



**G-E-T High School Curriculum**  
**Align, Explore, Empower**  
Scope and Sequence  
Intro To Business

Wisconsin Standards for Business and Information Technology

**Unit 1: Business Organizations**

This unit will cover the various types of business structures

In this unit, students will ...

- Identify the role of entrepreneurs in business development
- Identify the characteristics of a sole proprietorship, partnership, and corporation and limited liability company.
- Explain the advantages, disadvantages, and characteristics of a franchise

**Standards**

- Standard: BIT.EN1: Students will recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.
- Standard: BIT.EN2: Students will analyze the concepts and processes associated with successful entrepreneurial performance.
- Standard: BIT.BLE2: Students will interpret laws associated with business organizations, agency law and employment law.

**Unit 2: Business Ethics**

This unit will cover the importance of ethical business practices

In this unit, students will ...

- Define business ethics and social responsibility and examples of each.
- Recognize the impact that personal ethics, corporate culture, and decision making have on business

**Standards**

- Standard: BIT.BLE1: Students will assess the legal system in which they live and work.
- Standard: BIT.BLE2: Students will interpret laws associated with business organizations, agency law and employment law.

**Unit 3: Economics & Business Influencers**

This unit will cover the internal and external factors that influence business operations and decisions.

In this unit, students will ...

- Discuss the internal and external factors that impact a business.
- This unit will cover the government's role in business operations.
- Define the U.S. financial system and basic types of financial securities

- Explain the role of the Federal Reserve

#### **Standards**

- Standard: BIT.BLE1: Students will assess the legal system in which they live and work.
- Standard: BIT.BLE3: Students will evaluate the legal implications of contract law, law of sales and consumer law.
- Standard: BIT.EC2: Students will analyze how an economy functions.
- Standard: BIT.PF2: Students will manage money effectively by developing financial goals and budgets

#### **Unit 4: International Business**

This unit will cover the influence operating in a global economy has on businesses

In this unit, students will ...

- Define imports and exports and the balance of trade and barriers of international trade.
- Standard: BIT.GB1: Students will analyze the impact of the global business environment on business, consumers, and economies.

#### **Unit 5: Human Resources**

This unit will cover the important role of human resources in business operations

In this unit, students will ...

- Define human resource management, training, and development.
- Describe the staffing function, including recruitment, selection, and retention.
- Describe compensation and benefits

#### **Standards**

- Standard: BIT.MG1: Students will describe business management functions and examine their implementation in business.
- Standard: BIT.MG3: Students will examine the role of the human resource department and its function as means to achieving management's goals.
- Standard: BIT.BLE2: Students will interpret laws associated with business organizations, agency law and employment law.

#### **Unit 6: Marketing**

This unit will cover the basic marketing principles

In this unit, students will ...

- Define marketing and market research.
- Discuss the marketing mix: product, promotion, pricing, and place.
- Describe a variety of marketing research resources.

#### **Standards**

- Standard: BIT.MK1: Students will analyze the elements of the marketing mix, the interrelationships and how they affect sales and business processes.

### **Unit 7 - Business finance**

- This unit will cover basic accounting principles used in business operations

In this unit, students will ...

- Define accounting and the accounting equation
- Describe a balance sheet and income statement.

#### **Standards**

- Standard: BIT.AF1: Students will apply generally accepted accounting principles while performing the functions of the accounting cycle.
- Standard: BIT.AF2: Students will develop and analyze working knowledge of financial reports.

### **Unit 9 - Business funding**

- This unit will cover how businesses acquire and retain capital

- Define the methods of funding a business
- Compare the concepts of debt and equity

#### **Standards**

- Standard: BIT.EC1: Students will evaluate how resources are allocated in society.

### **Unit 10 - Management roles**

- This unit will cover the role that management plays in business operations

- Student will define the concepts of management and the functions carried out by management.

#### **Standards**

- Standard: BIT.GB2: Students will analyze the management strategies in a global business environment.
- Standard: BIT.MG1: Students will describe business management functions and examine their implementation in business.
- Standard: BIT.MG2: Students will examine organizational structures for businesses and use operations and production principles for effective operation of the business.