

GRADE LEVEL: 9th & 10th

SUBJECT: Introduction to Business

DATE: 2017-2018

MONTH/GRADING PERIOD: Q1

MASTER COPY 5-29-18

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
Business Management					
Students integrate knowledge of business management functions and strategies, managerial leadership and decision processes, management of human resource development, and business communication to increase organizational efficiency. <ul style="list-style-type: none"> • Styles of business management • Levels of business management • Functions of business management 	IBU- 1.1 Illustrate the styles, levels and functions of business management.	<ul style="list-style-type: none"> • Illustrate the styles of business management. • Illustrate the levels of business management. • Illustrate the functions of business management. • Analyze situations when you would use the different styles of business management. 	<ul style="list-style-type: none"> • Compare and contrast assignment • Scenario worksheet • Flowchart 	<ul style="list-style-type: none"> • Autocratic • Democratic • Laissez-faire • Low-level • Middle-level • Top-level • Planning • Organizing • Staffing • Directing • Controlling 	CRITICAL

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
<ul style="list-style-type: none"> • Various types of managers qualities 	IBU- 1.2 Explain the qualities essential for various types of managers.	<ul style="list-style-type: none"> • Explain the qualities essential for various types of managers. 	<ul style="list-style-type: none"> • Qualities of a Manager assignment 	<ul style="list-style-type: none"> • Essential qualities <ul style="list-style-type: none"> -accountability -passion -responsibility -empathy 	ADDITIONAL
<ul style="list-style-type: none"> • Leadership styles 	IBU- 1.3 Identify and examine the appropriate leadership style for a given situation.	<ul style="list-style-type: none"> • Identify and examine the appropriate leadership style for a given situation. 	<ul style="list-style-type: none"> • Situational scenarios 	<ul style="list-style-type: none"> • Leadership styles <ul style="list-style-type: none"> -Democratic -Autocratic -Laissez-faire 	IMPORTANT
<ul style="list-style-type: none"> • Risk management 	IBU- 1.4 Explain the importance of risk management.	<ul style="list-style-type: none"> • Explain the importance of risk management. 	<ul style="list-style-type: none"> • Risk Management essay 	<ul style="list-style-type: none"> • Risk management 	IMPORTANT
<ul style="list-style-type: none"> • Rational decision-making process • Short and long term goals 	IBU- 1.5 Use a rational decision-making process in establishing short and long term goals.	<ul style="list-style-type: none"> • Use a rational decision-making process in establishing short and long term goals. 	<ul style="list-style-type: none"> • Short and long-term goal assignment 	<ul style="list-style-type: none"> • Short and long term goals 	IMPORTANT
<ul style="list-style-type: none"> • Recruitment • Hiring • Training • Evaluation • Dismissal of employees 	IBU- 1.6 Identify the cycle of recruitment, hiring, training, evaluation, and dismissal of employees.	<ul style="list-style-type: none"> • Research to identify the cycle of recruitment, hiring, training, evaluation, and dismissal of employees. 	<ul style="list-style-type: none"> • Flowchart/cycle assignment • Human resources skit 	<ul style="list-style-type: none"> • Human resources • Recruitment 	IMPORTANT
<ul style="list-style-type: none"> • Equal Employment Opportunity Act 	IBU- 1.7 Explain the need to be aware of Equal Employment Opportunity Act.	<ul style="list-style-type: none"> • Explain the need to be aware of Equal Employment Opportunity Act. 	<ul style="list-style-type: none"> • EEOA essay 	<ul style="list-style-type: none"> • Equal Employment Opportunity Act • Glass-ceiling 	IMPORTANT

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
<ul style="list-style-type: none"> • Verbal and nonverbal business communication 	IBU- 1.8 Diagnose appropriateness of various examples of verbal and nonverbal business communications.	<ul style="list-style-type: none"> • Diagnose appropriateness of various examples of verbal business communication. • Diagnose appropriateness of various examples of nonverbal business communication. 	<ul style="list-style-type: none"> • Matching assignment 	<ul style="list-style-type: none"> • Verbal vs nonverbal communication • Business etiquette -various foreign countries vs U.S. 	IMPORTANT
<ul style="list-style-type: none"> • Adaptation of language for audience, purpose, and situation 	IBU- 1.9 Adapt language for audience, purpose, and situation.	<ul style="list-style-type: none"> • Adapt language for audience, purpose, and situation. 	<ul style="list-style-type: none"> • Styles of language assignment 	<ul style="list-style-type: none"> • Audience • Purpose • Situation 	ADDITIONAL
<ul style="list-style-type: none"> • Oral communication skills • Written communication skills • Technical terminology and information 	IBU- 1.10 Use oral and written communication skills in creating, expressing, and interpreting information and ideas including technical terminology and information.	<ul style="list-style-type: none"> • Create and express oral and written communication skills in creating, expressing, and interpreting information and ideas including technical terminology and information. 	<ul style="list-style-type: none"> • Create business communication in word or some type of platform 	<ul style="list-style-type: none"> • Oral and written communication <ul style="list-style-type: none"> -meetings -email -memorandum -business letter -personal letter -minutes 	IMPORTANT

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
Marketing					
Students apply the concepts of marketing functions, plans, and strategies to develop appropriate methods to serve potential customers. <ul style="list-style-type: none"> Marketing 	IBU- 2.1 Define marketing and its impact on society.	<ul style="list-style-type: none"> Define marketing and its impact on society. 	<ul style="list-style-type: none"> Marketing definition daily activity Impact on society assignment 	<ul style="list-style-type: none"> Marketing 	IMPORTANT
<ul style="list-style-type: none"> Functions of marketing Product marketing 	IBU- 2.2 Distinguish the functions of marketing and their importance in successful product marketing.	<ul style="list-style-type: none"> Distinguish the functions of marketing and their importance in successful product marketing. 	<ul style="list-style-type: none"> Marketing project 	<ul style="list-style-type: none"> Functions of marketing Product marketing 	IMPORTANT
<ul style="list-style-type: none"> Four utilities of marketing 	IBU- 2.3 Recognize and explain the four utilities of marketing.	<ul style="list-style-type: none"> Recognize the four utilities of marketing. Explain the four utilities of marketing. 	<ul style="list-style-type: none"> Marketing project 	<ul style="list-style-type: none"> Four utilities of marketing <ul style="list-style-type: none"> -time -place -possession -form 	IMPORTANT
<ul style="list-style-type: none"> Marketing concept Business management 	IBU- 2.4 Interpret how the marketing concept relates to business management.	<ul style="list-style-type: none"> Interpret how the marketing concept relates to business management. 	<ul style="list-style-type: none"> Marketing project 	<ul style="list-style-type: none"> Marketing concept Business management 	CRITICAL

GRADE LEVEL: 9th & 10th

SUBJECT: Introduction to Business

DATE: 2017-2018

MONTH/GRADING PERIOD: Q2

MASTER COPY 5-29-18

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
Marketing					
Students apply the concepts of marketing functions, plans, and strategies to develop appropriate methods to serve potential customers. <ul style="list-style-type: none"> Marketing mix <ul style="list-style-type: none"> -product -place -price -promotion 	IBU-2.5 Examine how changes in the marketing mix (4 P's of Marketing) effect the success factor of marketing strategies.	<ul style="list-style-type: none"> Examine how changes in the marketing mix (4 P's of Marketing) effect the success factor of marketing strategies. 	<ul style="list-style-type: none"> Marketing mix project 	<ul style="list-style-type: none"> Product Place Price Promotion Marketing mix 	CRITICAL
<ul style="list-style-type: none"> Target market Product Service 	IBU-2.6 Establish a target market for a particular product or service.	<ul style="list-style-type: none"> Establish a target market for a particular product or service. 	<ul style="list-style-type: none"> Target market comparison 	<ul style="list-style-type: none"> Target market 	IMPORTANT
<ul style="list-style-type: none"> Customer service Company profits 	IBU-2.7 Identify patterns of appropriate customer service that increase company profits.	<ul style="list-style-type: none"> Identify patterns of appropriate customer service that increase company profits. 	<ul style="list-style-type: none"> Customer service project 	<ul style="list-style-type: none"> Customer service Company profits 	ADDITIONAL

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
<ul style="list-style-type: none"> • Customer input • Customer feedback 	IBU-2.8 Investigate the effect of customer input and feedback.	<ul style="list-style-type: none"> • Investigate the effect of customer input and feedback. 	<ul style="list-style-type: none"> • Compare and contrast assignment 	<ul style="list-style-type: none"> • Customer input • Customer feedback 	ADDITIONAL
<ul style="list-style-type: none"> • Influence of the customer • Marketing strategies 	IBU-2.9 Investigate the overall influence of the customer in marketing strategies.	<ul style="list-style-type: none"> • Investigate the overall influence of the customer in marketing strategies. 	<ul style="list-style-type: none"> • Influence of customers in markets analysis 	<ul style="list-style-type: none"> • Marketing strategies 	IMPORTANT
Entrepreneurship					
<p>Students apply concepts of economic conditions, market competitions, financing strategies, innovation and opportunity recognition while integrating their knowledge of business management and marketing principles in order to design and develop a successful new venture.</p> <ul style="list-style-type: none"> • Entrepreneurship • Entrepreneur 	IBU-3.1 Define entrepreneurship.	<ul style="list-style-type: none"> • Define entrepreneurship. 	<ul style="list-style-type: none"> • Entrepreneur profile 	<ul style="list-style-type: none"> • Entrepreneurship • Entrepreneur 	CRITICAL

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
<ul style="list-style-type: none"> • Characteristics 	IBU-3.2 List the characteristics of a successful entrepreneurship.	<ul style="list-style-type: none"> • List the characteristics of a successful entrepreneurship. 	<ul style="list-style-type: none"> • Entrepreneur profile 		IMPORTANT
<ul style="list-style-type: none"> • Business plan 	IBU-3.3 Define the role of a business plan.	<ul style="list-style-type: none"> • Define the role of a business plan. 	<ul style="list-style-type: none"> • Business plan project 	<ul style="list-style-type: none"> • Business plan 	CRITICAL
<ul style="list-style-type: none"> • Methods of financing a business 	IBU-3.4 Identify the various methods of financing a business.	<ul style="list-style-type: none"> • Identify the various methods of financing a business. 	<ul style="list-style-type: none"> • Business plan project 	<ul style="list-style-type: none"> • Bank loan • Investors • Fundraising • Stocks • Bonds 	IMPORTANT
<ul style="list-style-type: none"> • Entrepreneurial venture • New business • Existing business • Franchisee • Forms of ownership 	IBU-3.5 Identify the methods of entering an entrepreneurial venture to include starting a new business, buying an existing business, becoming a franchisee, and forms of ownership.	<ul style="list-style-type: none"> • Identify the methods of entering an entrepreneurial venture as a new business. • Identify the method of entering an entrepreneurial venture when buying an existing business. • Identify the method of entering an entrepreneurial venture when becoming a franchisee. • Identify forms of ownership. 		<ul style="list-style-type: none"> • Entrepreneurial venture • New business • Existing business • Franchise • Franchisee • Partnership • Limited liability corporation • Corporation 	IMPORTANT

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
<ul style="list-style-type: none"> Local economy Establishment of a new business 	IBU-3.6 Describe the impact of the local economy on the establishment of a new business.	<ul style="list-style-type: none"> Describe the impact of the local economy on the establishment of a new business. 	<ul style="list-style-type: none"> Impact on local economy project 	<ul style="list-style-type: none"> Local economy 	IMPORTANT
<ul style="list-style-type: none"> National economy Establishment of a new business 	IBU-3.7 Describe the impact of the national economy on the establishment of a new business.	<ul style="list-style-type: none"> Describe the impact of the national economy on the establishment of a new business. 	<ul style="list-style-type: none"> Impact on local national project 	<ul style="list-style-type: none"> National economy 	IMPORTANT
<ul style="list-style-type: none"> International economy Establishment of a new business 	IBU-3.8 Describe the impact of the international economy on the establishment of a new business.	<ul style="list-style-type: none"> Describe the impact of the international economy on the establishment of a new business. 	<ul style="list-style-type: none"> Impact on local national project 	<ul style="list-style-type: none"> International economy 	IMPORTANT
<ul style="list-style-type: none"> Entrepreneurship contribution to economy 	IBU-3.9 Appraise the contribution of entrepreneurship to the economy.	<ul style="list-style-type: none"> Appraise the contribution of entrepreneurship to the economy. 	<ul style="list-style-type: none"> Impact on entrepreneurship on the economy 		IMPORTANT
<ul style="list-style-type: none"> Influence of demographics Business development 	IBU-3.10 Recognize and explain the influence of demographics on business development.	<ul style="list-style-type: none"> Recognize and explain the influence of demographics on business development. 	<ul style="list-style-type: none"> Demographics assignment 	<ul style="list-style-type: none"> Demographics 	ADDITIONAL
<ul style="list-style-type: none"> Customer demands Business development strategies 	IBU-3.11 Understand and respond to customer demands for business development strategies.	<ul style="list-style-type: none"> Understand and respond to customer demands for business development strategies. 	<ul style="list-style-type: none"> Customer demand project 	<ul style="list-style-type: none"> Customer demands 	IMPORTANT
<ul style="list-style-type: none"> Competition in the market 	IBU-3.12 Examine elements of competition in the market.	<ul style="list-style-type: none"> Examine elements of competition in the market. 	<ul style="list-style-type: none"> Compare and contrast competition 	<ul style="list-style-type: none"> Competition Competitive markets 	CRITICAL

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
<ul style="list-style-type: none"> • Opportunity recognition • New enterprise 	IBU-3.13 Analyze creative elements in opportunity recognition to start a new enterprise.	<ul style="list-style-type: none"> • Analyze creative elements in opportunity recognition to start a new enterprise. 	<ul style="list-style-type: none"> • Create a new business project 	<ul style="list-style-type: none"> • Enterprise 	IMPORTANT
<ul style="list-style-type: none"> • New business development 	IBU-3.14 Demonstrate examples of creativity and innovation in new business development.	<ul style="list-style-type: none"> • Demonstrate examples of creativity and innovation in new business development. 	<ul style="list-style-type: none"> • Create a new business project 	<ul style="list-style-type: none"> • Business development 	ADDITIONAL