

Introduction to Business Management

Chambersburg Area School District

Course Map Timeline: 1 Semester / 90 Days (45 mins per class)
2026

Unit	Days	Days	Days	Days	Days	Days	Days
Unit 1: Foundations of Business	12						
Unit 2: Management Fundamentals		12					
Unit 3: Business Planning and Strategy			14				
Unit 4: Marketing and Customer Relations				15			
Unit 5: Financial Management and Accounting Basics					14		
Unit 6: Human Resources and Organizational Behavior						13	
Unit 7: Ethics, Social Responsibility, and Global Business							10

Topic: Unit 1 **Foundations of Business****Key Learning:**

Students will identify the four basic functions of business, analyze the costs and benefits of different ownership structures, and critique major social and ethical decisions made by businesses throughout history. Assessment includes a comprehensive business analysis project examining a local business's structure, functions, community impact, and ethical practices.

Unit Essential Question(s):

- **What role do businesses play in our economy and society?**

Concept: Business Functions and Purpose	Concept: Business Ownership Structures	Concept: Business Ethics and Social Responsibility
PA State Standards: 15.8.12.A, 15.8.12.B, 15.8.12.C	PA State Standards: 15.8.12.A, 15.8.12.B, 15.8.12.C	PA State Standards: 15.8.12.A, 15.8.12.B, 15.8.12.C
Lesson Essential Question(s): • How do the four functions of business work together to create value for customers and society? • What is the relationship between meeting consumer needs and generating profit in a market economy? • How do businesses respond to changes in supply and demand while serving multiple stakeholders?	Lesson Essential Question(s): • What are the advantages and disadvantages of different business ownership structures? • How does ownership structure affect decision-making, liability, and growth potential? • Which ownership structure would be most appropriate for different types of business ventures?	Lesson Essential Question(s): • How do businesses balance profit motives with ethical obligations to stakeholders? • What role should corporate social responsibility play in business decision-making? • How can businesses create shared value for both shareholders and society?
Vocabulary: Business, Entrepreneur, Stakeholder, Consumer, Goods, Services	Vocabulary: Sole Proprietorship, Partnership, Corporation, Limited Liability Company (LLC), Limited Liability	Vocabulary: Business Ethics, Corporate Social Responsibility (CSR), Ethical Dilemma, Code of Ethics

Topic: Unit 2 **Management Fundamentals****Key Learning:**

Students will analyze business plan effectiveness for goal achievement, evaluate organizational structures and leadership styles, and demonstrate understanding of motivational theories and communication strategies.

Assessment includes a management case study analysis featuring interviews with local managers and presentations analyzing leadership approaches and communication effectiveness.

Unit Essential Question(s):

- **What makes an effective manager, and how do management styles impact organizational success?**

Concept: The Four Functions of Management	Concept: Leadership Styles and Organizational Structure	Concept: Employee Motivation and Communication
PA State Standards: 15.8.12.D, 15.8.12.E, 15.8.12.F, 15.8.12.G, 15.8.12.H, 15.8.12.I	PA State Standards: 15.8.12.D, 15.8.12.E, 15.8.12.F, 15.8.12.G, 15.8.12.H, 15.8.12.I	PA State Standards: 15.8.12.D, 15.8.12.E, 15.8.12.F, 15.8.12.G, 15.8.12.H, 15.8.12.I
Lesson Essential Question(s): • How do the four functions of management (planning, organizing, leading, controlling) interconnect to drive organizational success? • What role does effective planning play in setting and achieving business objectives? • How do managers coordinate resources and monitor performance to ensure goal achievement?	Lesson Essential Question(s): • When are different leadership styles (autocratic, democratic, laissez-faire) most effective? • How does organizational structure impact communication and decision-making processes? • What leadership skills are necessary for different levels of management?	Lesson Essential Question(s): • What motivational theories can managers apply to inspire and guide employees effectively? • How do effective communication strategies enhance productivity and employee satisfaction? • What role does feedback play in building teams and resolving workplace conflicts?
Vocabulary: Management, Planning, Organizing, Leading, Controlling, Delegation	Vocabulary: Autocratic Leadership, Democratic Leadership, Laissez-faire Leadership, Organizational Chart, Span of Control, Hierarchy	Vocabulary: Motivation, Team Building, Communication, Feedback, Employee Engagement

Topic: Unit 3 **Business Planning and Strategy****Key Learning:**

Students will conduct comprehensive SWOT analyses, create SMART goals for business scenarios, and develop basic business plans incorporating market research and strategic planning elements. The culminating assessment is a mini business plan project demonstrating mastery of strategic planning concepts while addressing entrepreneurship standards.

Unit Essential Question(s):

- **How do successful businesses plan for the future and adapt to changing market conditions?**

Concept: Strategic Planning Process	Concept: Market Analysis and Competitive Intelligence	Concept: Goal Setting and Implementation Planning
PA State Standards: 15.8.12.D, 15.5.12.D, 15.2.12.A, 15.2.12.J	PA State Standards: 15.8.12.D, 15.5.12.D, 15.2.12.A, 15.2.12.J	PA State Standards: 15.8.12.D, 15.5.12.D, 15.2.12.A, 15.2.12.J
Lesson Essential Question(s): • How do mission and vision statements guide strategic planning and organizational decision-making? • What role does environmental scanning play in identifying opportunities and threats? • How do businesses create roadmaps for sustainable growth while considering internal capabilities?	Lesson Essential Question(s): • How do businesses gather and analyze market data to make informed strategic decisions? • What methods can companies use to assess their competitive landscape effectively? • How do customer insights inform business development and strategic planning decisions?	Lesson Essential Question(s): • How do SMART goals translate strategic objectives into actionable implementation strategies? • What role do timelines and resource allocation play in successful plan implementation? • How can businesses prepare contingency plans to address potential challenges and setbacks?
Vocabulary: Strategic Planning, Mission Statement, Vision Statement, Environmental Scan, Long-term Goals	Vocabulary: Market Research, Target Market, Competitive Analysis, Industry Analysis, Customer Insights, SWOT Analysis	Vocabulary: SMART Goals, Implementation Plan, Contingency Planning, Resource Allocation, Timeline

Topic: Unit 4 **Marketing and Customer Relations****Key Learning:**

Students will apply the marketing mix to analyze existing products, develop comprehensive target market profiles, and create integrated marketing campaigns. Assessment includes a marketing campaign project where students design and present complete marketing strategies demonstrating mastery of all marketing standards and contemporary digital marketing approaches.

Unit Essential Question(s):

- **How do businesses identify, attract, and retain customers in competitive markets?**

Concept: The Marketing Mix and Product Development	Concept: Market Segmentation and Customer Analysis	Concept: Integrated Marketing Communications and Digital Strategy
PA State Standards: 15.9.12.A, 15.9.12.B, 15.9.12.F, 15.9.12.G, 15.9.12.H, 15.9.12.I, 15.9.12.K	PA State Standards: 15.9.12.A, 15.9.12.B, 15.9.12.F, 15.9.12.G, 15.9.12.H, 15.9.12.I, 15.9.12.K	PA State Standards: 15.9.12.A, 15.9.12.B, 15.9.12.F, 15.9.12.G, 15.9.12.H, 15.9.12.I, 15.9.12.K
Lesson Essential Question(s): • How do the four Ps of marketing work together to create integrated marketing strategies? • What factors should businesses consider when developing products to meet customer needs? • How do pricing strategies and distribution channels impact product success and brand recognition?	Lesson Essential Question(s): • How do businesses identify and analyze target markets through demographic, psychographic, and behavioral segmentation? • What role does market research play in understanding customer needs and buying behaviors? • How can businesses create customer personas to develop targeted marketing messages?	Lesson Essential Question(s): • How do businesses coordinate various promotional tools to create cohesive brand messages? • What role do traditional and digital marketing channels play in modern marketing strategies? • How can customer relationship management systems enhance brand awareness and drive sales?
Vocabulary: Marketing Mix, Product, Price, Place, Promotion, Brand, Product Life Cycle	Vocabulary: Market Segmentation, Demographics, Psychographics, Target Market, Customer Persona, Market Research	Vocabulary: Advertising, Public Relations, Sales Promotion, Digital Marketing, Social Media Marketing, Customer Relationship Management (CRM)

Topic: Unit 5 **Financial Management and Accounting Basics****Key Learning:**

Students will interpret basic financial statements, create comprehensive business budgets, and explain relationships between revenue, expenses, and profit. Assessment includes a financial analysis project where students examine publicly traded companies' financial health using annual reports while demonstrating mastery of financial analysis skills and understanding of financial institution functions.

Unit Essential Question(s):

- **How do businesses manage money and measure financial success?**

Concept: Financial Statements and Business Performance Analysis	Concept: Budgeting and Cash Flow Management	Concept: Financial Institutions and Investment Strategies
PA State Standards: 15.6.12.A, 15.6.12.B, 15.6.12.G, 15.6.12.H, 15.6.12.I, 15.8.12.R	PA State Standards: 15.6.12.A, 15.6.12.B, 15.6.12.G, 15.6.12.H, 15.6.12.I, 15.8.12.R	PA State Standards: 15.6.12.A, 15.6.12.B, 15.6.12.G, 15.6.12.H, 15.6.12.I, 15.8.12.R
Lesson Essential Question(s): • How do the three primary financial statements work together to provide a complete picture of business performance? • What key financial ratios and metrics can businesses use to measure profitability and financial health? • How can managers use financial data to make informed decisions about future growth and sustainability?	Lesson Essential Question(s): • How do businesses create and use budgets to plan for future financial performance? • What strategies can companies employ to manage cash flow and working capital effectively? • How do budgeting and cash flow management support informed decision-making about major purchases and investments?	Lesson Essential Question(s): • What role do financial institutions play in supporting business operations and individual financial goals? • How can businesses and individuals evaluate different investment and financing options? • What factors should be considered when selecting appropriate banking services and payment methods?
Vocabulary: Financial Statements, Income Statement, Balance Sheet, Cash Flow Statement, Assets, Liabilities, Equity	Vocabulary: Budget, Cash Flow, Working Capital, Break-even Point, Financial Forecasting, Operating Expenses	Vocabulary: Financial Institution, Investment, Credit, Interest, Return on Investment (ROI), Banking Services

Topic: Unit 6 **Human Resources and Organizational Behavior****Key Learning:**

Students will design comprehensive job descriptions and interview processes, analyze workplace scenarios involving employee relations, and explain the importance of workplace diversity and legal compliance. Assessment includes an HR case study analysis where students propose solutions to workplace challenges while demonstrating understanding of legal requirements and best practices in human resource management.

Unit Essential Question(s):

- **How do businesses attract, develop, and retain talented employees?**

Concept: Recruitment, Selection, and Hiring Processes	Concept: Employee Development and Performance Management	Concept: Employment Law and Workplace Relations
PA State Standards: 15.8.12.L, 15.8.12.M, 15.8.12.N, 15.8.12.O, 15.8.12.P, 15.8.12.Q, 15.2.12.I	PA State Standards: 15.8.12.L, 15.8.12.M, 15.8.12.N, 15.8.12.O, 15.8.12.P, 15.8.12.Q, 15.2.12.I	PA State Standards: 15.8.12.L, 15.8.12.M, 15.8.12.N, 15.8.12.O, 15.8.12.P, 15.8.12.Q, 15.2.12.I
Lesson Essential Question(s): • How do effective job descriptions and recruitment strategies attract qualified candidates? • What selection methods and interview techniques help organizations make the best hiring decisions? • How can businesses ensure legal compliance and promote diversity throughout the hiring process?	Lesson Essential Question(s): • How do effective orientation and training programs enhance employee performance and job satisfaction? • What role do performance appraisals and feedback systems play in employee development? • How can compensation and benefit plans support employee retention and motivation?	Lesson Essential Question(s): • How do federal, state, and local employment laws protect workers and guide business practices? • What role do labor unions and collective bargaining play in modern workplace relations? • How can businesses create inclusive work environments that support diversity and prevent discrimination?
Vocabulary: Human Resources (HR), Recruitment, Selection, Job Description, Interview, Hiring Process	Vocabulary: Training, Orientation, Performance Appraisal, Professional Development, Compensation, Benefits	Vocabulary: Employment Law, Equal Employment Opportunity (EEO), Discrimination, Collective Bargaining, Labor Union, Workplace Diversity

Topic: Unit 7 **Ethics, Social Responsibility, and Global Business****Key Learning:**

Students will analyze ethical business scenarios using decision-making frameworks, explain corporate social responsibility with real-world examples, and identify opportunities and challenges in global business operations. The final assessment is a comprehensive business ethics presentation where students research current international business ethics issues and present analysis and recommendations demonstrating mastery of global business standards and ethical decision-making frameworks.

Unit Essential Question(s):

- **What responsibilities do businesses have to society, and how does globalization impact business operations?**

Concept: Business Ethics and Ethical Decision-Making	Concept: Corporate Social Responsibility and Sustainability	Concept: Global Business Operations and Cultural Competency
PA State Standards: 15.7.12.A, 15.7.12.B, 15.7.12.C, 15.7.12.I, 15.7.12.J, 15.7.12.K, 15.8.12.C	PA State Standards: 15.7.12.A, 15.7.12.B, 15.7.12.C, 15.7.12.I, 15.7.12.J, 15.7.12.K, 15.8.12.C	PA State Standards: 15.7.12.A, 15.7.12.B, 15.7.12.C, 15.7.12.I, 15.7.12.J, 15.7.12.K, 15.8.12.C
Lesson Essential Question(s): • How can businesses develop frameworks for analyzing ethical dilemmas and making principled decisions? • What factors should managers consider when balancing stakeholder interests in ethical decision-making? • How do ethical theories and decision-making models apply to complex business scenarios?	Lesson Essential Question(s): • How can businesses integrate social and environmental considerations into their operations and strategic planning? • What role do sustainability initiatives and community engagement programs play in creating shared value? • How do businesses balance economic goals with environmental and social responsibilities?	Lesson Essential Question(s): • How do cultural differences and communication challenges impact international business operations? • What political, economic, and logistical factors must businesses consider when expanding globally? • How can businesses develop cultural competency and effective communication strategies for international markets?

Vocabulary: Business Ethics, Ethical Dilemma, Stakeholder Theory, Code of Ethics, Whistleblowing, Ethical Decision-Making	Vocabulary: Corporate Social Responsibility, Sustainability, Environmental Responsibility, Community Engagement, Shared Value	Vocabulary: Globalization, International Business, Cultural Sensitivity, Exchange Rate, Import, Export, Multinational Corporation
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