

FOLSOM CORDOVA UNIFIED SCHOOL DISTRICT



Introduction to Business and Technology

Board Approval Date: June 17, 2021	Course Length: 2 Semesters
Grading: A-F	Credits: 5 Credits per Semester
Proposed Grade Level(s): 9th - 12th	Subject Area: Elective Elective Area (if applicable): Career Technical Education
Prerequisite(s):	Corequisite(s):
CTE Sector/Pathway: Marketing, Sales & Service/Multiple Pathways	
Intent to Pursue 'A-G' College Prep Status: Yes	
A-G Course Identifier: (g) Elective	
Graduation Requirement: No	
Course Intent: District Course Program (if applicable):	
<p>The Folsom Cordova Unified School District prohibits discrimination, intimidation, harassment (including sexual harassment) or bullying based on a person's actual or perceived ancestry, color, disability, race or ethnicity, religion, gender, gender identity or gender expression, immigration status, national origin, sex, sexual orientation, or association with a person or group with one or more of these actual or perceived characteristics. For concerns/questions or complaints, contact the Title IX Coordinator(s) and Equity Compliance Officer(s): Curtis Wilson, cmwilson@fcusd.org (grades K-5) and Jim Huber, Ed. D., jhuber@fcusd.org (grades 6-12), 1965 Birkmont Drive, Rancho Cordova, CA 96742, 916-294-9000 ext.104625</p>	

COURSE DESCRIPTION: (Online Course)

Throughout the course, students gain a knowledge of business principles and communication skills, an understanding of the impact of financial and marketing decisions, and proficiency in the technologies required by business. Students will also learn the essentials of working in a business environment, managing a business, and owning a business. Through a variety of hands-on activities, students will engage with word processing, presentation, and spreadsheet software and explore operating systems, networking, and the Internet.

DETAILED UNITS OF INSTRUCTION:

Unit Number/Title	Unit Essential Questions	Examples of Formative Assessments	Examples of Summative Assessment
1. Understanding Business Careers	What is the culture of business? How can I succeed at work? What are business laws and ethics? What is business insurance? What are business careers?	*Students will analyze organizational structures and identify ways to build a positive business culture *Students will explore career options in the insurance field	*Unit Test
2. Communicating Through Letters and Email	How do I communicate effectively through letters and emails? How do I write Business Letters? How do I use email?	*Students will draft a business letter based on a scenario *Students will write email messages in response to a business scenario	*Unit Test
3. Communicating Through Formal Business Documents	What are formal business documents? How do I write formal business documents? How do I research formal business documents? How do I add art and visual support to formal business documents? How do I plan and organize projects?	*Students will use a template to create a formal business document *Students will determine the effectiveness and appropriateness of visuals in business documents	*Unit Test
4. Communicating Through Presentations	How do I use presentation software? How do I create a presentation? How do I deliver a professional presentation?	*Students will analyze the effectiveness of presentations. *Students will create and present a slide presentation	*Unit Test
6. Spreadsheets and Databases	What is a spreadsheet and how is it used? What is a database and how is it used? How are spreadsheets and databases used in finance?	*Students will use a spreadsheet to perform business-related tasks *Students will use a spreadsheet and database to complete a business process	*Unit Test

7. Business Marketing	How is marketing used in business organizations? How is customer loyalty created? What is promotional planning and how is it done?	*Students will research marketing careers and requirements *Students will analyze marketing research decisions in various business scenarios	*Unit Test
8. Information Technology, systems, and networking	What are information systems? What is networking?	*Students will compare and contrast various emerging technologies, including their impact on society and how they are evaluated *Students will use information systems for business planning, strategies, and operations	*Unit Test
9. Exploring the web	What is the internet and how is it used? What security, laws, and ethics exist that pertain to the internet? What are the basics of web design?	*Students will Apply effective Internet search strategies *Students will create web pages to produce an effective website	*Unit Test

APEX Units 5 and 9: Semester Wrap Up

ESSENTIAL STANDARDS:

<https://www.cde.ca.gov/ci/ct/sf/documents/bizfinance.pdf>

RELEVANT STANDARDS AND FRAMEWORKS, CONTENT/PROGRAM SPECIFIC STANDARDS:

Link to Common Core Standards (if applicable):

Educational standards describe what students should know and be able to do in each subject in each grade. In California, the State Board of Education decides on the standards for all students, from kindergarten through high school.

<https://www.cde.ca.gov/be/st/ss/documents/finalelaccsstandards.pdf>

Link to Framework (if applicable):

Curriculum frameworks provide guidance for implementing the content standards adopted by the State Board of Education (SBE). Frameworks are developed by the Instructional Quality Commission, formerly known as the

Curriculum Development and Supplemental Materials Commission, which also reviews and recommends textbooks and other instructional materials to be adopted by the SBE.

Link to Subject Area Content Standards (if applicable):

Content standards were designed to encourage the highest achievement of every student, by defining the knowledge, concepts, and skills that students should acquire at each grade level.

<https://www.cde.ca.gov/ci/ct/sf/documents/ctescrpflyer.pdf>

<https://www.cde.ca.gov/ci/ct/sf/documents/bizfinance.pdf>

Link to Program Content Area Standards (if applicable):

Program Content Area Standards apply to programs such as International Baccalaureate, Advanced Placement, Career and Technical Education, etc.

TEXTBOOKS AND RESOURCE MATERIALS:

Textbooks

Board Approved	Pilot Completion Date (If applicable)	Textbook Title	Author(s)	Publisher	Edition	Date
<i>Y</i>		<i>APEX: Business Applications</i>		Apex Online Courses		<i>2019</i>

Other Resource Materials

N/A

Supplemental Materials

Board Approved Supplemental Materials (Including but not limited to: Film Clips, Digital Resources, Supplemental texts, DVDs, Programs (Pebble Creek, DBQ, etc.):

N/A