



GREAT NECK PUBLIC SCHOOLS

"Where Discovery Leads to Greatness"

#DiscoverGreatness

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Curriculum Profile: Introduction to Business

<u>Department</u>	Business Department
<u>Course Name</u>	Introduction to Business
<u>Course Length</u>	½ year
<u>High School Credits</u>	.5 Unit of Credit
<u>Description</u>	Learn the practical side of business. Financial literacy, entrepreneurship, advertising, marketing, careers in business and more will be explored. Societal, economic and technological issues and its effect on careers and personal resources will be studied. Daily life skills as well as decision-making, lifestyle goals and resources will be a part of this hands-on course. Learn how to budget using basic banking skills and know your legal and consumer rights. This course gives an overview of some of the most important business topics, with 4 main units throughout the half-year course.
<u>Target/eligible students</u>	9-12
<u>State Learning Standards Link(s)</u>	http://www.nysed.gov/curriculum-instruction/career-development-and-occupational-studies-cdos-standards
<u>Primary texts and materials</u>	<i>Intro to Business: Dlabay, Burrow, Egglund</i>
<u>Scope/Sequence</u>	
Unit 1- Entrepreneurship and Small Business	1. What is Entrepreneurship? 2. Being an Entrepreneur 3. What is a Small Business? 4. Business Plan
Unit 2- Advertising & Marketing Unit	1. The Global Economy 2. Business Etiquette 3. Marketing Abroad 4. Corporate Culture: Formal and Informal 5. The Workplace 6. Slogans and Logos 7. Deceptive Advertising vs. Puffery 8. Labeling and Packaging
Unit 3- Careers	1. Personality Quizzes 2. Job Experiences 3. Resumes and Cover Letters 4. Letters of Recommendation/Reference 5. Career Research 6. Interpersonal Skills/Body Language 7. Interviewing 8. Following Up/Thank You
Unit 4- Financial Literacy & Banking	1. Saving and Investing 2. Stocks and Other Types of Investments 3. Budgeting 4. Needs and Wants 5. Credit Cards/Debit Cards

	6. Loans and Interest
	7. Debt
Additional Notes	