<table>
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<tr>
<th>Days</th>
<th>Unit</th>
<th>Standard(s)/Outcome(s)</th>
<th>Essential/Guiding Questions</th>
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| 10   | Business Overview       | Describe fundamental business concepts, key terminology, and the role of business in society. | 1. What are the common characteristics of all businesses?  
2. What is the role of business in local and global society?  
3. What are the current business trends and what are their effects?  
4. How have changing values affected business? |
| 7    | Entrepreneurship/Business Plan | Describe fundamental business concepts, key terminology, and the role of business in society.  
Discuss and apply oral, written, organizational, interpersonal and leadership business communication skills. | 1. What are the personal characteristics of successful entrepreneurs?  
2. How do entrepreneurs improve the environment of the economy?  
3. What are the opportunities and risks of entrepreneurship? |
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<th>Economic Systems</th>
<th>Management</th>
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<tbody>
<tr>
<td>10</td>
<td>Describe fundamental business concepts, key terminology, and the role of business in society.</td>
<td>Identify major management concepts, principles and values.</td>
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**Economic Systems**

1. How does a prosperous business system provide its citizens with a high standard of living?
2. Why is the supply and demand of products important to both businesses and consumers?
3. How does a political system affect a country's economic system?

**Management**

1. What is the process of management?
2. What are the theoretical principles that govern contemporary management?
3. What are the four functions of management?
4. How do the operational and functional aspects of management differ?
5. How do human resource functions contribute to an organization's success?
|   | Marketing | Describe fundamental business concepts, key terminology, and the role of business in society. | 1. What is marketing?  
2. How does the Marketing Concept relate to the goals and objectives of the business?  
3. What four variables comprise the Marketing Mix?  
4. Why is the proper identification of the target market crucial to the success of a product or service? |
|---|---|---|---|
| 5 | Production | Describe fundamental business concepts, key terminology, and the role of business in society. | 1. What are the five elements of production?  
2. How are the five elements of production interrelated?  
3. What is the difference between direct and indirect channels of distribution?  
4. What are the factors that determine which type of channel of distribution is utilized? |
| 8 | Accounting/Finance | The role of accounting and finance in business, functions of credit and savings; & key words and phrases used frequently in the business community. | 1. What financial records do businesses maintain?  
2. How do businesses determine their financial position? |
| 8 | Business Ethics | Identify core business ethics and business law concepts. | 1. Why is it important to behave ethically in business?  
2. How do ethical issues influence business decisions?  
3. How should ethical dilemmas be handled in the workplace?  
4. Are business ethics different in other countries? |
|---|----------------|--------------------------------------------------------|----------------------------------------------------------------|
| 5 | Business Law   | Identify core business ethics and business law concepts. | 1. Why are monopolies undesirable in a free market?  
2. How do local, state, and federal governments protect businesses?  
3. How do local, state, and federal governments protect consumers?  
4. How do local, state, and federal governments protect employees? |
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<td>5.</td>
<td>How do international trade laws affect imports, exports, and the economic environment of a country?</td>
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<td>6</td>
<td><strong>Business Communications</strong></td>
<td>Describe and apply oral, written, organizational, interpersonal and leadership business communication skills.</td>
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<tr>
<td>1.</td>
<td>What is the communication process?</td>
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<td>2.</td>
<td>What are the various communication channels used in the business environment?</td>
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<td>3.</td>
<td>How do cultural differences influence communication?</td>
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<td>4.</td>
<td>How does communication influence the success of a business?</td>
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