



Introduction to Business - Unit 2 - Business Structure

| Unit Focus |
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| Students will focus on the structure of business including: types of business ownership, and the roles of management. Students will study the functions of a manager, and learn how managers can motivate their employees to perform. The Shark Tank PBA Part 2 will have students act as a consultant for a business and give the business advice on their business structure, employee motivation, and ethical behaviors. |

| STAGE 1: DESIRED RESULTS – KEY UNDERSTANDINGS | | |
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| ESTABLISHED GOALS | TRANSFER | |
| <p>Performance Standards <i>Business Management: 12</i> <i>BFT.1 Business Management Functions</i> <i>BFT.1.1 Strand 1: Analyze the planning function.</i> • BFT.1.1.A.3 Compare and contrast the planning function to other management functions. <i>BFT.1.2 Strand 2: Analyze the organizing function.</i> • BFT.1.2.A.1 Compare and contrast the organizing function to other management functions. <i>BFT.1.3 Strand 3: Analyze the leading/directing function.</i> • BFT.1.3.A.1 Analyze management skills for leading and directing at various management levels. • BFT.1.3.A.2 Compare and contrast the leading/directing function to the other management functions. <i>BFT.1.4 Strand 4: Analyze the evaluating/controlling function.</i> • BFT.1.4.A.1 Determine the evaluating/controlling strategy for a given business situation. • BFT.1.4.A.2 Compare and contrast the evaluating/controlling function. <i>BFT.3 Business Organization</i> <i>BFT.3.1 Strand 1: Analyze forms of business ownership.</i> • BFT.3.1.A.1 Evaluate different forms of ownership as the business evolves. <i>BFT.5 Ethics and Social Responsibility</i> <i>BFT.5.1 Strand 1 Examine the role of ethics and social responsibility in decision making.</i> • BFT.5.1.A.2 Recognize long-term impact of practicing</p> | T1 Explore and hone techniques, skills, methods, and processes to create and innovate | |
| | MEANING | |
| | UNDERSTANDINGS | ESSENTIAL QUESTIONS |
| | U1 Businesses can take many different forms of ownership. | Q1 What are the advantages/disadvantages to each form of business ownership? |
| | U2 The five functions of business are interdependent on each other. | Q2 How does one decision in a function of business affect another area of business? |
| | U3 In order to be an effective manager, one must engage in planning, organization, leading, controlling. | Q3 How do good business ethics affect long-term profitability and success? |
| | U4 Businesses should implement a code of ethics to help guide them in ethical decision making. | Q4 Why do we expect our businesses to give back to society? |
| | U5 A business that is socially responsible can contribute and help build a better society. | |
| | ACQUISITION OF KNOWLEDGE AND SKILL | |
| | KNOWLEDGE | SKILLS |
| K1 Three forms of business ownership (Sole Proprietorship, Partnership & Corporation). | S1 Develop strategies for sustainable and effective social responsibility. | |
| K2 Five functions of business. (Production, Marketing, Management, Finance, & Accounting) | S2 Interdependency of the five functions of business. | |

STAGE 1: DESIRED RESULTS – KEY UNDERSTANDINGS

social responsibility.

- BFT.5.1.A.1 Evaluate a business code of ethics.

BFT.6 Human Resource Management
BFT.6.4 Strand 4: Analyze evaluation functions.

- BFT.6.4.A.2 Analyze the impact of performance appraisals on motivation and job performance.

Business and Finance Technology (CTE)
BFT.BM Business Management
BFT.BM.A Business Management: Analyze the management functions and their implementation and integration within the business environment.

- BFT.BM.A.1 Discuss the characteristics of effective and ineffective leaders.
- BFT.BM.A.2 Compare the forms of business ownership.
- BFT.BM.A.5 Define business ethics and social responsibility.

BFT.BM.C Entrepreneurship: Recognize characteristics of an entrepreneur and determine opportunities, problem recognition, and pursuit.

- BFT.BM.C.23 Discuss the impact of entrepreneurs being ethically and socially responsible.
- BFT.BM.C.29 Compare and contrast the advantages and disadvantages of the various forms of business ownership.

BFT.BM.E Business Law: Analyze the relationship between ethics and the law and describe the sources of the law, the court system structure, and classifications of procedural and substantive law.

- BFT.BM.E.42 Describe the difference between a legal and ethical responsibility.

Student Growth and Development 21st Century Capacities Matrix

Critical Thinking

- Synthesizing: Students will be able to thoughtfully combine information/data/evidence, concepts, texts, and disciplines to draw conclusions, create solutions, and/or verify generalizations for a given purpose.

K3 Purpose of management.

K4 Four functions of management. (Planning, Organizing, Leading, & Controlling)

K5 Definition of ethics.

K6 Business social responsibility.

K7 Ethical behavior is good for business and society.

K8 Theories of motivation (Taylor's Scientific Management, Hawthorne Effect, Maslow's Hierarchy of Needs, Theory X and Theory Y, Herzberg's Two Factors, McClelland's Three Needs, Expectancy Theory & Equity Theory)

S3 Assess management skills.

S4 Develop ethical solutions to problems.

S5 Create a ethical code of conduct.