

Moon Area School District Curriculum Map

Course: Introduction to Business and Marketing

Grade Level: 9-12

Content Area: Business Education

Frequency: Semester Course

Big Ideas

1. Why does a fundamental understanding of economics, management, marketing, accounting, and finance allow students to appreciate the scope of the business world?

Essential Questions

2. What is the fundamental goal of business? Do all organizations share this goal?
3. Who determines whether a business activity is ethical? Is unethical conduct always illegal?
4. How do political issues affect international business?
5. Why is management so important, and what is its purpose?
6. What are self-managed work teams and what tasks might they perform that traditionally are performed by managers?
7. What is operations management?
8. What is marketing? How does it facilitate exchanges?
9. What steps do companies generally take to develop and introduce a new product?
10. What is digital marketing?
11. Differentiate among the different types of corporations. Can you supply an example of each type?
12. Why are small businesses so important to the U.S. economy?
13. Why are accountants so important to a corporation? What function do they perform?

Primary Resource(s) & Technology:

Business Foundations 12e Ferrell, Hirt, and Ferrell McGraw Hill, Marketing Essentials The DECA Connection Farese, Kimbrell and Woloszyk Glencoe, Simulation Software, Current Microsoft Office Software, Microsoft Teams, Promethean Boards, Student Laptops/iPads

Pennsylvania and/or focus standards referenced at:

www.pdesas.org
www.education.pa.gov

Big Ideas/ EQs	Focus Standard(s)	Assessed Competencies (Key content and skills)	Timeline
1,2,3,4	15.4.12.A 6.1.9.A 6.2.9.D 6.2.9.G 6.3.9.D	<p>Unit 1: Economics and Business</p> <ul style="list-style-type: none"> • The Dynamics of Business and Economics • SWOT and PEST Analysis • Business Ethics and Social Responsibility • Business in a Borderless World • Social Responsibility Project • Recession Project <p style="text-align: center;"><u>Skills</u></p> <ul style="list-style-type: none"> • Define basic concepts such as business, product, profit, and economics. • Identify the main participants and activities of business. • Explain why studying business is important. • Describe the importance of business ethics and social responsibility. • Detect some of the ethical issues that may arise in business. • Specify how businesses can promote ethical behavior. • Explore some of the factors within the international trade environment that influence business. • Investigate some of the economic, ethical, legal, political, social, cultural, and technological barriers to international business. • Specify some of the agreements, alliances, and organizations that may encourage trade across international boundaries. <p style="text-align: center;"><u>Assessments</u></p> <ul style="list-style-type: none"> • Reinforcement leveraging technology (when appropriate) • (For example: Microsoft TEAMS/ExamView) • Class discussion and review activities. • Forced Choice Projects: Reinforce concepts 	33 Days

<p>1,5,6,7</p>	<p>15.4.12.A 15.3.12.J 15.2.12.A 15.3.12.P 15.8.12.E 15.8.12.I 15.8.12.L 15.8.12.T</p>	<p>Unit 2: Management</p> <ul style="list-style-type: none"> • The Nature of Management • Organization, Teamwork, and Communication • Managing Operations and Supply Chains • Primary Research Project <p style="text-align: center;"><u>Skills</u></p> <ul style="list-style-type: none"> • Explain management’s role in the achievement of organizational objectives. • Describe the major functions of management. • Distinguish among three levels of management and the concerns of managers at each level. • Explain the importance of organizational culture. • Describe how organizational structures develop. • Describe how specialization and departmentalization help an organization achieve its goals. • Define operations management. • Differentiate between operations and manufacturing. • Explain how operations management differs in manufacturing and service firms. <p style="text-align: center;"><u>Assessments</u></p> <ul style="list-style-type: none"> • Reinforcement leveraging technology (when appropriate) • (For example: Microsoft TEAMS/ExamView) • Class discussion and review activities. • Forced Choice Projects: Reinforce concepts. 	<p>16 Days</p>
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<p>1,8,9, 10</p>	<p>15.4.12.A 15.9.12.A 15.9.12.E 15.9.12.J 15.9.12.K 15.7.12.D 15.7.12.F 15.3.12.H</p>	<p>Unit 3: Marketing</p> <ul style="list-style-type: none"> • Customer-Driven Marketing • Dimensions of Marketing Strategy • Digital Marketing and Social Media • International Marketing Project <p style="text-align: center;"><u>Skills</u></p> <ul style="list-style-type: none"> • Define marketing. • Describe the exchange process. • Specify the functions of marketing. • Describe the role of product in the marketing mix, including how products are developed, classified, and identified. • Explain the importance of price in the marketing mix, including various pricing strategies a firm might employ. • Identify factors affecting distribution decisions, such as marketing channels and intensity of market coverage. • Recognize the increasing value of digital media and digital marketing in strategic planning. • Demonstrate the role of digital marketing in today’s business environment. • Show how digital media affect the marketing mix. <p style="text-align: center;"><u>Assessments</u></p> <ul style="list-style-type: none"> • Reinforcement leveraging technology (when appropriate) • (For example: Microsoft TEAMS/ExamView) • Class discussion and review activities. • Forced Choice Projects: Reinforce concepts 	<p>24 Days</p>
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<p>1,11, 12,13</p>	<p>15.4.12.A 15.5.12.A 15.5.12.B 15.5.12.E 15.1.12.Q 15.1.12.X 15.5.12.D</p>	<p>Unit 4: Entrepreneurship and Finance</p> <ul style="list-style-type: none"> • Options for Organizing Business • Small Business, Entrepreneurship, and Franchising • Accounting and Financial Statements • Business Plan Project <p style="text-align: center;"><u>Skills</u></p> <ul style="list-style-type: none"> • Describe the advantages and disadvantages of the sole proprietorship form of organization. • Describe the two types of business partnership and their advantages and disadvantages. • Describe the corporate form of organization and its advantages and disadvantages. • Define entrepreneurship and small business. • Explain the importance of small business in the U.S. economy and why certain fields attract small business. • Specify the advantages of small business ownership. • Describe the different uses of accounting information. • Demonstrate the accounting process. • Examine the various components of an income statement in order to evaluate a firm’s “bottom line.” <p style="text-align: center;"><u>Assessments</u></p> <ul style="list-style-type: none"> • Reinforcement leveraging technology (when appropriate) • (For example: Microsoft TEAMS/ExamView) • Class discussion and review activities. • Forced Choice Projects: Reinforce concepts 	<p>17 Days</p>
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