

Course Title: Introduction to Business

Board Approval Date: 06/16/14

Credit / Hours: .5 credit

Course Description:

This course focuses on mastery of the PA Academic Standards for Business, Computer, and Information Technology. The basic functions of business as experienced in everyday life are presented in this course. Students will better understand American business and its relation to our social and economic well being. Careers will be discussed and integrated throughout the course to enable students to consider and explore occupations for personal satisfaction. Aspects of business ownership, use and cost of credit, functions of banking and financial services, budgeting and personal records, rights and responsibilities of consumer awareness, and the basic principles of insurance and stock investments are included in this course.

Business ownership, management and labor, marketing, accounting, banking, taxes, the stock market, as well as, career exploration are some of the topics examined.

Students who plan to pursue a career in business or want to sample a variety of topics in the business field will benefit from this course. Explore the foundations of business operation including economics, social responsibility and business ethics, technology (e-commerce), management issues, int'l business, the stock market, credit, and general business functions.

Learning Activities / Modes of Assessment:

Large group instruction	Tests and Quizzes
Checklists / Teacher Observation	Projects with Rubrics
Small group work	Group Presentations with Research
Computer based projects	

Instructional Resources:

The books, journals, and magazines that are noted below will be used to support classroom discussions. Dozens of other references, including the Internet and field trips, may be used as classroom supplements to these in order to provide a more effective and well-rounded educational experience.

Sports and Entertainment Marketing, Farese, Grossman, Nicholson, Glencoe, 2005.

Marketing, Burrow, South-Western, 2004.

- Sports Illustrated
- ESPN The Magazine
- USA Today Newspaper

Course Pacing Guide

Course: **Introduction to Business**

Course Unit (Topic)	Length of Instruction (Days/Periods)
1. Economics of Business	10 days
2. Business Operations	15 days
3. Marketing	10 days
4. Our Global Economy	15 days
5. Stock Market	15 days
6. Small Business Management	10 days
7. Careers/World of Work	5 days
8. Agri-business	<u>10 days</u>
DAYS TOTAL	90 Days

Topic: 1. Economics of business
 Subject(s): Other

Days: 10
 Grade(s): 9th

Know:	Understand:	Do:
<ul style="list-style-type: none"> • The basic economic problem • Difference between needs and wants • Types of goods and services 	<ul style="list-style-type: none"> • The economic resources used in the production of goods and service 	<p>6.1.C.B. – Unranked Evaluate the economic reasoning behind a choice.</p> <p>6.1.C.A. – Unranked Predict the long-term consequences of decisions made because of scarcity.</p> <ul style="list-style-type: none"> • Create a song using key terms • Review assigned readings using study cards <p>6.1.C.B. - Evaluate the economic reasoning behind a choice. 15.7.12.F. - Examine economic issues in a country that engages in international business activities. 15.7.12.G. - Analyze global businesses and the impact on the countries where they operate. 15.7.12.H. - Analyze the effect of efficiencies in natural and human resources as it relates to global business relationships.</p>

Topic: 2. Business Operations

Days: 15

Subject(s):

Grade(s):

Know:

Understand:

Do:

6.2.C.G. – Unranked

Compare and contrast various economic systems.

Role and function of business in the us economy

-Four basic kinds of businesses

-Seven kinds of activities performed by businesses

How jobs are created in our economy

Discovering business structures

-differences of sole proprietorships, partnerships and corporations

-advantages/ disadvantages of the three major types of business ownership

Manager as leader

-characteristics

-five human relations skills req'd by managers

-four types of leaders' influence

-two main type of leadership styles

Three forms of business ownership lead to business ownership.

Business structures are the root of all business

Leadership is an important aspect of successful businesses

6.3.C.B. – Unranked

Assess the government's role in regulating and stabilizing the state and national economy.

6.2.C.G. – Unranked

Compare and contrast various economic systems.

Compare the four basic kinds of businesses.

Determine various kinds of business structures in our geographical area.

Understand how ownership differs among sole proprietorships, partnerships, and corporations.

Grasp the advantages and disadvantages of the three major types of business ownership.

Learn the five functions of managers.

Recognize three specialized forms of business organizations.

6.2.C.E. - Analyze the characteristics of economic expansion, recession, and depression.

13.4.C - Identify and describe the basic components of a business plan, such as, but not limited to: Business idea, Competitive analysis, Daily operations, Finances/budget, Marketing, Productive resources(human, capital, natural)and Sales forecasting.

Topic: 2. Business Operations
Subject(s):

Days: 15
Grade(s):

Know:

Understand:

Do:

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Topic: 3. Marketing
Subject(s):

Days: 10
Grade(s):

Know:

The Marketing concept and 4 p's of marketing.

Understand:

How each of the 4ps affect each other.

Do:

Complete shared folder activity from howstuffworks.com.

Create a marketing strategy to sell candy.

6.2.C.C. - Analyze how media affects economic decisions.

13.4.C - Identify and describe the basic components of a business plan, such as, but not limited to: Business idea, Competitive analysis, Daily operations, Finances/budget, Marketing, Productive resources(human, capital, natural)and Sales forecasting.

15.9.12.F. - Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.

15.9.12.G. - Assess the distribution process of various companies and industries.

15.9.12.H. - Evaluate the impacts of various pricing strategies on the consumer and businesses at the local, domestic, and global level; including penetration, skimming, supply/demand, and exchange rates.

Topic: 4. Our Global Economy
 Subject(s):

Days: 15
 Grade(s):

Know:	Understand:	Do:
<p>6.2.C.A. – Unranked Analyze the flow of goods and services in the national economy.</p> <p>Business social responsibilities</p> <p>World trade</p> <p>Consumers have rights and responsibilities</p>	<p>The involvement of ethics in business</p> <p>The effects of world trade</p> <p>The rights/responsibilities of consumers</p>	<p>6.2.C.A. – Unranked Analyze the flow of goods and services in the national economy.</p> <p>5.4.C.B. – Unranked Explain why and how different foreign policy tools are used to advance a nation's self interest (e.g., diplomacy, economic aid, military aid, sanctions, treaties).</p> <p>Complete packets/handouts on ethics and codes of ethics.</p> <p>Choose a country and complete presentation on those effects.</p> <p>Complete graphic organizers and activities on various aspects of consumers'.</p> <p>5.4.C.B. - Explain why and how different foreign policy tools are used to advance a nation's self interest (e.g., diplomacy, economic aid, military aid, sanctions, treaties).</p> <p>15.7.12.F. - Examine economic issues in a country that engages in international business activities.</p> <p>15.7.12.G. - Analyze global businesses and the impact on the countries where they operate.</p> <p>15.7.12.M. - Identify strategies employed to promote global business opportunities.</p> <p>15.7.12.N. - Identify business strategies related to international marketing.</p>

Topic: 5. Stock Market
 Subject(s):

Days: 15
 Grade(s):

Know:	Understand:	Do:
<p>6.2.C.G. – Unranked Compare and contrast various economic systems.</p> <p>6.2.C.A. – Unranked Analyze the flow of goods and services in the national economy.</p> <p>Stock Market Introduction</p> <p>Purchasing stock parent companies industries portfolios indexes</p> <p>Stock Market Game passwords reading stock market info ticker symbols</p> <p>Choosing stocks portfolios sectors</p> <p>Mutual funds selecting/evaluating 15.6.12.P. - Develop financial investment plans to accommodate various economic and personal scenarios. 15.6.12.R. - Compare and contrast various investment plans to achieve goals of liquidity, income, and growth.</p>	<p>Basics of the stock market help us make wise investing decisions.</p> <p>Using the stock market game is a great tool to apply knowledge of stock market and investing.</p>	<p>6.2.C.G. – Unranked Compare and contrast various economic systems.</p> <p>6.2.C.F. – Unranked Intentionally Blank</p> <p>6.2.C.A. – Unranked Analyze the flow of goods and services in the national economy.</p> <p>11.1.9.F – Important Evaluate different strategies to obtain consumer goods and services.</p> <p>Complete packets on stock market introductory materials.</p> <p>Play stock market game.</p> <p>Research companies on Internet</p> <p>Choose companies to invest in</p> <p>Use spreadsheet to keep track of stock 15.6.12.P. - Develop financial investment plans to accommodate various economic and personal scenarios. 15.6.12.R. - Compare and contrast various investment plans to achieve goals of liquidity, income, and growth.</p>

Topic: 6. Small bus. Mgmt.
 Subject(s):

Days: 10
 Grade(s):

Know:	Understand:	Do:
<p>13.4.B – Compact Evaluate how entrepreneurial character traits influence career opportunities.</p> <p>The role and function of a small business</p> <p>Know the value of employees and their role</p>	<p>Small business set up</p> <p>Help that is available.</p> <p>Characteristics of owners</p>	<p>Create a business plan</p> <p>13.4.B - Evaluate how entrepreneurial character traits influence career opportunities.</p> <p>13.4.C - Identify and describe the basic components of a business plan, such as, but not limited to: Business idea, Competitive analysis, Daily operations, Finances/budget, Marketing, Productive resources(human, capital, natural)and Sales forecasting.</p> <p>15.5.12.A. - Analyze personal choices in preparation for entrepreneurship.</p> <p>15.5.12.C. - Analyze the impact of entrepreneurship in the domestic economy.</p> <p>15.5.12.H. - Assess advantages and disadvantages for entrepreneurial business in foreign markets; including language and trade barriers, marketing, and regulations.</p> <p>15.5.12.L. - Analyze an innovation/ business concept and develop a comprehensive business plan.</p> <p>Reference Career Education and Work 13.4.12 A - B</p>

Topic: 7. Careers/World of work
 Subject(s):

Days: 5
 Grade(s):

Know:	Understand:	Do:
<p>13.1.C – Important Explain how both traditional and nontraditional careers offer or hinder career opportunities.</p> <p>Careers available in Business;</p> <p>Successes in the working world 13.1.A - Relate careers to individual interests, abilities, and aptitudes.</p>	<p>How to plan for a career in business.</p> <p>How be to be successful in the working world.</p>	<p>13.1.A – Essential Relate careers to individual interests, abilities, and aptitudes.</p> <p>13.1.B – Essential Relate careers to personal interests, abilities and aptitudes.</p> <p>13.1.H – Essential Choose personal electives and extra curricular activities based upon personal career interests, abilities and academic strengths.</p> <p>15.2.12.A. – Unranked Analyze personal characteristics, talents, skills, abilities and career assessment results as related to career pathways, clusters, or occupations. Reference Career Education and Work 13.1.11.A - B</p> <p>Career assessment</p> <p>Resumes</p> <p>Forms for employment and the work world</p> <p>Interviews 13.1.C - Explain how both traditional and nontraditional careers offer or hinder career opportunities. 13.1.E - Analyze the economic factors that impact employment opportunities, such as, but not limited to: Competition, Geographic location, Global influences, Job growth, Job openings, Labor supply, Potential advancement, Potential earnings, Salaries/benefits and Unemployment. 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.</p>

Topic: 8. AgriBusiness
 Subject(s):

Days: 10
 Grade(s):

Know:	Understand:	Do:
<p>The role of agriculture in business.</p>	<p>The importance of agribusiness.</p>	<div data-bbox="844 346 1453 535" style="background-color: #e0f2f1; padding: 5px;"> <p>15.2.12.A. – Unranked Analyze personal characteristics, talents, skills, abilities and career assessment results as related to career pathways, clusters, or occupations. Reference Career Education and Work 13.1.11.A - B</p> </div> <div data-bbox="844 546 1453 682" style="background-color: #e0f2f1; padding: 5px;"> <p>4.3.10.A.b – Essential Evaluate the effect of consumer demands on the use of natural resources.</p> </div> <div data-bbox="844 693 1453 798" style="background-color: #e0f2f1; padding: 5px;"> <p>4.3.10.A.a – Essential Evaluate factors affecting the use of natural resources.</p> </div> <p>Discuss the definition of agribusiness.</p> <p>Research a Career in Agribusiness.</p> <p>Discuss the impacts that agribusiness has in the US.</p> <p>Research principles of agrimarketing.</p> <p>4.4.10.B. - Analyze the effects of agriculture on a society's economy, environment, standard of living, and foreign trade.</p> <p>4.4.10.D. - Evaluate the use of technologies to increase plant and animal productivity.</p> <p>15.5.12.A. - Analyze personal choices in preparation for entrepreneurship.</p> <p>15.5.12.B. - Evaluate personal management and organizational abilities to succeed in entrepreneurship. Reference Career Education and Work 13.4.12 A - B</p> <p>15.7.12.F. - Examine economic issues in a country that engages in international business activities.</p> <p>15.7.12.H. - Analyze the effect of efficiencies in natural and human resources as it relates to global business relationships.</p>