

Introduction to Business

Course Information

Grade(s):	9-10
Discipline/Course:	Business
Course Title:	Introduction to Business
Prerequisite(s):	None
Course Description: <i>Program of Studies</i>	Introduction to Business is a broad-based introductory course designed to give the student exploratory experiences as they relate to the world of business. Students will explore all aspects of business through problem solving, role-playing, critical thinking, and the development of projects and activities. This course will provide students the opportunity to make intelligent career decisions. Students will learn strategies that will assist them as they develop into responsible citizens, wage-earners and consumers.
Course Essential Questions:	<ul style="list-style-type: none"> ● What is the significance of wants and needs for businesses, individuals, and the marketplace? ● How do people, businesses and countries make decisions and what are the repercussions? ● In what ways does the business cycle play a key role in the economy, in business, and for the individual household? ● What makes a successful entrepreneur and why are they essential to the US economy? ● What steps must someone take to start a business? ● What is the difference between management and leadership and why is ethical decision making crucial? ● What are the most common business structures and which should a new business choose? ● Compare and contrast free trade versus protectionism and why might the Government intervene? ● Why is a global economy important to a country? ● How is intellectual property protected? ● What are the elements in a marketing mix? ● What are some tools used by market researchers and What are the different ways in which a market can be segmented ? ● Why do companies advertise and how do they choose the appropriate platform?

	<ul style="list-style-type: none"> • Why is it important to plan for your future? • What are my strengths, weaknesses, skills and abilities, and how might they impact careers that I'm interested in? • How do I set and meet effective long term and short term goals?
Course Enduring Understandings:	Students will explore the world of business across a number of key disciplines including but not limited to: the Economy, Owning and Operating a Business, Marketing, Management, Leadership, and Career Planning
Duration and credit:	Full Year / 1.0 credits
Course Materials/Resources:	Introduction to Business - Glencoe/McGraw Hill
FPS Course Academic Expectation(s):	<u>Exploring and Understanding</u> The student will generate questions, gather relevant, credible sources, and review text in order to acquire knowledge, infer meaning, and develop deep understanding. <u>Creating and Constructing</u> The student transfers or extends constructed knowledge to draft and develop ideas, claims, products, or solutions.
Year at a Glance (Units):	Unit 1: The Economy and You (8 weeks) Unit 2: Owning & Operating a Business; Entrepreneurship, Management, and Leadership (8 weeks) Unit 3: Global and Legal Influences in Business (3 weeks) Unit 4: Marketing (3 weeks) Unit 5: Preparing for the Future (4 weeks)

Units

Unit Number and Title:	Unit 1: The Economy & You
Duration:	10 Weeks
Resource(s):	Introduction to Business Textbook
Unit Overview:	Explores economic activity and how it affects everyday life.
Learning Goals	
Standard(s):	<p>NBEA Standard(s)</p> <p>ETHICS AND SOCIAL RESPONSIBILITY 1. ACHIEVEMENT STANDARD: Examine the role of ethics and social responsibility in decision making.</p> <p>INDUSTRY ANALYSIS 1. ACHIEVEMENT STANDARD: Analyze a business organization's competitive position within the industry.</p> <p>ALLOCATION OF RESOURCES 1. ACHIEVEMENT STANDARD: Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.</p> <p>ECONOMIC SYSTEMS 1. ACHIEVEMENT STANDARD: Explain why societies develop economic systems, identify the basic features of different economic systems, and analyze the U.S. economic system's major features.</p>
Essential Question(s):	<ul style="list-style-type: none"> • What is the significance of wants and needs for businesses, individuals, and the marketplace? • How do people, businesses and countries make decisions and what are the repercussions?

	<ul style="list-style-type: none"> ● In what ways does the business cycle play a key role in the economy, in business, and for the individual household?
Enduring Understanding(s):	<p>Wants and needs determine what products and services businesses will provide to the marketplace. Lack of resources forces individuals, businesses and countries to make choices resulting in opportunity costs. Economic indicators signal the strength of an economy and what stage of the business cycle we may be in.</p>
Learning Goal(s): <i>Students will be able to use their learning to:</i>	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● Be able to explain how wants and needs drive the economy. ● Describe how limited resources impact countries, businesses, and households. ● Demonstrate how to use the decision-making process to make the most of the limited resources. ● Connect the impact of business on individuals and how individuals impact business. ● Describe how scarcity requires individuals and nations to make decisions about resources. ● Distinguish the importance of key economic indicators and explain what they tell us about the economy.

Unit Number and Title:	Unit 2: Owning & Operating a Business Entrepreneurship, Management, and Leadership
Duration:	10 Weeks
Resource(s):	Introduction to Business Textbook
Unit Overview:	Explains the skills that are necessary parts of owning and operating a business.
Learning Goals	
Standard(s):	<p>NBEA Standard(s)</p> <p>ENTREPRENEURS AND ENTREPRENEURIAL SKILLS</p> <p>1. ACHIEVEMENT STANDARD: Examine the role entrepreneurs play in today's economy and recognize the unique personal characteristics and skills that successful entrepreneurs possess.</p> <p>MANAGEMENT FUNCTIONS</p> <p>1. ACHIEVEMENT STANDARD: Analyze the management functions and their implementation and integration within the business environment.</p> <p>BUSINESS ORGANIZATION</p> <p>1. ACHIEVEMENT STANDARD: Analyze the organization of a business.</p>
Essential Question(s):	<ul style="list-style-type: none"> • What makes a successful entrepreneur and why are they essential to the US economy? • What steps must someone take to start a business? • What is the difference between management and leadership and why is ethical decision making crucial? • What are the most common business structures and which should a new business choose?
Enduring Understanding(s):	<ul style="list-style-type: none"> • The key characteristics and traits it takes to be a successful entrepreneur and what steps it takes to start a new business venture.

	<ul style="list-style-type: none"> • There are many types of business structures, how to choose the appropriate one and write the concept in a way investors can understand. • There is a difference between being a leader and a manager.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> • explain why entrepreneurs are important to the US economy. • identify and write the parts of a business plan.. • determine the function of business management and the overall purpose. • identify different styles of leadership and scenarios in which each would be effective. • choose the appropriate business structure for the venture.

Unit Number and Title:	Unit 3: Global and Legal Influences in Business
Duration:	10 Weeks
Resource(s):	Introduction to Business Textbook
Unit Overview:	Explains economic activity and how it affects everyday life.
Learning Goals	
Standard(s):	<p>NBEA Standard(s)</p> <p>1. ACHIEVEMENT STANDARD: Analyze the role of government in economic systems, especially the role of the government in the U.S. economy.</p> <p>1. ACHIEVEMENT STANDARD: Examine the role of trade, protectionism, and monetary markets in the global economy.</p>
Essential Question(s):	<ul style="list-style-type: none"> • Compare and contrast free trade versus protectionism and why might the Government intervene? • Why is a global economy important to a country? • How is intellectual property protected?
Enduring Understanding(s):	<ul style="list-style-type: none"> • The global marketplace is interconnected and changes to one country's economy impact other countries. • The government in the US is designed to be a regulator while encouraging as much free trade as possible. • Students will examine protectionism and why we have it in today's society.
Learning Goal(s): <i>Students will be able to</i>	<p>Students will be able to:</p> <ul style="list-style-type: none"> • indicate the benefits and the risks of free trade.

use their learning to:

- explain the government's role in society.
- relate the impact of international business on the U.S. economy.
- explain how the government can stimulate or restrict economic activities.
- identify how intellectual property is protected.
- identify government agencies that exist to protect citizens and businesses.

Unit Number and Title:	Unit 4: Marketing
Duration:	6 Weeks
Resource(s):	Introduction to Business Textbook
Unit Overview:	Explains the process of developing, promoting, and distributing products to satisfy a customers' needs and wants.
Learning Goals	
Standard(s):	<p>NBEA Standard(s)</p> <p>FOUNDATIONS OF MARKETING</p> <p>1. ACHIEVEMENT STANDARD: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.</p> <p>THE MARKETING MIX</p> <p>1. ACHIEVEMENT STANDARD: Analyze the elements of the marketing mix, their interrelationships, how they are used in the marketing process, and their role in positioning.</p>
Essential Question(s):	<ul style="list-style-type: none"> • What are the elements in a marketing mix? • What are some tools used by market researchers and What are the different ways in which a market can be segmented ? • Why do companies advertise and how do they choose the appropriate platform?
Enduring Understanding(s):	<ul style="list-style-type: none"> • The 4 P's of marketing, also known as the marketing mix affects a business's decisions to roll out a new product or idea. • Demographics and psychographics play a major role in the way a product is advertised and markets are segmented.
Learning Goal(s):	Students will be able to:

Students will be able to use their learning to:

- define marketing and identify the functions of marketing.
- explain advertising and the types of media that businesses use to reach potential customers.
- determine the importance of market segmentation.
- identify the types of advertising media used in marketing a product or service.
- explain the effectiveness of advertising and advertising media.

Unit Number and Title:	Unit 5: Preparing for the Future
Duration:	4 Weeks
Resource(s):	Introduction to Business Textbook
Unit Overview:	Explores wishes or goals, intended to serve as inspiration or motivation.
Learning Goals	
Standard(s):	NBEA Standard(s) STRATEGIC CAREER PLANNING 1. ACHIEVEMENT STANDARD: Apply knowledge gained through individual assessment to develop a comprehensive set of goals and an individual career plan.
Essential Question(s):	<ul style="list-style-type: none"> • Why is it important to plan for your future? • What are my strengths, weaknesses, skills and abilities, and how might they impact careers that I'm interested in? • How do I set and meet effective long term and short term goals?
Enduring Understanding(s):	Students will focus on the importance of proper planning for a successful future in their areas of interest.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> • discuss technological advances and their impact on business. • evaluate how credit can be used as a tool for financial well-being. • identify ways to prepare for a career, and the resources available. • conduct a self-evaluation on strengths, weaknesses, natural abilities and skills.