

## Principles of Business and Management Scope & Sequence

| Days | Unit                                    | Standard(s)/Outcome(s)   | Essential/Guiding Questions  |
|------|---|--|--|
| 10   | <b>Business Overview</b>                | Describe fundamental business concepts, key terminology, and the role of business in society.  | <ol style="list-style-type: none"> <li>1. What are the common characteristics of all businesses?</li> <li>2. What is the role of business in local and global society?</li> <li>3. What are the current business trends and what are their effects?</li> <li>4. How have changing values affected business?</li> </ol> |
| 7    | <b>Entrepreneurship / Business Plan</b> | <p>Describe fundamental business concepts, key terminology, and the role of business in society.</p> <p>Discuss and apply oral, written, organizational, interpersonal and leadership business communication skills.</p> | <ol style="list-style-type: none"> <li>1. What are the personal characteristics of successful entrepreneurs?</li> <li>2. How do entrepreneurs improve the environment of the economy?</li> <li>3. What are the opportunities and risks of entrepreneurship?</li> </ol>   |

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|    |                         |   | 4. What are the elements of a business plan?   |
| 10 | <b>Economic Systems</b> | Describe fundamental business concepts, key terminology, and the role of business in society. | <ol style="list-style-type: none"> <li>1. How does a prosperous business system provide its citizens with a high standard of living?</li> <li>2. Why is the supply and demand of products important to both businesses and consumers?</li> <li>3. How does a political system affect a country's economic system?</li> </ol>   |
| 10 | <b>Management</b>       | Identify major management concepts, principles and values.                                    | <ol style="list-style-type: none"> <li>1. What is the process of management?</li> <li>2. What are the theoretical principles that govern contemporary management?</li> <li>3. What are the four functions of management?</li> <li>4. How do the operational and functional aspects of management differ?</li> <li>5. How do human resource functions contribute to an organization's success?</li> </ol> |

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| 10 | <b>Marketing</b>          | Describe fundamental business concepts, key terminology, and the role of business in society.   | <ol style="list-style-type: none"> <li>1. What is marketing?</li> <li>2. How does the Marketing Concept relate to the goals and objectives of the business?</li> <li>3. What four variables comprise the Marketing Mix?</li> <li>4. Why is the proper identification of the target market crucial to the success of a product or service?</li> </ol>         |
| 5  | <b>Production</b>         | Describe fundamental business concepts, key terminology, and the role of business in society.   | <ol style="list-style-type: none"> <li>1. What are the five elements of production?</li> <li>2. How are the five elements of production interrelated?</li> <li>3. What is the difference between direct and indirect channels of distribution?</li> <li>4. What are the factors that determine which type of channel of distribution is utilized?</li> </ol> |
| 8  | <b>Accounting/Finance</b> | The role of accounting and finance in business, functions of credit and savings; & key words and phrases used frequently in the business community. | <ol style="list-style-type: none"> <li>1. What financial records do businesses maintain?</li> <li>2. How do businesses determine their financial position?</li> </ol>  |

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|   |                        |  | <ol style="list-style-type: none"> <li>3. What is the function of credit in business?</li> <li>4. What are sources of short term financing?</li> <li>5. What is the function of savings in business?</li> </ol>  |
| 8 | <b>Business Ethics</b> | Identify core business ethics and business law concepts. | <ol style="list-style-type: none"> <li>1. Why is it important to behave ethically in business?</li> <li>2. How do ethical issues influence business decisions?</li> <li>3. How should ethical dilemmas be handled in the workplace?</li> <li>4. Are business ethics different in other countries?</li> </ol>                               |
| 5 | <b>Business Law</b>    | Identify core business ethics and business law concepts. | <ol style="list-style-type: none"> <li>1. Why are monopolies undesirable in a free market?</li> <li>2. How do local, state, and federal governments protect businesses?</li> <li>3. How do local, state, and federal governments protect consumers?</li> <li>4. How do local, state, and federal governments protect employees?</li> </ol> |

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|   |                                |   | <ol style="list-style-type: none"> <li>5. How do international trade laws affect imports, exports, and the economic environment of a country?</li> </ol>   |
| 6 | <b>Business Communications</b> | Describe and apply oral, written, organizational, interpersonal and leadership business communication skills. | <ol style="list-style-type: none"> <li>1. What is the communication process?</li> <li>2. What are the various communication channels used in the business environment?</li> <li>3. How do cultural differences influence communication?</li> <li>4. How does communication influence the success of a business?</li> </ol> |