



South Williamsport Area School District  
Course Plan Template

<b>Teacher: Jennifer Kimball</b>	<b>School Year: 2015-16</b>
<b>Course: Introduction to Business</b>	<b>Intended Grade Level: 9-10</b>
<p><b>Course Summary:</b> In Introduction to Business, you will study the concepts, principles and operations of private enterprise. You'll compare and contrast sole proprietorships, partnerships, and corporations – and the advantages and disadvantages of each. You will explore the functions of modern business management, marketing, and ethics and social responsibility that can improve or tarnish a brand. You'll also look at the human resource management side of running a business, and learn how employers can motivate their employees. Finally, you'll address the numbers side of running a business and examine bookkeeping, accounting, financial management, and financial statements.</p>	
<p><b>Course Outcomes:</b> <i>By the end of the course, students will know:</i></p> <ul style="list-style-type: none"> <li>• <i>Principles and operations of private enterprise</i></li> <li>• <i>Advantages and disadvantages of sole proprietorships, partnerships, and corporations</i></li> <li>• <i>Function of business management, marketing, and ethics and social responsibility that can enhance or hinder a product or service brand</i></li> <li>• <i>Human resource skills necessary to motivate employees</i></li> <li>• <i>Financial management needed to successfully run a business</i></li> </ul> <p><i>By the end of the course, students will be able to:</i></p> <ul style="list-style-type: none"> <li>• <i>Explain how the U.S. free enterprise system works</i></li> <li>• <i>Compare and contrast the various forms of business ownership</i></li> <li>• <i>Describe management techniques and marketing tactics used to run a business</i></li> <li>• <i>Apply ethics and social responsibility in business decision making</i></li> <li>• <i>List techniques to motivate employees in the workplace</i></li> <li>• <i>Analyze financial statements of a business</i></li> </ul>	
<p><b>Standards Targeted<sup>1</sup></b> <b>NATIONAL BUSINESS STANDARDS</b> <b>Economics I: Level 1-2, II: Level 1-3, III: Level 1-2, IV: Level 1-3, V: Level 1-3, VIII: Level 1-2, IX: Level 1-2</b> <b>Management I: A. Level 1-3, B. Level 1-2, C. Level 1-3, D. Level 1-3, III: A. Level 1-4, B. Level 1-3, C. Level 2, IV: A. Level 1-2, B. Level 1-2, C. Level 3, D. Level 1-4, E. Level 1-4, VIII: A. Level 1-4, C. Level 1-4, X: A. Level 3, B. Level 3, C. Level 3, XII: A. Level 3, B. Level 3, C. Level 1-4</b> <b>Marketing I: Level 1-3, II: A. Level 2-3, B. Level 3, IV: A1. Level 3, A2. Level 1-3, A4. Level 1-3, A7. Level 3, B. Level 1-2, C. Level 1-2, D. Level 1-3, V: Level 3</b> <b>Entrepreneurship I: A. Level 1-4, B. Level 1-2, D. Level 1</b></p>	

<sup>1</sup> Indicate primary Standards emphasis:

- PA Core - Math / ELA / Science & Technology / History & Social Studies
- National Content Standards (Name and Type)
- Industry Recognized Standards (Name and Type)



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Units of Study	
Units Topic	Primary Learning Outcome
<b>The Economy and You</b>	<b>Impact of Business in the world</b>
<b>Owning and Operating a Business</b>	<b>Pros and Cons of running a business</b>
Advanced Learner Recommendations	
Offer additional information: Read additional business news/journals: Wall Street Journal, Business Week, Forbes Visit SBA for Teens: <a href="http://studentcenter.ja.org/BUSINESS/MINDYOUROWNBIZ/SUCCEED/Pages/SBATEenBusinessLink.aspx">http://studentcenter.ja.org/BUSINESS/MINDYOUROWNBIZ/SUCCEED/Pages/SBATEenBusinessLink.aspx</a>	
Struggling Learner Recommendations	
Supplemental review sheets/activities/study guides Allow more time to complete tasks Reduce course load tasks to a fewer amount Provide more examples: Read additional business news/journals: Wall Street Journal, Business Week, Forbes Visit SBA for Teens: <a href="http://studentcenter.ja.org/BUSINESS/MINDYOUROWNBIZ/SUCCEED/Pages/SBATEenBusinessLink.aspx">http://studentcenter.ja.org/BUSINESS/MINDYOUROWNBIZ/SUCCEED/Pages/SBATEenBusinessLink.aspx</a>	