

Wallenpaupack Area School District

Planned Course Curriculum Guide

Department BCIT
Name of Course Introduction to Business

Course Description:

This course provides students with a comprehensive overview of the business world and the essential principles that guide successful organizations. Students will explore the fundamental concepts of **economics, accounting, entrepreneurship, and business law** while developing an understanding of how these areas interconnect in real-world business operations.

Through engaging projects, case studies, and hands-on activities, students will learn how economic systems influence business decisions, how accounting principles are used to measure and communicate financial performance, and how entrepreneurs develop and manage new business ventures. Additionally, students will examine key aspects of business law, including contracts, ethics, and the legal responsibilities of businesses.

By the end of the course, students will be able to analyze business problems, apply foundational business concepts, and demonstrate the decision-making skills necessary for future success in business-related fields or postsecondary studies.

Initial Creation Date (if applicable) and Revision Dates: October 2025

Wallenpaupack Area School District Curriculum	
COURSE: Introduction to Business	GRADE/S: 9-12
UNIT 1: Introduction to Business and the Economy	TIMEFRAME: 6 classes

<p>PA COMMON CORE/NATIONAL STANDARDS:</p> <ul style="list-style-type: none"> • 15.6.12.A. Evaluate the impact of internal and external influences on financial decisions. • 15.7.12.F. Examine economic issues in a country that engages in international business activities. • 15.8.12.F. Critique business strategies designed to balance the needs of the business with the work force. • 15.8.12.B. Analyze the costs and benefits of organizing a business as a sole proprietorship, partnership, or corporation.
<p>UNIT OBJECTIVES (SWBATS):</p> <ul style="list-style-type: none"> • Understand the role and purpose of business in society • Identify types of businesses and ownership structures • Examine how supply, demand, and competition affect business decisions • Explore the circular flow of goods, services, and money in an economy
<p>INSTRUCTIONAL STRATEGIES/ACTIVITIES:</p> <ul style="list-style-type: none"> • Direct Instruction • Class Discussions • Individual and Partner Work
<p>ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):</p> <ul style="list-style-type: none"> • In-Class Assignments • Test • Mini Projects
<p>DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):</p> <ul style="list-style-type: none"> • Advanced Tasks: • Analyze current local and global economic trends and predict their impact on businesses.

- Conduct a case study comparing two companies in different industries and how they respond to economic changes.
- Create a mini research report on emerging industries and potential opportunities.
- **Enrichment Activities:**
- Participate in an economic simulation game (e.g., stock market or business simulation).
- Lead a debate on government intervention in the economy.

RESOURCES (Technology Based Resources, Text Resources, etc.):

- School Textbook
- Schoology
- Teacher Materials
- Kahoot!

KEY VOCABULARY: Business, Goods, Services, Profit, Revenue, Expenses, Market, Consumer, Producer, Supply, Demand, Competition, Economic Resources, Opportunity Cost, Productivity, Scarcity, Capital, Entrepreneur, Mixed Economy, Circular Flow Model

Wallenpaupack Area School District Curriculum	
COURSE: Introduction to Business	GRADE/S: 9-12
UNIT 2: Economic Systems and the Business Environments	TIMEFRAME: 6 classes

PA COMMON CORE/NATIONAL STANDARDS:

- 15.8.12.B. Analyze the costs and benefits of organizing a business as a sole proprietorship, partnership, or corporation.
- 15.8.12.E. Evaluate how businesses are organized to achieve desired goals.
- 15.8.12.F. Critique business strategies designed to balance the needs of the business with the work force.
- 15.6.12.A. Evaluate the impact of internal and external influences on financial decisions.

UNIT OBJECTIVES (SWBATS):

- Compare different economic systems (market, command, mixed)
- Analyze the influence of government and global trade on business
- Examine economic indicators such as GDP, inflation, and unemployment

- Understand how economic cycles affect businesses and consumers

INSTRUCTIONAL STRATEGIES/ACTIVITIES:

- Direct Instruction
- Class Discussion
- Case Study Analysis
- Individual and Partner Work

ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):

- In-Class Assignments
- Case Study Analysis
- Test
- Mini Projects

DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):

- **Advanced Tasks:**
- Compare economic systems using real-world examples and evaluate their effectiveness.
- Research a developing country and assess how its economic system affects business opportunities.
- **Enrichment Activities:**
- Create a presentation or infographic analyzing global trade patterns and their effect on local businesses.
- Write a policy brief recommending economic strategies for improving business growth.

RESOURCES (Technology Based Resources, Text Resources, etc.):

- School Textbook
- Schoology
- Teacher Materials
- Case Studies
- Kahoot!

KEY VOCABULARY: Economic System, Market Economy, Command Economy, Mixed Economy, Traditional Economy, Capitalism, Socialism, Communism, Private Enterprise, Free Market, Supply and Demand, Gross Domestic Product (GDP), Inflation, Unemployment Rate, Fiscal Policy, Monetary Policy, Globalization, Trade Balance, Standard of Living, Business Cycle

Wallenpaupack Area School District Curriculum	
COURSE: Introduction to Business	GRADE/S: 9-12
UNIT 3: Introduction to Accounting Principles	TIMEFRAME: 7 classes

<p>PA COMMON CORE/NATIONAL STANDARDS:</p> <ul style="list-style-type: none"> • 15.1.12.A. Summarize professional designations, careers, and organizations within the field of accounting, including education and certification requirements. • 15.1.12.C. Analyze business transactions using T-accounts to determine their impact on a business. • 15.1.12.D. Analyze, journalize, and post transactions to general & subsidiary ledgers. • 15.1.12.F. Analyze and journalize transactions for short- and long-term assets. • 15.1.12.G. Analyze and journalize transactions involving short- and long-term liabilities. • 15.1.12.Q. Prepare financial statements (including a Balance Sheet, Profit & Loss and Owner’s Equity) and understand their relevance.
<p>UNIT OBJECTIVES (SWBATS):</p> <ul style="list-style-type: none"> • Understand the purpose and importance of accounting in business • Learn basic accounting terminology and the accounting equation • Identify assets, liabilities, and owner’s equity • Explore how financial data supports business decision-making
<p>INSTRUCTIONAL STRATEGIES/ACTIVITIES:</p> <ul style="list-style-type: none"> • Direct Instruction • Class Discussion • Case Study Analysis • Individual and Partner Work
<p>ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):</p> <ul style="list-style-type: none"> • In-Class Assignments • Tests
<p>DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):</p> <ul style="list-style-type: none"> • Advanced Tasks: • Prepare and analyze multi-step transactions using journal entries. • Compare financial statements of two companies to evaluate profitability and financial health. • Enrichment Activities:

- Simulate the role of a CFO by creating a small company’s chart of accounts and financial plan.
- Investigate and report on real-world accounting scandals and their implications.

RESOURCES (Technology Based Resources, Text Resources, etc.):

- School Textbook
- Schoology
- Teacher Materials
- Case Studies
- Kahoot!

KEY VOCABULARY: Accounting, Bookkeeping, Account, Asset, Liability, Owner’s Equity, Accounting Equation, Transaction, Debit, Credit, Ledger, Journal, Revenue, Expense, Balance Sheet, Income Statement, Cash Flow, Financial Statement, Double-Entry System, Chart of Accounts

Wallenpaupack Area School District Curriculum	
COURSE: Introduction to Business	GRADE/S: 9-12
UNIT 4: Financial Statements and Budgeting	TIMEFRAME: 6 classes

PA COMMON CORE/NATIONAL STANDARDS:

- 15.1.12.A. Summarize professional designations, careers, and organizations within the field of accounting, including education and certification requirements.
- 15.1.12.C. Analyze business transactions using T-accounts to determine their impact on a business.
- 15.1.12.D. Analyze, journalize, and post transactions to general & subsidiary ledgers.
- 15.1.12.F. Analyze and journalize transactions for short- and long-term assets.
- 15.1.12.G. Analyze and journalize transactions involving short- and long-term liabilities.
- 15.1.12.Q. Prepare financial statements (including a Balance Sheet, Profit & Loss and Owner’s Equity) and understand their relevance.
- 15.1.12.X. Analyze and perform breakeven and cost benefit analyses to support financial decisions.

UNIT OBJECTIVES (SWBATS):

- Prepare and interpret basic financial statements (Income Statement, Balance Sheet)
- Understand cash flow and the importance of budgeting
- Analyze financial data to assess business performance
- Explore ethics and accuracy in financial reporting

INSTRUCTIONAL STRATEGIES/ACTIVITIES:

- Direct Instruction
- Class Discussion
- Case Study Analysis
- Individual and Partner Work

ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):

- In-Class Assignments
- Case Study Analysis
- Tests
- Mini Projects

DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):

- **Advanced Tasks:**
- Develop a full-fledged business model using the **Business Model Canvas**.
- Conduct a feasibility study for a new business idea.
- **Enrichment Activities:**
- Pitch a business idea to a panel of “investors” (classmates or teachers) with a complete marketing plan and financial projections.
- Analyze successful entrepreneurial case studies and extract best practices.

RESOURCES (Technology Based Resources, Text Resources, etc.):

- School Textbook
- Schoology
- Teacher Materials
- Case Studies
- Kahoot!

KEY VOCABULARY: Budget, Budgeting, Cash Flow, Income, Expenses, Profit, Loss, Revenue, Fixed Costs, Variable Costs, Operating Expenses, Net Income, Gross Income, Balance Sheet, Income Statement, Statement of Cash Flows, Financial Analysis, Forecasting, Break-Even Point, Accounting Ethics

Wallenpaupack Area School District Curriculum	
COURSE: Introduction to Business	GRADE/S: 9-12
UNIT 5: Entrepreneurship and Innovation	TIMEFRAME: 5 classes

<p>PA COMMON CORE/NATIONAL STANDARDS:</p> <ul style="list-style-type: none"> • 15.5.12.A. Analyze personal choices in preparation for entrepreneurship. • 15.5.12.B. Evaluate personal management and organizational abilities to succeed in entrepreneurship. • 15.5.12.C. Analyze the impact of entrepreneurship in the domestic economy. • 15.5.12.D. Create a business plan using appropriate data to support the business concept. • 15.5.12.E. Evaluate legal forms of business entities when considering entrepreneurship (e.g., existing business, franchise, new business, corporation, LLC, partnership, sole proprietorship). • 15.5.12.F. Research the opportunities for local entrepreneurship in the global economy and discuss the impact of government regulations.
<p>UNIT OBJECTIVES (SWBATS):</p> <ul style="list-style-type: none"> • Define entrepreneurship and identify characteristics of successful entrepreneurs • Explore the process of generating and evaluating business ideas • Examine different types of business ownership and funding sources • Understand risk, innovation, and opportunity in entrepreneurship
<p>INSTRUCTIONAL STRATEGIES/ACTIVITIES:</p> <ul style="list-style-type: none"> • Direct Instruction • Class Discussion • Case Study Analysis • Individual and Partner Work
<p>ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):</p> <ul style="list-style-type: none"> • In-Class Assignments • Case Study Analysis • Tests • Mini Projects
<p>DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):</p> <ul style="list-style-type: none"> • Advanced Tasks:

- Develop a full-fledged business model using the **Business Model Canvas**.
- Conduct a feasibility study for a new business idea.
- **Enrichment Activities:**
- Pitch a business idea to a panel of “investors” (classmates or teachers) with a complete marketing plan and financial projections.
- Analyze successful entrepreneurial case studies and extract best practices.

RESOURCES (Technology Based Resources, Text Resources, etc.):

- School Textbook
- Schoology
- Teacher Materials
- Case Studies
- Kahoot!

KEY VOCABULARY: Entrepreneurship, Entrepreneur, Startup, Business Idea, Innovation, Risk, Opportunity, Business Plan, Venture Capital, Funding, Investment, Profit Margin, Market Research, Competitive Advantage, Product Development, Branding, Marketing Strategy, Scalability, Small Business

Wallenpaupack Area School District Curriculum	
COURSE: Introduction to Business	GRADE/S: 9-12
UNIT 6: Business Planning and Management	TIMEFRAME: 5 classes

PA COMMON CORE/NATIONAL STANDARDS:

- 15.5.12.D. Create a business plan using appropriate data to support the business concept.
- 15.5.12.E. Evaluate legal forms of business entities when considering entrepreneurship (e.g., existing business, franchise, new business, corporation, LLC, partnership, sole proprietorship).
- 15.5.12.I. Evaluate the functions of operations management as influenced by the business parameters.
- 15.5.12.J. Evaluate strategies for incorporating emerging technologies into specific business operations.

UNIT OBJECTIVES (SWBATS):

- Develop a simple business plan including mission, goals, and strategy
- Understand organizational structures and leadership styles
- Learn basic marketing, operations, and management concepts
- Present a business plan proposal

INSTRUCTIONAL STRATEGIES/ACTIVITIES:

- Direct Instruction
- Class Discussion
- Case Study Analysis
- Individual and Partner Work

ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):

- In-Class Assignments
- Case Study Analysis
- Tests
- Mini Projects

DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):

- **Advanced Tasks:**
- Develop a strategic plan for a hypothetical company including organizational chart, marketing strategy, and operations plan.
- Conduct a SWOT analysis of a real company and propose improvements.
- **Enrichment Activities:**
- Lead a class discussion or workshop on effective leadership styles and management practices.
- Create a simulation where students make management decisions and analyze outcomes.

RESOURCES (Technology Based Resources, Text Resources, etc.):

- School Textbook
- Schoology
- Teacher Materials
- Case Studies
- Kahoot!

KEY VOCABULARY: Business Plan, Mission Statement, Vision Statement, Goals, Objectives, Strategy, Organizational Structure, Management, Leadership, Delegation, Operations, Marketing, Human Resources, Decision Making, Productivity, Efficiency, Teamwork, Communication, Performance Evaluation, SWOT Analysis

Wallenpaupack Area School District Curriculum	
COURSE: Introduction to Business	GRADE/S: 9-12
UNIT 7: Business Law and Ethics	TIMEFRAME: 5 classes

<p>PA COMMON CORE/NATIONAL STANDARDS:</p> <ul style="list-style-type: none"> • 15.1.12.B. Analyze the roles of policy-setting bodies in the accounting profession, e.g., American Institute of Certified Public Accountants (AICPA), Pennsylvania Institute of Certified Public Accountants (PICPA), Generally Accepted Accounting Principles (GAAP), and Securities and Exchange Commission (SEC). • 15.8.12.C. Critique major social and ethical decisions made by business and organizations throughout history. • 15.8.12.F. Critique business strategies designed to balance the needs of the business with the work force. • 15.9.12.M. Evaluate laws and regulations impacting marketing. • 15.3.12.R. Evaluate best practices of communication based on culture, practice, and laws related to supervising others in a corporate entity. • 15.5.12.G. Analyze factors affecting global pricing including international currency fluctuations, tariffs, price controls, and anti-dumping laws.
<p>UNIT OBJECTIVES (SWBATS):</p> <ul style="list-style-type: none"> • Understand the foundations and sources of business law • Explore contracts, intellectual property, and consumer protection • Examine ethical issues and corporate social responsibility • Identify legal responsibilities of employees and employers
<p>INSTRUCTIONAL STRATEGIES/ACTIVITIES:</p> <ul style="list-style-type: none"> • Direct Instruction • Class Discussion • Case Study Analysis • Individual and Partner Work
<p>ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):</p> <ul style="list-style-type: none"> • In-Class Assignments • Case Study Analysis

- Tests
- Mini Projects

DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):

- **Advanced Tasks:**
 - Research and present on a recent court case affecting business law or corporate ethics.
 - Draft sample contracts or policies for a hypothetical company.
- **Enrichment Activities:**
 - Conduct a mock trial or arbitration session for a business dispute.
 - Debate ethical dilemmas in business scenarios and propose solutions.

RESOURCES (Technology Based Resources, Text Resources, etc.):

- School Textbook
- Schoology
- Teacher Materials
- Case Studies
- Kahoot!

KEY VOCABULARY: Business Law, Contract, Agreement, Breach of Contract, Tort, Intellectual Property, Copyright, Trademark, Patent, Liability, Consumer Protection, Employment Law, Ethics, Corporate Social Responsibility (CSR), Code of Conduct, Legal Compliance, Negligence, Arbitration, Mediation, Fraud

Wallenpaupack Area School District Curriculum	
COURSE: Introduction to Business	GRADE/S: 9-12
UNIT 8: Careers and the Future of Business	TIMEFRAME: 5 classes

PA COMMON CORE/NATIONAL STANDARDS:

- 15.2.12.A. Analyze personal characteristics, talents, skills, abilities and career assessment results as related to career pathways, clusters, or occupations.
- 15.2.12.B. Analyze a specific occupation within a career cluster.
- 15.2.12.C. Analyze and compare global employment opportunities relative to career interests, including but not limited to, the country's culture, legitimacy of a global business, prospective employers, and social network/virtual identity.
- 15.2.12.E. Compare and contrast career interests with post-secondary opportunities.

- 15.2.12.G Analyze and complete an application (e.g., job, scholarship, financial aid, postsecondary) in a focused and effective manner.
- 15.2.12.J. Analyze career goals based on, but not limited to, interest, lifestyle, skills, and values in order to transition from high school.

UNIT OBJECTIVES (SWBATS):

- Explore business career pathways and professional skills
- Understand the impact of technology, globalization, and sustainability
- Reflect on how business trends shape future opportunities
- Prepare for next steps in business education or career planning

INSTRUCTIONAL STRATEGIES/ACTIVITIES:

- Direct Instruction
- Class Discussion
- Case Study Analysis
- Individual and Partner Work

ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):

- In-Class Assignments
- Case Study Analysis
- Tests
- Mini Projects

DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):

- **Advanced Tasks:**
- Research emerging careers in business and technology and present findings.
- Develop a professional portfolio including resume, cover letter, and a personal business project.
- **Enrichment Activities:**
- Interview a business professional and analyze career pathways and skills needed for success.
- Create a forward-looking report on how automation, AI, and globalization might affect future business careers.

RESOURCES (Technology Based Resources, Text Resources, etc.):

- School Textbook
- Schoology
- Teacher Materials
- Case Studies
- Kahoot!

KEY VOCABULARY: Career Path, Profession, Internship, Networking, Resume, Cover Letter, Interview, Job Description, Skills, Qualifications, Entrepreneurship, Professional Development, Continuing Education, Mentorship, Globalization, Technology, Sustainability, Innovation, Workforce Trends, Work-Life Balance