

Title Introduction to Business

Unit:		Business in the Global Economy					
Big Ideas:		Economy decisions and activities, social responsibility and business in the global economy					
Unit Essential Questions:		How do wants and needs affect economic decision making? How do you gauge economic activity and business conditions in our society? Why are the following important:: exporting, international trade, global business activity? How do social responsibility and the government relate to business?					
Concept & Pacing	Pa Core Standard	Key Vocabulary	Essential Questions	Competencies (skills, knowledge, abilities)	Mini-Lessons/Activities	Instructional Materials	Assessments
<i>Introduce the economic concepts that determine the products and services available for consumers</i> 1-2 weeks	15.9.12.B - Analyze how marketing influences today's households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer. 15.9.12.E -Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.	needs, wants, goods, services, economic resources. scarcity, economic decision-making, tradeoff, opportunity cost, economic system, command economy, market economy traditional economy, mixed economy, capitalism, consumer producers, demand, supply, market price	What is the difference between needs and wants? What are goods and services? What are the types of economic resources? What is the basic economic problem?What are the steps in the decision making process?What are the three economic questions? What is the key economic system of the United States? What is supply and demand?How does supply and demand affect prices of products and services?	Students will understand the difference between needs and wants. Learn about the sources of capital. List the steps of the decision making process.	Have students list three types of economic systems and identify their main differences. Review the roles of consumers and producers in determining the price of a product in a market economy Ask students to describe the importance of economic resources in meeting the wants and needs of consumers	Text book, notes, projects, examples, videos	tests, quizzes, projects, class activities
<i>Measuring economic activity, business cycles, investing, borrowing and economic challenges.</i> 2 weeks	15.9.12.H Evaluate the impacts of various pricing strategies on the consumer and businesses at the local, domestic, and global level; including penetration, skimming, supply/demand, and exchange rates.	Gross Domestic Product GDP per capita, unemployment rate, productivity, personal income, retail sales, business cycle, prosperity, depression, recovery, inflation, price index, deflation, capital project, stock, bond, budget surplus, budget deficit, national debt	What is Gross Domestic Product? What are economic indicators for consumer spending? What are the four phases of the business cycle? What are some causes of inflation and deflation? Why are interest rates important?Which business activities promote growth? How do borrowing activities differ among government, businesses and consumers?	Students will be able to name examples of capital projects in the community and around the world. They will be able to explain how savings makes it possible for economic growth. Point out the difference between a budget surplus and deficit. Explain what factors cause the national debt to increase.	Use the inflation calculator at www.bls.gov to calculate different costs from the past to the current Students will create a visual presentation to communicate uses of debt by families, businesses and governments. Spending activity for holidays.	Textbook, computer spreadsheet application for charts.	Tests, review sheets, projects

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<p>International business basics, the global marketplace, international business organizations 1-2 weeks</p>	<p>15.7.12.A Assess the impact of political and economic changes on global business. 15.7.12.C Examine business protocol of several countries as related to social customs, business customs, and political environment. 15.7.12. Examine economic issues in a country that engages in international business activities. 15.7.12.M Identify strategies employed to promote global business opportunities.</p>	<p>imports, exports, balance of trade, balance of payments, exchange rate, infrastructure, trade barrier, quota, tariff, embargo, multinational corporation, joint venture</p>	<p>What are importing and exporting activities, what is the difference between balance of trade and balance of payments? What factors affect the value of global currencies? What are formal trade barriers? How can actions be taken to encourage international trade? What is a multinational corporation?</p>	<p>Students will be able to explain how the balance of trade is calculated.</p> <p>Students will be able to suggest how to improve balance of trade</p> <p>Students will be able to name factors that would create differences when doing business in other countries.</p> <p>Students will know the difference between formal and informal trade barriers and describe quotas and tariffs.</p> <p>Students will know the difference between franchising and licensing.</p>	<p>Students will study different franchise opportunities and find out what each costs to start, how much their royalties are.</p> <p>Watch the movie the Founder about McDonalds and discuss whether Ray Croc was a bad man or just a shrewd businessman?</p>	<p>Computers for research, youtube for Founder movie, text and notes</p>	<p>Projects as well as tests and key concepts checkpoints</p>

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<p>Social responsibility, government protection activities, government regulation. 2 weeks</p>	<p>15.9.12.K. Create a comprehensive marketing plan. 15.8.12.Q. Assess compensation, benefit plans, incentive packages, and possible career paths in businesses.</p>	<p>Social responsibility, nonrenewable resource ethics business ethics code of ethics contract patent copyright trademark public utility monopoly antitrust laws</p>	<p>What are the ways businesses contribute to communities? Why is good health for individual workers, the company and society important? What other mentors encourage good health among employees? How do you assess ethical issues? What are the various roles of government?</p>	<p>Students will be able to describe social responsibility issues. Identify benefits and costs of social responsibility Explain the purpose of a code of ethics. Identify the roles and levels of government. Explain government protection activities. Describe types of intellectual property. Explain actions by the government to regulate business. discuss efforts to assist businesses. Identify methods used by the government to raise money.</p>	<p>Students will do a project in which they study the government of another country and identify the laws and regulations of that country and prepare a presentation.</p>	<p>Text book, workbook, internet, canva or google slide or Powerpoint</p>	<p>Tests and projects</p>
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Title Introduction to Business

Unit: 2		Business organization and Management					
Big Ideas:		Various forms of business ownership and organization, the role and work of management, how to undertake career planning.					
Unit Essential Questions:		What are the major forms of business ownership in the U.S.? What steps should be followed when starting a new business? What are the characteristics of an entrepreneur? How to be an effective manager? Why are human resources important? How to prepare for a career in business.					
Concept & Pacing	Pa Core Standard	Key Vocabulary	Essential Questions	Competencies (skills, knowledge, abilities)	Mini-Lessons/Activities	Instructional Materials	Assessments
<i>Business in the economy</i> <i>Forms of ownership</i> <i>Organizational structures</i> <i>2 weeks</i>	15.3.12.X. Identify the diversity within a work group and the strategies for effective communication. 15.1.12.N. Explain how the different forms of business ownership and business operations are reported on financial statements	contingent workers intermediary service business proprietorship corporation partnership agreement articles of incorporation franchise mission statement policies procedures organization chart	Describe the changing status of U.S. employment Do you agree that the most important role of business is to make and distribute products and services? Would you like to own your own business? What are the advantages of owning your own business?	Students will understand the three forms of ownership. Determine when each form of business is most appropriate recognize specialized ownership forms Understand important principles in designing an effective organization. Compare alternative organizational structures.	Have students list service businesses with which they are familiar that offer professional and technical services and employ a number of highly educated employees. Students will contact and interview the human resources director for a major company in the community and focus on changes and challenges in employment.	Introduction to Business textbook, workbook. Handouts, videos	Tests, quizzes and review games

Title Introduction to Business

<p>Becoming and Entrepreneur Small Business Basics Starting a Small Business 1-2 weeks</p>	<p>15.5.12.A. Analyze personal choices in preparation for entrepreneurship. 15.5.12.B. Evaluate personal management and organizational abilities to succeed in entrepreneurship. 15.5.12.C. Analyze the impact of entrepreneurship in the domestic economy. 15.5.12.D. Create a business plan using appropriate data to support the business concept.</p>	<p>entrepreneur entrepreneurship venture capital innovation improvement small business SBA business plan start-up financing short-term financing long-term financing</p>	<p>Identify characteristics of successful entrepreneurs What is the importance of entrepreneurship in the economy? What are the risks of entrepreneurship? What are characteristics of small businesses What is the competitive advantage of small business? What are problems faced by small businesses? What are the elements of a business plan? Sources for financing a small business?</p>	<p>Students will understand that entrepreneurs are important to customer satisfaction. Students will identify entrepreneurs and their products. Students will identify their own characteristics to determine if they will be good entrepreneurs Students will know the definition of a small business. Students will identify the factors that contribute to the success of a new business.</p>	<p>Watch Shark Tank - students will write a summary of the episodes, determine which one they would invest in and research to see if they are still in business.</p>	<p>Introduction to Business text book, workbook. Handouts, videos</p>	<p>Tests, quizzes and review games</p>
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<p>Management Leadership Ethical management</p>	<p>15.8.12.G. Analyze leadership skills necessary for leading at various management levels. 15.8.12.I. Analyze and select appropriate managerial communication skills based upon context. 15.8.12.H. Analyze motivational theories and their application in a business or organization.</p>	<p>management planning organizing staffing implementing controlling management style leadership human relations influence informal influence formal influence ethical business practices core values</p>	<p>What are the five functions of management? What are the levels of management? When should you use each management style? Why is there a naked for leadership skill? What are some of the human relations skills needed for leadership? What are the four types of leadership influence? Why is ethical management needed?</p>	<p>Students will know the activities managers must complete to accomplish the goals of an organization Students will be able to list the 5 management functions. Students will identify management styles of people they come into contact with.</p>	<p>Watch the video of Undercover Boss - Moe's Southwest Grill episode to identify the different management styles. Complete free Enneagram test - discuss different careers based on results.</p>	<p>Computers for research, youtube for undercover boss movie, text and notes</p>	<p>projects, tests homework/cl asswork.</p>
<p>Human Resources Basics Managing Human Resources Organizational Culture and Workforce Diversity</p>	<p>15.2.12.E. Compare and contrast career interests with post-secondary 15.2.12.G Analyze and complete an application (e.g., job, scholarship, financial aid, postsecondary) in a focused and effective manner. 15.2.12. L. Analyze how personal qualities and behavior apply in the workplace.</p>	<p>workforce, downsizing, outsourcing, job analysis, compensation, salary and wages, benefits, incentive systems, promotion, transfer, termination, organizational culture, work environment, labor union, diversity, glass ceiling</p>	<p>What are some planning and staffing activities? What are compensation and benefits plans? What are the goals of performance management? What factors contribute to an effective organizational culture? What are the benefits of diversity to an organization?</p>	<p>Students will understand the different terms that are used to describe the people who work in business. Students will correctly identify 4 types of employees: permanent, temporary, full-time, part-time Students will be able to list and define each type of compensation methods. Students will understand employee benefits. Students will be able to provide examples of atmosphere, behaviors, beliefs and relationships.</p>	<p>Use the Occupational Outlook Handbook online to have students research careers that they previously found themselves a good match for. Using the above information, students will prepare a spreadsheet to see if the income for their chosen job will afford them the lifestyle they would like. Students will obtain a job application online and learn to fill out correctly.</p>	<p>Access to a spreadsheet program, preferably Excel for them to complete the project.</p>	<p>Project and exams.</p>

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