

FOLSOM CORDOVA UNIFIED SCHOOL DISTRICT



Business Marketing Explorations

Board Meeting Date: June 18, 2025	Course Length: 1 semester
Proposed Grade Level(s): 9-12	Subject Area: Elective Elective Area (if applicable):
Grading: A-F	Credits: 5
Prerequisite(s): None	Corequisite(s):
CTE Sector/Pathway: N/A	
Intent to Pursue 'A-G' College Prep Status: No	
A-G Course Identifier:	
Graduation Requirement: No	
Course Intent: Program (if applicable):	
Folsom Cordova Unified School District 2024-2025 Nondiscrimination Statement 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, gender, gender identity, gender expression, immigration status, nationality, race or ethnicity, religion, sex, sexual orientation, or association with a person or a group with one or more of these actual or perceived characteristics. For questions or complaints, contact: Jim Huber, Ed.D., Assistant Superintendent, Educational Services Compliance Officer, Section 504 Coordinator, ADA Coordinator (students) jhuber@fcusd.org 916-294-9000 x 104580 Shannon Diaz, Director of Compliance Compliance Officer and Title IX Coordinator sdiaz@fcusd.org 916-294-9000 x 104415 1965 Birkmont Drive Rancho Cordova, CA 95742	

The Folsom Cordova Unified School District does not discriminate on the basis of sex and prohibits sex discrimination in any education program or activity that it operates, as required by Title IX and its regulations, including in admission and employment.

Inquiries about Title IX may be referred to the Folsom Cordova Unified School District's Title IX Coordinator, the U.S. Department of Education's Office for Civil Rights, or both. The District Title IX Coordinator is:

**Shannon Diaz, Director of Compliance
Compliance Officer and Title IX Coordinator
sdiaz@fcusd.org
916-294-9000 x 104415
1965 Birkmont Drive
Rancho Cordova, CA 95742**

The District nondiscrimination policy can be located at:

<https://www.fcusd.org/district/about-us/nondiscrimination-statementpolicy>

The District's nondiscrimination complaint procedures can be located at:

Students: <https://www.fcusd.org/departments/compliance/complaints/uniform-complaints>

Staff: <https://www.fcusd.org/departments/compliance/complaints/nondiscrimination-in-employment>

To report information about conduct that may constitute sex discrimination or sex-based harassment, or make a complaint of sex discrimination or sex-based harassment under Title IX, please refer to:

Students: <https://www.fcusd.org/district/about-us/title-ix-notificationsexual-harassment>

Staff: <https://www.fcusd.org/departments/compliance/complaints/sexual-harrassment-title-ix>

COURSE DESCRIPTION (Online):

This course is designed as an exploration of the business career pathways. Students will get an introduction to business careers so that they can better assess which pathway to pursue. In this course students explore basic concepts in the broad areas of business and marketing, as well as career options in each area. Students study the concepts of marketing, financial management, and human resource management, in addition to other common business related functions. Students complete projects to develop a deeper understanding of the roles these business functions play.

DETAILED UNITS OF INSTRUCTION:

Unit Number/Title	Unit Essential Questions	Examples of Formative Assessments	Example of Summative Assessment
1. Introduction to Business	Getting Started How Business Works 1 How Business Works 2 Types of Businesses 1 Types of Businesses 2 Types of Business Ownership Physical versus Online Businesses Finance 1 Finance 2 Marketing Advertising Sales Business Departments and Functions Review and Assessment	*Online or paper-based worksheets and practice sets *Quizzes *Threaded discussions	*Exams (unit, semester and final) *Essays, research papers, and other writing assignments *Presentations
2. Career Exploration	Career Preparation 1 Career Preparation 2 Career-Ready Skills 1 Career-Ready Skills 2 Introduction to the Business Management and Administration Career Cluster and Pathways Review and Assessment Critical Thinking Project	*Online or paper-based worksheets and practice sets *Quizzes *Threaded discussions	*Assessment *Project
3. General Management Career Pathway	Introduction to the General Management Career Pathway General Management Career Skills Business Law 1 Business Law 2 Business Ethics 1 Business Ethics 2 Economics 1 Economics 2 International Business Principles International Culture	*Online or paper-based worksheets and practice sets *Quizzes *Threaded discussions	*Exams

	and Business Review and Assessment		
4. Business Information Management Pathway	Introduction to the Business Information Management Pathway Business Information Management Career Skills 1 Business Information Management Career Skills 2 Customer Relationship Management 1 Customer Relationship Management 2 Accounting Basics Accounting Processes Financial Analysis and Planning Databases Data Backups Data Security Review and Assessment Critical Thinking Project	*Online or paper-based worksheets and practice sets *Quizzes *Threaded discussions	*Assessment *Project
5. Human Resources Management Pathway	Introduction to the Human Resources Management Pathway Human Resources Management Career Skills Recruiting Employees Hiring Employees Payroll and Benefits HR and Information Technology Environmental Health and Safety EHS Employee Training and Development Employee Motivation Human Resources Law Employee Separation Review and Assessment	*Online or paper-based worksheets and practice sets *Quizzes *Threaded discussions	*Exams
6. Operations Management Pathway	Introduction to the Operations Management Pathway Operations Management Career	*Online or paper-based worksheets and practice sets *Quizzes *Threaded discussions	*Assessment *Project

	Skills Operations Management Principles Manufacturing Basics Legal Issues Affecting Operations Operations and Technology Inventory Management Purchasing Management Production Scheduling Supply Chain Management Cost Accounting and Profitability Quality Management Basics Quality Management Analysis and Improvement Review and Assessment Critical Thinking Project		
7. Administrative Support Pathway	Introduction to the Administrative Support Pathway Administrative Support Career Skills Communication Skills Meeting and Event Scheduling Information Management Basics Digital Information Storage Business Software Applications Review and Assessment	*Online or paper-based worksheets and practice sets *Quizzes *Threaded discussions	*Exams
8. Final Project	Plan Your Final Project Research Your Final Project Write a First Draft Edit Your Draft Write Your Final Draft	*Online or paper-based worksheets and practice sets *Quizzes *Threaded discussions	*Final Project

RELEVANT STANDARDS AND FRAMEWORKS, CONTENT SPECIFIC STANDARDS:

Link to Common Core Standards (if applicable):

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.

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.

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 (yes/no)	Pilot Completion Date (If applicable)	Textbook Title	Author(s)	Publisher	Edition	Date
<i>Yes</i>		<i>CAR017DE3 Business and Marketing Explorations</i>	<i>Stride K12</i>	Stride K12– online		