have access to Microsoft 365 applications and must submit assignments in the requested format.
- Students in all sections of this course will take an online final exam during the window of time published on the CVA website and the Class Schedule.



Technology Requirements

CTLS is geo-restricted to the United States.

- A modern PC or Mac Computer
 - Lightweight or mobile devices such as Chromebooks, iPads, Android tablets, or smartphones **may not** be compatible with many of our courses.
 - Windows or Mac based computer
- Access to Microsoft 365
- Internet access

CVA Expectations

Student

- Maintain consistent access to a computer and internet
- Login to the course daily and review the announcements
- Adhere to the deadlines listed on the Class Schedule
- Read and promptly respond to teacher communication
- Contact the teacher with questions
- Manage your time wisely

Teacher

- Welcome Phone Call in the first two weeks
- 24-hour turnaround on all communication
- 48-hour turnaround on grading for items submitted by the due date
- Provide relevant feedback on assignments
- Be accessible via email and phone or text during published hours
- Provide two or more live sessions per term

CTLS Parent Account

Cobb Virtual Academy teachers use CTLS Parent to communicate with students and parents. Students will automatically receive communication sent from CTLS Parent via their CCSD student email address and will be asked to provide a cell phone number to receive text communications. Directions for students to set up CTLS Parent are located in the CVA Orientation. Parents will receive communications according to their existing notification settings.

Student Support

A student's first source for support is their CVA teacher. However, additional support is available. The **CVA Learning Center** is staffed with facilitators and is available both **in person** and **virtually**.

Facilitators can assist students with getting started, class navigation, assignment instructions, submitting work, technical issues, and strategies for online success.

The in-person Learning Center is on the Cobb Horizon High School campus at 1765 The Exchange Atlanta, GA.



All CVA students are enrolled in the Student Support digital classroom which provides access to the Virtual Learning Center (VLC). Students use the CTLS chat feature to send a message to the Student Support Team during the hours it is open.

Live Sessions

Your teacher will post live session information to the Class Board.

