



Introduction to Business

Grade(s):	9-10
Discipline/Course:	Business
Course Title:	Introduction to Business
Prerequisite(s):	None
Course Description: <i>Program of Studies</i>	Introduction to Business is a broad-based introductory course designed to give the student exploratory experiences as they relate to the world of business. Students will explore all aspects of business through problem solving, role-playing, critical thinking, and the development of projects and activities. This course will provide students the opportunity to make intelligent career decisions. Students will learn strategies that will assist them as they develop into responsible citizens, wage-earners and consumers.
Course Essential Questions:	<ul style="list-style-type: none"> ● What is the significance of wants and needs for businesses, individuals, and the marketplace? ● How do people, businesses and countries make decisions and what are the repercussions? ● In what ways does the business cycle play a key role in the economy, in business, and for the individual household? ● What makes a successful entrepreneur and why are they essential to the US economy? ● What steps must someone take to start a business? ● What is the difference between management and leadership and why is ethical decision making crucial? ● What are the most common business structures and which should a new business choose? ● Compare and contrast free trade versus protectionism and why might the Government intervene? ● Why is a global economy important to a country? ● How is intellectual property protected? ● What are the elements in a marketing mix? ● What are some tools used by market researchers and What are the different ways in which a market can be segmented-? ● Why do companies advertise and how do they choose the appropriate platform? ● Why is it important to plan for your future?

	<ul style="list-style-type: none"> • What are my strengths, weaknesses, skills and abilities, and how might they impact careers that I'm interested in? • How do I set and meet effective long term and short term goals?
Course Enduring Understandings:	Students will explore the world of business across a number of key disciplines including but not limited to: the Economy, Owning and Operating a Business, Marketing, Management, Leadership, and Career Planning
Duration and credit:	Full Year / 1.0 credits
Course Materials/Resources:	Introduction to Business – Glencoe/McGraw-Hill Principles of Business, Marketing, and Finance (2nd ed.) by Dansby, Gassen, and Clark (G-W Publishers)
FPS Course Academic Expectation(s):	<u>Exploring and Understanding</u> The student will generate questions, gather relevant, credible sources, and review text in order to acquire knowledge, infer meaning, and develop deep understanding. <u>Creating and Constructing</u> The student transfers or extends constructed knowledge to draft and develop ideas, claims, products, or solutions.
Year at a Glance (Units):	Unit 1: The Economy and You <u>Introduction to Business & the Economy (~8 weeks)</u> Unit 2: Business & the Global Economy Owning & Operating a Business; Entrepreneurship, Management, and Leadership (~8 weeks) Unit 3: Entrepreneurship & Business Management Global and Legal Influences in Business (3~8 weeks) <u>Unit 4: Preparing for the Future (~4 weeks)</u> <u>Unit 5: Financial Literacy (~4 weeks)</u> Unit 6: Marketing (3~4 weeks) Unit 5: Preparing for the Future (4 weeks)

Unit Number and Title:	Unit 1: The Economy & You <u>Introduction to Business & the Economy</u>
Duration:	~ 810 Weeks
Resource(s):	Introduction to Business Textbook Principles of Business, Marketing, and Finance (2nd ed.) by Dansby, Gassen, and Clark (G-W Publishers)
Unit Overview:	Explores economic activity and how it affects everyday life.
Learning Goals	
Standard(s):	<p>NBEA Standard(s)</p> <p>ETHICS AND SOCIAL RESPONSIBILITY 1. ACHIEVEMENT STANDARD: Examine the role of ethics and social responsibility in decision making.</p> <p>INDUSTRY ANALYSIS 1. ACHIEVEMENT STANDARD: Analyze a business organization’s competitive position within the industry.</p> <p>ALLOCATION OF RESOURCES 1. ACHIEVEMENT STANDARD: Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.</p> <p>ECONOMIC SYSTEMS 1. ACHIEVEMENT STANDARD: Explain why societies develop economic systems, identify</p>

	the basic features of different economic systems, and analyze the U.S. economic system’s major features.
Essential Question(s):	<ul style="list-style-type: none"> ● What is the significance of wants and needs for businesses, individuals, and the marketplace? ● How do people, businesses and countries make decisions and what are the repercussions? ● In what ways does the business cycle play a key role in the economy, in business, and for the individual household?
Enduring Understanding(s):	Wants and needs determine what products and services businesses will provide to the marketplace. Lack of resources forces individuals, businesses and countries to make choices resulting in opportunity costs. Economic indicators signal the strength of an economy and what stage of the business cycle we may be in.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● Be able to explain how wants and needs drive the economy. ● Describe how limited resources impact countries, businesses, and households. ● Demonstrate how to use the decision-making process to make the most of the limited resources. ● Connect the impact of business on individuals and how individuals impact business. ● Describe how scarcity requires individuals and nations to make decisions about resources. ● <u>Distinguish the importance of key economic indicators and explain what they tell us about the economy.</u> ● <u>Explain how businesses encourage ethical behavior.</u> ● <u>Discuss the actions businesses take to promote social good.</u>

<u>Unit Number and Title:</u>	<u>Unit 2: Business & the Global Economy</u>
<u>Duration:</u>	<u>~8 Weeks</u>
<u>Resource(s):</u>	<u>Introduction to Business Textbook</u> <u>Principles of Business, Marketing, and Finance (2nd ed.) by Dansby, Gassen, and Clark (G-W Publishers)</u>
<u>Unit Overview:</u>	<u>Explains economic activity and how it affects everyday life.</u>
<u>Learning Goals</u>	
<u>Standard(s):</u>	<u>NBEA Standard(s)</u> <u>ROLE OF GOVERNMENT</u> <u>1. ACHIEVEMENT STANDARD: Analyze the role of government in economic systems, especially the role of the government in the U.S. economy.</u> <u>GLOBAL ECONOMIC CONCEPTS</u> <u>1. ACHIEVEMENT STANDARD: Examine the role of trade, protectionism, and monetary markets in the global economy.</u>
<u>Essential Question(s):</u>	<ul style="list-style-type: none"> ● <u>Compare and contrast free trade versus protectionism and why might the Government intervene?</u> ● <u>Why is a global economy important to a country?</u> ● <u>How is intellectual property protected?</u>
<u>Enduring Understanding(s):</u>	<ul style="list-style-type: none"> ● <u>The global marketplace is interconnected and changes to one country's economy impact other countries.</u> ● <u>The government in the US is designed to be a regulator while encouraging as much free trade as</u>

	<p><u>possible.</u></p> <ul style="list-style-type: none"> ● <u>Students will examine protectionism and why we have it in today's society.</u>
<p><u>Learning Goal(s):</u> <u>Students will be able to use their learning to:</u></p>	<p><u>Students will be able to:</u></p> <ul style="list-style-type: none"> ● <u>Indicate the benefits and the risks of free trade.</u> ● <u>Explain the role of currency in foreign trade.</u> ● <u>Explain the government's role in society, how the government is funded (e.g., taxes), and how the government allocates resources.</u> ● <u>Describe the impact of globalization on business. relate the impact of international business on the U.S. economy.</u> ● <u>Explain how the government can stimulate or restrict economic activities.</u> ● <u>Describe general types of business and their customers in the private sector.</u> ● <u>Describe basic forms of business ownership.</u> ● <u>identify how intellectual property is protected.</u> ● <u>Identify government agencies that exist to protect citizens and businesses.</u> ● <u>compare and contrast the types of banks found in our economy.</u> ● <u>explain the major functions of the Federal Reserve System in the U.S. economy.</u> ● <u>discuss three types of banks that are found in our economy.</u> ● <u>discuss the function of a bank; storing money, transferring money, leading money, saving/investing money.</u>

Unit Number and Title:	Unit 2: Owning & Operating a Business Entrepreneurship, Management, and Leadership Unit 3 Entrepreneurship & Business Management
Duration:	10 <u>8</u> Weeks
Resource(s):	Introduction to Business Textbook Principles of Business, Marketing, and Finance (2nd ed.) by Dansby, Gassen, and Clark (G-W Publishers)
Unit Overview:	Explains the skills that are necessary parts of owning and operating a business.
Learning Goals	
Standard(s):	<p>NBEA Standard(s)</p> <p>ENTREPRENEURS AND ENTREPRENEURIAL SKILLS</p> <p>1. ACHIEVEMENT STANDARD: Examine the role entrepreneurs play in today's economy and recognize the unique personal characteristics and skills that successful entrepreneurs possess.</p> <p>MANAGEMENT FUNCTIONS</p> <p>1. ACHIEVEMENT STANDARD: Analyze the management functions and their implementation and integration within the business environment.</p> <p>BUSINESS ORGANIZATION</p> <p>1. ACHIEVEMENT STANDARD: Analyze the organization of a business.</p>
Essential Question(s):	<ul style="list-style-type: none"> ● What makes a successful entrepreneur and why are they essential to the US economy? ● What steps must someone take to start a business?

	<ul style="list-style-type: none"> ● What is the difference between management and leadership and why is ethical decision making crucial? ● What are the most common business structures and which should a new business choose?
Enduring Understanding(s):	<ul style="list-style-type: none"> ● The key characteristics and traits it takes to be a successful entrepreneur and what steps it takes to start a new business venture. ● There are many types of business structures, how to choose the appropriate one and write the concept in a way investors can understand. ● There is a difference between being a leader and a manger.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● <u>Describe common skills and traits of successful entrepreneurs and</u> explain why entrepreneurs are important to the US economy. ● <u>Explain the criteria to qualify as a small business.</u> ● <u>Describe the components of a business plan. identify and write the parts of a business plan.</u> ● <u>D</u>etermine the function of business management and the overall purpose. ● <u>I</u>dentify different styles of leadership and <u>identify the qualities and skills of effective leadershipscenarios in which each would be effective.</u> ● <u>C</u>ehoose the appropriate business structure for the venture.

<u>Unit Number and Title:</u>	<u>Unit 4: Preparing for the Future</u>
<u>Duration:</u>	<u>4 Weeks</u>
<u>Resource(s):</u>	<u>Introduction to Business Textbook</u> <u>Principles of Business, Marketing, and Finance (2nd ed.) by Dansby, Gassen, and Clark (G-W Publishers)</u>
<u>Unit Overview:</u>	<u>Explores goals, intended to serve as inspiration or motivation.</u>
<u>Learning Goals</u>	
<u>Standard(s):</u>	<u>NBEA Standard(s)</u> <u>STRATEGIC CAREER PLANNING</u> <u>1. ACHIEVEMENT STANDARD: Apply knowledge gained through individual assessment to develop a comprehensive set of goals and an individual career plan.</u>
<u>Essential Question(s):</u>	<ul style="list-style-type: none"> ● <u>Why is it important to plan for your future?</u> ● <u>What are my strengths, weaknesses, skills and abilities, and how might they impact careers that I'm interested in?</u> ● <u>How do I set and meet effective long term and short term goals?</u>
<u>Enduring Understanding(s):</u>	<u>Students will focus on the importance of proper planning for a successful future in their areas of interest.</u>
<u>Learning Goal(s):</u> <i><u>Students will be able to use their learning to:</u></i>	<u>Students will be able to:</u> <ul style="list-style-type: none"> ● <u>discuss technological advances and their impact on business.</u>

- evaluate how credit can be used as a tool for financial well-being.
- Identify ways to prepare for a career, and the resources available.
- Explore sources of career information.
- Conduct a self-evaluation on strengths, weaknesses, natural abilities, and skills.
- Describe & explain how to submit a resume.
- Describe how to write a persuasive cover message to accompany a resume.
- Explain how to apply for a job in person and online.
- Identify the skills necessary for independent financial living (e.g., budgets, protecting against risk, consumer skills).

<u>Unit Number and Title:</u>	<u>Unit 5: Financial Literacy</u>
<u>Duration:</u>	<u>~4 weeks</u>
<u>Resource(s):</u>	<u>Principles of Business, Marketing, and Finance (2nd ed.) by Dansby, Gassen, and Clark (G-W Publishers)</u>
<u>Unit Overview:</u>	<u>Introduces students to key aspects of personal financial literacy, including financial decision making, banking, budgeting, credit, earning and taxes. and the role of government institutions such as the Federal Reserve.</u>
<u>Learning Goals</u>	
<u>Standard(s):</u>	<u>NBEA Standard(s)</u> <u>PERSONAL DECISION MAKING</u> <u>I. Personal Decision Making</u> <u>Achievement Standard: Use a data-informed decision-making process as it applies to the roles of citizens, workers, and consumers.</u> <u>III. Managing Finances and Budgeting</u> <u>Achievement Standard: Develop and evaluate a spending/savings plan.</u> <u>VII. Using Credit</u> <u>Achievement Standard: Analyze factors that affect the choice of credit, the cost of credit, and the legal aspects of using credit.</u> <u>VI. Banking and Financial Institutions</u> <u>Achievement Standard: Evaluate products and services provided by financial deposit institutions to transfer funds.</u>
<u>Essential Question(s):</u>	<ul style="list-style-type: none"> <u>• How can credit be used responsibly to support financial plans and goals?</u> <u>• What skills are necessary for becoming financially independent?</u>

	<ul style="list-style-type: none"> • <u>How do banks and other financial institutions support personal financial planning and goals?</u> • <u>How do income taxes and payroll deductions impact take-home pay?</u> • <u>What steps are necessary to open and manage personal bank accounts?</u> • <u>How can I effectively create and follow a budget?</u>
<p><u>Enduring Understanding(s):</u></p>	<ul style="list-style-type: none"> • <u>Responsible use of credit can support financial plans and goals, but misuse can lead to long-term financial consequences.</u> • <u>Financial independence requires planning, discipline, and informed decision-making.</u> • <u>Banks and other financial institutions play a critical role in managing money and planning for the future.</u> • <u>The Federal Reserve System influences the availability of money and credit in the U.S. economy.</u> • <u>Understanding income, payroll deductions, and taxes is necessary to make informed employment and financial plans and decisions.</u>
<p><u>Learning Goal(s):</u> <u>Students will be able to use their learning to:</u></p>	<p><u>Students will be able to:</u></p> <ul style="list-style-type: none"> • <u>Evaluate how credit can be used as a tool for financial well-being.</u> • <u>Identify the skills necessary for independent financial living (e.g., budgets, protecting against risk, consumer skills).</u> • <u>Explain the major functions of the Federal Reserve System in the U.S. economy.</u> • <u>Discuss the function of a bank; storing money, transferring money, leading money, saving/investing money.</u> • <u>Identify payroll deductions & discuss forms of earned income.</u> • <u>Explain the steps involved in creating a budget.</u> • <u>Discuss income taxes</u> • <u>Explain how to open and use a personal checking and savings account.</u>

Unit Number and Title:	Unit <u>6</u> : Marketing
Duration:	6 ~4 Weeks
Resource(s):	Introduction to Business Textbook Principles of Business, Marketing, and Finance (2nd ed.) by Dansby, Gassen, and Clark (G-W Publishers)
Unit Overview:	Explains the process of developing, promoting, and distributing products to satisfy a customers' needs and wants.
Learning Goals	
Standard(s):	NBEA Standard(s) FOUNDATIONS OF MARKETING 1. ACHIEVEMENT STANDARD: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society. THE MARKETING MIX 1. ACHIEVEMENT STANDARD: Analyze the elements of the marketing mix, their interrelationships, how they are used in the marketing process, and their role in positioning.
Essential Question(s):	<ul style="list-style-type: none"> ● What are the elements in a marketing mix? ● What are some tools used by market researchers and What are the different ways in which a market can be segmented ? ● Why do companies advertise and how do they choose the appropriate platform?

Enduring Understanding(s):	<ul style="list-style-type: none"> ● The 4 P's of marketing, also known as the marketing mix affects a business's decisions to roll out a new product or idea. ● Demographics and psychographics play a major role in the way a product is advertised and markets are segmented.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● define marketing and identify the functions of marketing. ● explain advertising and the types of media that businesses use to reach potential customers. ● determine the importance of market segmentation. ● identify the types of advertising media used in marketing a product or service. ● explain the effectiveness of advertising and advertising media.