Curriculum Framework

Course Title: Introduction to Business

Board Approval Date: October 14, 2026

Credit / Hours: 0.5

Course Description:

Introduction to Business is a foundational course that provides an engaging overview of the world of business and the career pathways available within it. Students will explore core business concepts such as personal finance, entrepreneurship, marketing, and accounting while developing essential skills in communication, teamwork, and problem-solving. Through hands-on activities, real-world examples, and project-based learning, students will gain a broad understanding of how businesses operate and how these principles apply to everyday life. This course serves as an introduction to the business program and helps students build the knowledge and confidence needed to successfully pursue advanced business courses offered at Danville Area High School.

Learning Activities / Modes of Assessment:

Unit Slides, Activities, Projects, Tests.

Instructional Resources:

Google Slides Lessons, Study Guide, Project Guidelines, Rubrics

Unit 1: Business Essentials	
Time Frame	20 days
Student Learning Outcomes	The student will: ● Explain the role of business in meeting needs and wants within a community. ● Identify and classify goods, services, and the economic role they play. ● Compare and contrast different business ownership structures and industry types. ● Describe the core functions of business and how they contribute to organizational success. ● Define and apply concepts of target markets and market segmentation. ● Analyze competitive environments and develop awareness of direct vs. indirect competition. ● Conduct SWOT and PESTLE analyses to assess business opportunities and threats. ● Collaborate on a project that applies business concepts to community development. ● Present and justify business recommendations using business vocabulary and analysis tools.
Essential Questions	● What foundational purpose do businesses serve in local and global economies? ● How do supply and demand determine prices and choices in a free enterprise system? ● How does the structural legal setup of a business impact its risk, control, and longevity? ● Why are ethics and social responsibility essential to long-term business survival?
Content	● Needs vs. Wants & Scarcity ● Defining a Business ● Goods vs. Services ● The Consumer Market ● Target Market ● Market Segmentation ● Analyzing the Business Environment ● Swot Analysis
Assessments	Logo Activity, Project: Market Street, Amazon Customers Market Segmentation, SWOT Analysis, Unit Review, Unit Test

Standards	**15.8.12.A** (Management): Analyze the roles and responsibilities of management across different levels and functional areas. **15.8.12.C** (Management): Compare and contrast forms of business ownership (sole proprietorship, partnership, corporation, LLC). **15.8.12.B** (Management): Analyze ethics and social responsibility in business decision-making processes. **15.3.12.A** (Communication): Evaluate effective formal and informal business communication strategies. **15.7.12.A** (Global Business): Analyze the impact of global trade, economic interdependency, and cultural environments on business operations. **15.8.12.L** (Management): Evaluate management theories and leadership styles in an organizational structure. **15.3.12.C** (Communication): Demonstrate effective written and verbal skills appropriate to business contexts. **15.2.12.A** (Career Management): Evaluate personal skills, interests, and abilities in relation to business career pathways.	
Key Vocabulary	Academic/Concept Vocabulary ● Goods vs Services ● Profit ● Target Market ● Market Segmentation ● Scarcity ● Opportunity Cost ● Liability ● Stakeholder ● Free Enterprise	Literary Terms ● Tone ● Jargon ● Clarity
Materials/ Resources	Unit 1 Google Slides Lessons, Google Classroom, Study Guide, Project Guidelines and Rubric	

Unit 2: Entrepreneurship	
Time Frame	25 Days
Student Learning Outcomes	The student will: ● Identify traits, mindsets, and skill sets common to successful entrepreneurs. ● Conduct a market research synthesis and SWOT analysis to evaluate a new business opportunity. ● Formulate the core components of a structured business plan. ● Evaluate the risks, rewards, and funding strategies involved in starting a startup. ● Evaluate entrepreneurial case studies and biographies for patterns of success. ● Describe the structure and benefits of franchising as a form of entrepreneurship. ● Explore funding and financial strategies for new ventures. ● Apply the entrepreneurial process to design and present an original business idea.
Essential Questions	● What makes an entrepreneurial idea viable rather than just creative? ● How do entrepreneurs assess risk and transform problems into market opportunities? ● Why is a structured business plan essential prior to launching an enterprise? ● What role do small businesses play in community stability and economic innovation?
Content	● Traits of Entrepreneurs ● Ideas and Business Opportunities ● Franchising ● Funding and Financing ● The Business Plan
Assessments	Supply and Demand Activity, Entrepreneur Biography Project, Franchise Research, Invention Project, Innovation Project, Unit Review, Unit Test
Standards	**15.5.12.A** (Entrepreneurship): Characterize the aspects of entrepreneurship and the risk/reward tradeoffs of starting a business. **15.5.12.B** (Entrepreneurship): Analyze business opportunities and feasibility studies. **15.5.12.C** (Entrepreneurship): Develop a comprehensive business plan including target market, strategy, and operations. **15.5.12.D** (Entrepreneurship): Compare funding sources for start-ups (angel investors, venture capital, loans, bootstrapping).

	15.5.12.F (Entrepreneurship): Evaluate legal, regulatory, and intellectual property considerations for entrepreneurs. **15.5.12.E** (Entrepreneurship): Analyze operational plans, including supply chain, manufacturing, and overhead requirements. **15.3.12.W** (Communication): Create and deliver an effective professional sales or business pitch presentation. **13.4.12.A** (Career Education & Work): Analyze the entrepreneurial character traits and skills necessary for successful self-employment.	
Key Vocabulary	Academic/Concept Vocabulary ● Entrepreneur ● Franchise ● Innovation ● SWOT Analysis	Literary Terms ● Persuasion ● Conflict ● Resolution
Materials/ Resources	Unit 2 Google Slides Lessons, Google Classroom, Study Guide, Project Guidelines and Rubric	

Unit 3: Marketing	
Time Frame	25 Days
Student Learning Outcomes	The student will: ● Apply the 4 Ps of Marketing (Marketing Mix) to position products effectively. ● Identify target markets using demographic, geographic, psychographic, and behavioral segmentation. ● Analyze promotional strategies across traditional, digital, and social media channels. ● Evaluate consumer behavior and psychological factors influencing purchasing decisions. ● Define marketing and explain its role in business. ● Conduct basic market research and interpret findings. ● Understand different advertising strategies and promotional media. ● Evaluate iconic marketing campaigns and their impact. ● Develop a Mini-Marketing Campaign.
Essential Questions	● How do businesses identify, segment, and communicate with target audiences? ● How do the 4 Ps work together to create a unified marketing strategy?

	● In what ways has digital media transformed consumer expectations and brand communication? ● How do ethics intersect with persuasive advertising tactics?	
Content	● Marketing Principles ● Market Segmentation ● Target Markets ● Market Research ● Advertising ● Social Media Marketing	
Assessments	Case Study, Success or Flop Project, Target Market Activity, Marketing Choice Board, Marketing Challenge Project, Event Marketing Campaign Project, Unit Review, Unit Test	
Standards	**15.9.12.A** (Marketing): Analyze the core components of marketing and their role in the economy. **15.9.12.C** (Marketing): Evaluate target markets, market segmentation, and buyer behavior strategies. **15.9.12.D** (Marketing): Apply the 4 Ps (Product, Price, Place, Promotion) to business strategies. **15.9.12.E** (Marketing): Analyze the role and tools of market research in guiding business decisions. **15.9.12.G** (Marketing): Evaluate digital marketing, social media strategies, and modern promotional tools. **15.9.12.B** (Marketing): Analyze consumer rights, responsibilities, and ethical marketing practices. **15.9.12.F** (Marketing): Evaluate channel management and distribution channels for getting products to consumers. **15.9.12.H** (Marketing): Assess branding, product life cycle, and positioning strategies in competitive markets.	
Key Vocabulary	Academic/Concept Vocabulary ● Marketing ● Marketing Mix ● Market Segmentation ● Target Market ● Demographics ● Psychographics ● Brand Equity	Literary Terms ● Persona: ● Subtext: ● Metaphor: ● Call to Action (CTA)

Materials/ Resources	Unit 2 Google Slides Lessons, Google Classroom, Study Guide, Project Guidelines and Rubric

Unit 4: Finance and Accounting	
Time Frame	20 Days
Student Learning Outcomes	The student will: ● Differentiate between accounting (financial record-keeping) and finance (asset/capital management). ● Interpret fundamental financial statements: Income Statement, Balance Sheet, and Cash Flow Statement. ● Calculate basic financial metrics including net profit, gross profit, and break-even points. ● Apply key personal finance principles (budgeting, credit, saving, investing basics).
Essential Questions	● What story do a company's financial statements tell about its overall stability and future? ● How do businesses measure profitability versus cash flow? ● How do financial decisions affect short-term operations vs. long-term strategy? ● How do personal financial management principles mirror corporate finance concepts?
Content	● Role of Finance in Business ● Accounting Fundamentals ● Financial Statements ● Personal Finance ● Banking Fundamentals ● Budgeting ● Credit Scores
Assessments	Financial Statements Activity, Future Personal Financial Analysis, Future Decisions Scenarios, Vacation Budget, Unit Review, Unit Test
Standards	**15.1.12.C** (Accounting): Apply the fundamental accounting equation (Assets = Liabilities + Owner's Equity). **15.1.12.N** (Accounting): Prepare, analyze, and interpret basic financial statements (Balance Sheet, Income Statement, Cash Flow).

	15.6.12.A (Finance & Economics): Analyze how scarcity, opportunity cost, and economic systems impact business decisions. **15.6.12.C** (Finance & Economics): Evaluate financial options, budgeting methods, and capital requirements for business health. **15.1.12.A** (Accounting): Summarize professional designations, careers, and regulatory bodies within the field of accounting. **15.1.12.F** (Accounting): Analyze and journalize basic transactions for short- and long-term assets and liabilities. **15.6.12.G** (Personal Finance): Identify and apply strategies for short- and long-term personal financial management and budgeting. **15.6.12.K** (Personal Finance): Analyze credit products, cost of borrowing, and creditworthiness impacts.	
Key Vocabulary	Academic/Concept Vocabulary ● Assets ● Liabilities ● Equity ● Net Income ● Liquidity ● Return on Investment (ROI)	Literary Terms ● Diction ● Cause and Effect ● Imagery
Materials/ Resources	Unit 4 Google Slides Lessons, Google Classroom, NextGen Personal Finance, Study Guide, Project Guidelines and Rubric	

Danville Area School District
Course Overview and Scope and Sequence

Course Title: Introduction to Business
Content Area: Business
Grade Level: 9-12
Date Developed: 8/10/26
Board Approved: October 14, 2026

COURSE OVERVIEW: Introduction to Business is a foundational course that provides an engaging overview of the world of business and the career pathways available within it. Students will explore core business concepts such as personal finance, entrepreneurship, marketing,and accounting while developing essential skills in communication, teamwork, and problem-solving. Through hands-on activities, real-world examples, and project-based learning, students will gain a broad understanding of how businesses operate and how these principles apply to everyday life.

ANCHOR STANDARDS:

15.8.12.B (Management - Ethics & Social Responsibility) Analyze ethics and social responsibility in business decision-making processes.

15.8.12.C (Management - Business Ownership) Compare and contrast forms of business ownership.

15.5.12.C (Entrepreneurship - Business Planning) Develop a comprehensive business plan including target market, strategy, and operations.

15.3.12.A (Communication - Business Communication) Evaluate effective formal and informal business communication strategies.

15.6.12.A (Finance & Economics - Economic Systems) Analyze how scarcity, opportunity cost, and economic systems impact

business operations. 15.1.12.N (Accounting - Financial Reporting) Explain how different forms of business ownership and operations are reported on financial statements. 15.2.12.A (Career Development - Business Pathways) Evaluate personal skills, interests, and abilities in relation to business career pathways.
KEY COURSE TEXT AND MATERIALS: Lesson Slides, Google Classroom
KEY ASSESSMENTS: Study Guide, Project Guidelines and Rubric

SCOPE AND SEQUENCE					
Unit	PRIORITY STANDARDS	SUPPORTING STANDARDS	ASSESSMENT	MATERIALS	TIMEFRAME
Unit 1: Business Essentials	**15.8.12.A** (Management): Analyze the roles and responsibilities of management across different levels and functional areas. **15.8.12.C** (Management): Compare and contrast forms of business ownership (sole proprietorship,	**15.7.12.A** (Global Business): Analyze the impact of global trade, economic interdependency, and cultural environments on business operations. **15.8.12.L** (Management): Evaluate management theories and leadership styles in	Logo Activity, Project: Market Street, Amazon Customers Market Segmentation, SWOT Analysis, Unit Review, Unit Test	Unit 1 Google Slides Lessons, Google Classroom, Study Guide, Project Guidelines and Rubric	20 Days

	partnership, corporation, LLC). **15.8.12.B** (Management): Analyze ethics and social responsibility in business decision-making processes. **15.3.12.A** (Communication): Evaluate effective formal and informal business communication strategies.	an organizational structure. **15.3.12.C** (Communication): Demonstrate effective written and verbal skills appropriate to business contexts. **15.2.12.A** (Career Management): Evaluate personal skills, interests, and abilities in relation to business career pathways.			
Unit 2: Entrepreneurship	**15.5.12.A** (Entrepreneurship): Characterize the aspects of entrepreneurship and the risk/reward tradeoffs of starting a business. **15.5.12.B** (Entrepreneurship): Analyze business opportunities and feasibility studies.	**15.5.12.F** (Entrepreneurship): Evaluate legal, regulatory, and intellectual property considerations for entrepreneurs. **15.5.12.E** (Entrepreneurship): Analyze operational plans, including supply chain, manufacturing, and	Supply and Demand Activity, Entrepreneur Biography Project, Franchise Research, Invention Project, Innovation Project, Unit Review, Unit Test	Unit 2 Google Slides Lessons, Google Classroom, Study Guide, Project Guidelines and Rubric	25 Days

	15.5.12.C (Entrepreneurship): Develop a comprehensive business plan including target market, strategy, and operations. **15.5.12.D** (Entrepreneurship): Compare funding sources for start-ups (angel investors, venture capital, loans, bootstrapping).	overhead requirements. **15.3.12.W** (Communication): Create and deliver an effective professional sales or business pitch presentation. **13.4.12.A** (Career Education & Work): Analyze the entrepreneurial character traits and skills necessary for successful self-employment.			
Unit 3: Marketing	**15.9.12.A** (Marketing): Analyze the core components of marketing and their role in the economy. **15.9.12.C** (Marketing): Evaluate target markets, market segmentation, and buyer behavior strategies.	**15.9.12.G** (Marketing): Evaluate digital marketing, social media strategies, and modern promotional tools. **15.9.12.B** (Marketing): Analyze consumer rights, responsibilities, and ethical marketing practices.	Case Study, Success or Flop Project, Target Market Activity, Marketing Choice Board, Marketing Challenge Project, Event Marketing Campaign Project, Unit Review, Unit Test	Unit 2 Google Slides Lessons, Google Classroom, Study Guide, Project Guidelines and Rubric	25 Days

	15.9.12.D (Marketing): Apply the 4 Ps (Product, Price, Place, Promotion) to business strategies. **15.9.12.E** (Marketing): Analyze the role and tools of market research in guiding business decisions.	**15.9.12.F** (Marketing): Evaluate channel management and distribution channels for getting products to consumers. **15.9.12.H** (Marketing): Assess branding, product life cycle, and positioning strategies in competitive markets.			
Unit 4: Finance and Accounting	**15.1.12.C** (Accounting): Apply the fundamental accounting equation (Assets = Liabilities + Owner's Equity). **15.1.12.N** (Accounting): Prepare, analyze, and interpret basic financial statements (Balance Sheet, Income Statement, Cash Flow).	**15.1.12.A** (Accounting): Summarize professional designations, careers, and regulatory bodies within the field of accounting. **15.1.12.F** (Accounting): Analyze and journalize basic transactions for short- and	Financial Statements Activity, Future Personal Financial Analysis, Future Decisions Scenarios, Vacation Budget, Unit Review, Unit Test	Unit 4 Google Slides Lessons, Google Classroom, Study Guide, Project Guidelines and Rubric	20 Days

	15.6.12.A (Finance & Economics): Analyze how scarcity, opportunity cost, and economic systems impact business decisions. **15.6.12.C** (Finance & Economics): Evaluate financial options, budgeting methods, and capital requirements for business health.	long-term assets and liabilities. **15.6.12.G** (Personal Finance): Identify and apply strategies for short- and long-term personal financial management and budgeting. **15.6.12.K** (Personal Finance): Analyze credit products, cost of borrowing, and creditworthiness impacts.			