



Introduction to Business - Unit 2 - Business Structure

Unit Focus
Students will focus on the structure of business including: types of business ownership, and the roles of management. Students will study the functions of a manager, and learn how managers can motivate their employees to perform. The Shark Tank PBA Part 2 will have students act as a consultant for a business and give the business advice on their business structure, employee motivation, and ethical behaviors.

STAGE 1: DESIRED RESULTS – KEY UNDERSTANDINGS		
ESTABLISHED GOALS	TRANSFER	
<p>Performance Standards <i>Business Management: 12</i> <i>BFT.1 Business Management Functions</i> <i>BFT.1.1 Strand 1: Analyze the planning function.</i> • BFT.1.1.A.3 Compare and contrast the planning function to other management functions. <i>BFT.1.2 Strand 2: Analyze the organizing function.</i> • BFT.1.2.A.1 Compare and contrast the organizing function to other management functions. <i>BFT.1.3 Strand 3: Analyze the leading/directing function.</i> • BFT.1.3.A.1 Analyze management skills for leading and directing at various management levels. • BFT.1.3.A.2 Compare and contrast the leading/directing function to the other management functions. <i>BFT.1.4 Strand 4: Analyze the evaluating/controlling function.</i> • BFT.1.4.A.1 Determine the evaluating/controlling strategy for a given business situation. • BFT.1.4.A.2 Compare and contrast the evaluating/controlling function. <i>BFT.3 Business Organization</i> <i>BFT.3.1 Strand 1: Analyze forms of business ownership.</i> • BFT.3.1.A.1 Evaluate different forms of ownership as the business evolves. <i>BFT.5 Ethics and Social Responsibility</i> <i>BFT.5.1 Strand 1 Examine the role of ethics and social responsibility in decision making.</i> • BFT.5.1.A.2 Recognize long-term impact of practicing</p>	T1 Explore and hone techniques, skills, methods, and processes to create and innovate	
	MEANING	
	UNDERSTANDINGS	ESSENTIAL QUESTIONS
	U1 Businesses can take many different forms of ownership.	Q1 What are the advantages/disadvantages to each form of business ownership?
	U2 The five functions of business are interdependent on each other.	Q2 How does one decision in a function of business affect another area of business?
	U3 In order to be an effective manager, one must engage in planning, organization, leading, controlling.	Q3 How do good business ethics affect long-term profitability and success?
	U4 Businesses should implement a code of ethics to help guide them in ethical decision making.	Q4 Why do we expect our businesses to give back to society?
	U5 A business that is socially responsible can contribute and help build a better society.	
ACQUISITION OF KNOWLEDGE AND SKILL		
KNOWLEDGE	SKILLS	
K1 Three forms of business ownership (Sole Proprietorship, Partnership & Corporation).	S1 Develop strategies for sustainable and effective social responsibility.	
K2 Five functions of business. (Production, Marketing, Management, Finance, & Accounting)	S2 Interdependency of the five functions of business.	

STAGE 1: DESIRED RESULTS – KEY UNDERSTANDINGS

<p>social responsibility.</p> <ul style="list-style-type: none"> • BFT.5.1.A.1 Evaluate a business code of ethics. <p><i>BFT.6 Human Resource Management</i> <i>BFT.6.4 Strand 4: Analyze evaluation functions.</i></p> <ul style="list-style-type: none"> • BFT.6.4.A.2 Analyze the impact of performance appraisals on motivation and job performance. <p><i>Business and Finance Technology (CTE)</i> <i>BFT.BM Business Management</i> <i>BFT.BM.A Business Management: Analyze the management functions and their implementation and integration within the business environment.</i></p> <ul style="list-style-type: none"> • BFT.BM.A.1 Discuss the characteristics of effective and ineffective leaders. • BFT.BM.A.2 Compare the forms of business ownership. • BFT.BM.A.5 Define business ethics and social responsibility. <p><i>BFT.BM.C Entrepreneurship: Recognize characteristics of an entrepreneur and determine opportunities, problem recognition, and pursuit.</i></p> <ul style="list-style-type: none"> • BFT.BM.C.23 Discuss the impact of entrepreneurs being ethically and socially responsible. • BFT.BM.C.29 Compare and contrast the advantages and disadvantages of the various forms of business ownership. <p><i>BFT.BM.E Business Law: Analyze the relationship between ethics and the law and describe the sources of the law, the court system structure, and classifications of procedural and substantive law.</i></p> <ul style="list-style-type: none"> • BFT.BM.E.42 Describe the difference between a legal and ethical responsibility. <p>Student Growth and Development 21st Century Capacities Matrix <i>Critical Thinking</i></p> <ul style="list-style-type: none"> • Synthesizing: Students will be able to thoughtfully combine information/data/evidence, concepts, texts, and disciplines to draw conclusions, create solutions, and/or verify generalizations for a given purpose. 	<p>K3 Purpose of management.</p> <p>K4 Four functions of management. (Planning, Organizing, Leading, & Controlling)</p> <p>K5 Definition of ethics.</p> <p>K6 Business social responsibility.</p> <p>K7 Ethical behavior is good for business and society.</p> <p>K8 Theories of motivation (Taylor's Scientific Management, Hawthorne Effect, Maslow's Hierarchy of Needs, Theory X and Theory Y, Herzberg's Two Factors, McClelland's Three Needs, Expectancy Theory & Equity Theory)</p>	<p>S3 Assess management skills.</p> <p>S4 Develop ethical solutions to problems.</p> <p>S5 Create a ethical code of conduct.</p>
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