



Mountain Range High School  
 12500 Huron Street • Westminster, CO 80234  
 Office: (720) 972-6300 • Fax: (720) 972-6529  
<http://www.mountainrange.adams12.org>



<b>School Year</b>	2021-2022	<b>Teacher</b>	Thomas Norfolk
<b>Office</b>	A203	<b>Website</b>	<a href="https://sites.google.com/adams12.org/girlgolf">https://sites.google.com/adams12.org/girlgolf</a>
<b>Phone</b>	720-972-6347	<b>Access Room</b>	A203
<b>Email Address</b>	<a href="mailto:thomas.norfolk@adams12.org">thomas.norfolk@adams12.org</a>		

<b>Course Name</b>	<b>Business Communication - COM 2050</b>
<b>Course Description</b>	<p>International Marketing A is a co-taught class through CU Succeed. Communications Professor Mike Register will co-teach the class on Mondays and Fridays and students will have the option of taking the course for CU Succeed transcribed credits (3) for a fee.</p> <p>The course syllabus for the COM 2050 class will be available on 8-23-21. The CU Succeed course syllabus determines 90% of the student grade at MRHS with 10% of the class grade based on the student development of a DECA Business Plan Manual.</p>

<b>Unit of Study</b>	<b>Content Standards/Grade Level Expectations</b>	<b>Assessment Percent of MRHS Grade</b>	<b>Targeted Date of Assessment</b>
Introduction to Class and International Business Plans	Understand the elements of the DECA International Business Plan and its key components.	5%	August – First Week of September 2021
Executive Summary Overview	Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.	10%	September (2 Weeks)
Analysis of international Business Situation	<p>A. Economic, governmental and legal analysis of the trading country 1. Describe the trading country's economic system, economic information important to your proposed business/product/service, the level of foreign investment in that country 2. Describe the trading country's governmental structure and stability, how the government controls trade and private business 3. Describe laws and/or governmental agencies that affect your business/product/service [i.e., labor laws, trade laws (origin country and the country of choice)] B. Trade area and cultural analysis 1. Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages of the</p>	10%	September (1 Week)



	proposed product and/ or service 2. Analysis of the potential location—importance and requirements of each trade document required by the origin country and the country of choice Skills		
Problem, Unique Value Proposition and Solution	Describe the top problems the product/service is addressing. What is the single, clear, compelling message that states why your product/service is different and worth buying? What are the top features of the product/service that solve the problem?	10%	October (2 Weeks)
Customer Segments and Channels	Who are the target customers? Describe the target market (age, income level, population estimate, other specific demographic and economic information), customer buying behavior related to the proposed product and/or service. What are the pathways to customers?	10%	October (2 Weeks)
Revenue Streams and Cost Structures	What is the revenue model and what are the lifetime values? What are the customer acquisition costs, distribution costs, human resources costs, and other additional costs?	10%	November (1 Week)
Detailed Financials	A. Projected income and expenses (The following items are recommended for inclusion. You may select the appropriate items for your business.) • Projected income statements by month for the first year's operation (sales, expenses, profit/loss) • Projected cash flow for the first year • Projected cash flow by month for the first year's operation • Projected balance sheet, end of first year • Projected three-year plan • A brief narrative description of the planned growth of the proposed business, including financial resources and needs B. Proposed plan to meet capital needs (The following are recommended items for inclusion. You may select the appropriate items for your business.) • Personal and internal sources • Earnings, short-term and long-term borrowing, long-term equity • External sources • Plan to repay borrowed funds or provide return on investment to equity funds	10%	November (2 Weeks)
Key Metrics and	What are the key activities that must be measured? What about the	10%	December (1 Week)



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Competitive Advantage	product/service means that it cannot be easily copied or bought?		
Conclusion	Specific request for financing, summary of key points supporting the financial request	10%	December 1 Week
Written and Oral Presentation	The written business plan will be printed and submitted for grading and the student(s) will verbally present their business plans to be scored using the DECA IBP Rubric <a href="https://www.deca.org/wp-content/uploads/2019/07/HS_IBP_Guidelines.pdf">https://www.deca.org/wp-content/uploads/2019/07/HS_IBP_Guidelines.pdf</a>	20%	Finals Week Assessment

MRHS Course Grade Scale	
A	89.5 - 100
B	79.5 – 89.4
C	69.5 – 79.4
D	59.5 – 69.4
F	0 – 59.4

### Grading Policies

- Grades are based on a 0-100% grading scale to be consistent with CU Succeed grading policies. Students will be given a total points earned for each assignment and those point totals will dictate the student's final grade.
- Grades are based upon the demonstration of proficiency on units associated within specific grade reporting criteria via the CU Succeed Syllabus and MRHS Syllabus.
- **CU Succeed Syllabus 90%** COM 2050 assignments will comprise 90% of the student grade in class.
- **MRHS Syllabus: 10%** Completion of the MRHS International or Independent Business Plan.

### Class Expectations

**CU Succeed: Missing or incomplete assignments/assessments for this course:** Students expectations will be defined in the syllabus provided by Professor Register and are consistent with CU Succeed Policies

**MRHS: Missing or incomplete assignments/assessments for this course:** Superintendent Policies 6280 Homework and 6281 Make-Up Work will be followed for this course. They state that it is the student's responsibility to request and obtain missing work. When a student has an excused absence, the student has the same number of days they were absent plus one day to make up assignments. Students who are unexcused may not be able to receive feedback from Practice prior to required assessments. Students are held to the Academic Integrity Policy for Mountain Range High School.