Lehighton Area School District
Curriculum Framework

Course Title:	Introduction to Business
Content Area:	Business
Grades:	9-12
Course Overview:	How do wants and news affect economic decision making? How do you gauge economic activity and business conditions in our society? Why are the following important:: exporting, international trade, global business activity? How do social responsibility and the government relate to business?
PA Core Standards:	Academic Standards for Business, Computer, and Information Technology
Key Course Text and Materials:	Introduction to Buesinn 6e Dlabay Burrow Eggland
Key Assessments/Projects:	tests, quizzes, projects, class activities

Big Idea/Unit: Business in the Global Economy **Pacing:** 4-5 weeks				
Standards	**Objective/Skill**	**Vocabulary**	**Additional Resources**	**Assessment/Project**
15.9.12.B 15.9.12.E	Students will understand the difference between needs and wants. Learn about the sources of capital. List the steps of the decision making process.	needs, wants, goods, services, economic resources. scarcity, economic decision-making, tradeoff, opportunity cost, economic system, command economy, market economy traditional economy, mixed economy, capitalism, consumer producers, demand, supply, market price	Text book, notes, projects, examples, videos	tests, quizzes, projects, class activities
15.9.12.H	Students will be able to name examples of capital projects in the community and around the world. They will be able to explain how savings makes it possible for economic growth. Point out the difference between a budget surplus and deficit. Explain what factors cause the national debt to increase.	Gross Domestic Product GDP per capita, unemployment rate, productivity, personal income, retail sales, business cycle, prosperity, depression, recovery, inflation, price index, deflation, capital project, stock, bond, budget surplus, budget deficit, national debt	Textbook, computer spreadsheet application for charts.	Tests, review sheets, projects
15.7.12.A	Students will be able to explain how the balance of trade is calculated. Students will be able to suggest how to improve balance of trade	imports, exports, balance of trade, balance of payments, exchange rate,	Computers for	Projects as well as tests

15.7.12.C 15.7.12. 15.7.12.M	Students will be able to name factors that would create differences when doing business in other countries. Students will know the difference between formal and informal trade barriers and describe quotas and tariffs. Students will know the difference between franchising and licensing.	infrastructure, trade barrier, quota, tariff, embargo, multinational corporation, joint venture	research, youtube for Founder movie, text and notes	Projects as well as tests and key concepts checkpoints
15.9.12.K 15.8.12.Q	Students will be able to describe social responsibility issues. Identify benefits and costs of social responsibility Explain the purpose of a code of ethics. Identify the roles and levels of government. Explain government protection activities. Describe types of intellectual property. Explain actions by the government to regulate business. discuss efforts to assist businesses. Identify methods used by the government to raise money.	Social responsibility, nonrenewable resource ethics business ethics code of ethics contract patent copyright trademark public utility monopoly antitrust laws	Text book, workbook, internet, canva or google slide or Powerpoint	Tests and projects

Big Idea/Unit:	Business organization and Management			
Pacing:	4-5 weeks			
Standards	**Objective/Skill**	**Vocabulary**	**Additional Resources**	**Assessment/Project**
15.3.12.X 15.1.12.N	Students will understand the three forms of ownership. Determine when each form of business is most appropriate recognize specialized ownership forms Understand important principles in designing an effective organization. Compare alternative organizational structures.	contingent workers intermediary service business proprietorship corporation partnership agreement articles of incorporation franchise mission statement policies procedures organization chart	Introduction to Business textbook, workbook. Handouts, videos	Tests, quizzes and review games

15.5.12.A 15.5.12.B 15.5.12.C 15.5.12.D	Students will understand that entrepreneurs are important to customer satisfaction. Students will identify entrepreneurs and their products. Students will identify their own characteristics to determine if they will be good entrepreneurs Students will know the definition of a small business. Students will identify the factors that contribute to the success of a new business.	entrepreneur entrepreneurship venture capital innovation improvement small business SBA business plan start-up financing short-term financing long-term financing	Introduction to Business text book, workbook. Handouts, videos	Tests, quizzes and review games
15.8.12.G 15.8.12.I 15.8.12.H	Students will know the activities managers bust complete to accomplish the goals of an organization Students will be able to list the 5 management functions. Students will identify management styles of people they come into contact with.	management planning organizing staffing implementing controlling management style leadership human relations influence informal influence formal influence ethical business practices core values	Computers for research, youtube for undercover boss movie, text and notes	projects, tests homework/classwork.
15.2.12.E 15.2.12.G 15.2.12. L	Students will understand the different terms that are used to describe the people who work in business. Students will correctly identify 4 types of employees: permanent, temporary, full-time, part-time Students will be able to list and define each type of compensation methods. Students will understand employee benefits.	workforce, downsizing, outsourcing, job analysis, compensation, salary and wages, benefits, incentive systems, promotion, transfer, termination, organizational culture, work environment, labor union, diversity, glass	Access to a spreadsheet program, preferably Excel for them to complete the project.	Project and exams.

Students will be able to provide examples of atmosphere, behaviors, beliefs and relationships.	union, diversity, glass ceiling