

Orange Public Schools Office of Innovation

Introduction to Business



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Introduction to Business

Students will be introduced to the world of business through real-world applications and experiences. Throughout the course, students will focus on key concepts of business that will lay the foundation for advanced courses such as Accounting, Business Law, Business Finance, and Entrepreneurship. This course will provide students with opportunities to develop their 21st Century Skills while learning about the three forms of business, basic accounting principles, business planning, economics, marketing, and personal financial concepts.

Scope and Sequence

Timeline	Concepts
Marking Period 1	The Economy and Business: Career Exploration, Business Ownership, and Business Management
Marking Period 2	Business Functions and Finances: Marketing, Concept of Accounting, and Business Planning

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21st Century Skills

NJSLS for Career Readiness, Life Literacies and Key Skills

An education in career readiness, life literacies, and key skills fosters a population that: continually self-reflects and seeks to improve the essential life and career practices that lead to success; uses effective communication and collaboration skills and resources to interact with a global society; possesses financial literacy and responsibility at home and in the broader community; plans, executes, and alters career goals in response to changing societal and economic conditions; and seeks to attain skill and content mastery to achieve success in a chosen career path.

By the end of Grade 12,

9.4 Life Literacies and Key Skills

Creativity and Innovation

9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas (e.g., 1.1.12prof.CR3a).

9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities (e.g., 1.4.12prof.CR2b, 2.2.12.LF.8).

9.4.12.CI.3: Investigate new challenges and opportunities for personal growth, advancement, and transition (e.g., 2.1.12.PGD.1).

Critical Thinking and Problem Solving

9.4.12.CT.1: Identify problem-solving strategies used in the development of an innovative product or practice (e.g., 1.1.12acc.C1b, 2.2.12.PF.3).

9.4.12.CT.2: Explain the potential benefits of collaborating to enhance critical thinking and problem solving (e.g., 1.3E.12profCR3.a).

9.4.12.CT.3: Enlist input from a variety of stakeholders (e.g., community members, experts in the field) to design a service learning activity that addresses a local or global issue (e.g., environmental justice).

9.4.12.CT.4: Participate in online strategy and planning sessions for course-based, school-based, or other project and determine the strategies that contribute to effective outcomes.

Digital Citizenship

9.4.12.DC.1: Explain the beneficial and harmful effects that intellectual property laws can have on the creation and sharing of content (e.g., 6.1.12.CivicsPR.16.a).

9.4.12.DC.2: Compare and contrast international differences in copyright laws and ethics.

9.4.12.DC.3: Evaluate the social and economic implications of privacy in the context of safety, law, or ethics (e.g., 6.3.12.HistoryCA.1).

9.4.12.DC.4: Explain the privacy concerns related to the collection of data (e.g., cookies) and generation of data through automated processes that may not be evident to users (e.g., 8.1.12.NI.3).

9.4.12.DC.5: Debate laws and regulations that impact the development and use of software.

9.4.12.DC.6: Select information to post online that positively impacts personal image and future college and career opportunities.

9.4.12.DC.7: Evaluate the influence of digital communities on the nature, content and responsibilities of careers, and other aspects of society (e.g., 6.1.12.CivicsPD.16.a).

9.4.12.DC.8: Explain how increased network connectivity and computing capabilities of everyday objects allow for innovative technological approaches to climate protection.

Global and Cultural Awareness

9.4.12.GCA.1: Collaborate with individuals to analyze a variety of potential solutions to climate change effects and determine why some solutions (e.g., political, economic, cultural) may work better than others (e.g., SL.11-12.1., HS-ETS1-1, HS-ETS1-2, HS-ETS1-4, 6.3.12.GeoGI.1, 7.1.IH.IPERS.6, 7.1.IL.IPERS.7, 8.2.12.ETW.3).

Information and Media Literacy

- 9.4.12.IML.1: Compare search browsers and recognize features that allow for filtering of information.
- 9.4.12.IML.2: Evaluate digital sources for timeliness, accuracy, perspective, credibility of the source, and relevance of information, in media, data, or other resources (e.g., NJSLSA.W8, Social Studies Practice: Gathering and Evaluating Sources).
- 9.4.12.IML.3: Analyze data using tools and models to make valid and reliable claims, or to determine optimal design solutions (e.g., S-ID.B.6a., 8.1.12.DA.5, 7.1.IH.IPRET.8)
- 9.4.12.IML.4: Assess and critique the appropriateness and impact of existing data visualizations for an intended audience (e.g., S-ID.B.6b, HS-LS2-4).
- 9.4.12.IML.5: Evaluate, synthesize, and apply information on climate change from various sources appropriately (e.g., 2.1.12.CHSS.6, S.IC.B.4, S.IC.B.6, 8.1.12.DA.1, 6.1.12.GeoHE.14.a, 7.1.AL.PRSNT.2).
- 9.4.12.IML.6: Use various types of media to produce and store information on climate change for different purposes and audiences with sensitivity to cultural, gender, and age diversity (e.g., NJSLSA.SL5).
- 9.4.12.IML.7: Develop an argument to support a claim regarding a current workplace or societal/ethical issue such as climate change (e.g., NJSLSA.W1, 7.1.AL.PRSNT.4).
- 9.4.12.IML.8: Evaluate media sources for point of view, bias, and motivations (e.g., NJSLSA.R6, 7.1.AL.IPRET.6).
- 9.4.12.IML.9: Analyze the decisions creators make to reveal explicit and implicit messages within information and media (e.g., 1.5.12acc.C2a, 7.1.IL.IPRET.4).

Technology Literacy

- 9.4.12.TL.1: Assess digital tools based on features such as accessibility options, capacities, and utility for accomplishing a specified task (e.g., W.11-12.6.).
- 9.4.12.TL.2: Generate data using formula-based calculations in a spreadsheet and draw conclusions about the data.
- 9.4.12.TL.3: Analyze the effectiveness of the process and quality of collaborative environments.
- 9.4.12.TL.4: Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem (e.g., 7.1.AL.IPERS.6).

Career Ready Practices

- CRP1. Act as a responsible and contributing citizen and employee.
- CRP2. Apply appropriate academic and technical skills.
- CRP3. Attend to personal health and financial well-being.
- CRP4. Communicate clearly and effectively and with reason.
- CRP5. Consider the environmental, social and economic impacts of decisions.
- CRP6. Demonstrate creativity and innovation.
- CRP7. Employ valid and reliable research strategies.
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them.
- CRP9. Model integrity, ethical leadership and effective management.
- CRP10. Plan education and career paths aligned to personal goals.
- CRP11. Use technology to enhance productivity.
- CRP12. Work productively in teams while using cultural global competence.

Instructional Strategies

Academic vocabulary and language; Accountable talk; Adapting to learning styles/multiple intelligences; Analysis of student work; Cues, questions, activating prior knowledge; Current events; Direct instruction; Discovery/Inquiry-based learning; Document-based questions; Effective questioning; Field experience, field trip, or field study; Flexible/strategic grouping; Formative assessment process; Guest speakers; Hands-on learning; Identifying similarities and differences; Integration of content areas; Lecture; Learning centers; Mastery learning; Modeling; Nonlinguistic

representations; Note booking/journaling; Peer teaching/collaboration; Project-based learning; Realia; Reinforcing effort and providing recognition; Role play/simulations/drama; Student goal setting; Student self-assessment; Summarizing and note taking; Targeted feedback; Word wall

Integrated Accommodations and Modifications

Special Education/504	English Language Learners
<p>Adhere to all modifications and health concerns stated in each IEP.</p> <p>Give students a MENU option allowing students to pick assignments from different levels based on difficulty. Students have the option of learning the curriculum in their comfort level and challenge themselves for growth.</p> <p>Use the online reading software, which can revise the reading at the Lexile level to meet students at current reading level.</p> <p>Accommodating Instructional Strategies: Reading Aloud, Graphic Organizers, Reading Study Guides, one-on-one instruction, class website, Handouts, Definition List, Syllabus, Large Print, Outlines.</p> <p>Utilize speech to text resources.</p>	<p>Use the district purchased software; give students the option to change the language of the articles to the student's native language for most articles.</p> <p>Speech to text platform extension additions. Will read to the student in the language selected.</p> <p>Online word banks</p> <p>Use visuals whenever possible to support classroom instruction and classroom activities.</p> <p>Teacher modeling and written instructions for every assignment.</p> <p>SIOP Strategies:</p> <p>Adapted, taped, or highlighted text, Anticipation / Reaction Guides, Bilingual dictionaries, Classroom charts and posters to link prior learning to new learning Advance Organizers Videos, DVDs, stories, articles, books, pictures, or photographs, Cloze activities Mnemonic strategies, Concept definition maps Word sorts, Vocabulary flip books, Demonstration of lesson procedures, High-interest, low-readability texts, Incorporate listening, speaking, reading, and writing activities, Insert Method, Anticipation Guides Concept/Question Board, Interactive word walls, Jigsaw activities, Labeling Word knowledge self-assessment,, Word banks, Marginal notes</p> <p>Native language texts, Question Stems to elicit and share background experiences and promote higher-order thinking skills, Realia, manipulatives, props, photographs, illustrations, Rehearsal strategies Teacher-prepared outlines, Text comprehension strategies (predicting, retelling, summarizing, etc.) QAR strategy Questioning the Author, Think-Alouds Thinking Maps and other graphic organizers, Trade books, Vocabulary Self-Collection Strategy (VSS), Personal dictionaries, Word generation activities, Note Taking (Three-Column, Cornell notes, etc.), Scaffolded Questions / Verbal scaffolding of student responses</p>

Gifted and Talented	Students at Risk of Failure
<p>Modified instructional strategies Socratic Seminar, Group Discussion, Think-Pair- Share, Individual Assignments graded on a more rigorous rubric, Multimedia Projects, working with more primary source documents and completing Case Studies.</p> <p>Student led classroom instruction; also Project Based Learning.</p>	<p>Give students a MENU options allowing students to pick activities based on interest that address the objectives and standards of the unit.</p> <p>Modified Instructional Strategies, Graphic organizers, Readings.</p> <p>Study Guides, small learning group instruction, class website (Google Classroom).</p> <p>Syllabus, inclusion of more visuals and films, Field Trips, Google Expeditions, Peer Support, one on one instruction</p> <p>Constant parental contact along with mandatory tutoring appointments</p> <p>Academic Contracts</p>

9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers (End of Grade 12)

For students to be college and career ready they must have opportunities to understand career concepts and financial literacy. This includes helping students make informed decisions about their future personal, educational, work, and financial goals. By integrating Standard 9 into instruction along with the NJCCCS, New Jersey I can acquire the necessary academic and life skills to not only achieve individual success but also to contribute to the success of our society.

By the end of Grade 12,

9.3 Business Management and Administration

BUSINESS MANAGEMENT AND ADMINISTRATION (BM)

9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.

9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.

9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.

9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.

9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.

9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.

ADMINISTRATIVE SUPPORT (BM-ADM)

9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.

9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.

9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.

BUSINESS INFORMATION MANAGEMENT (BM-BIM)

9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.

9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial

wellbeing.

9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.

9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.

9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.

GENERAL MANAGEMENT (BM-MGT)

9.3.21.BM-MGT.1 Describe and follow laws and regulations affecting business operations and transactions.

9.3.12.BM-MGT.2 Access, evaluate and disseminate information for business decision making.

9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.

9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.

9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.

9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.

9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.

9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals.

HUMAN RESOURCES MANAGEMENT (BM-HR)

9.3.12.BM-HR.1 Describe and follow laws and regulations affecting human resource operations.

9.3.12.BM-HR.2 Access, evaluate and disseminate information for human resources management decision making.

9.3.12.BM-HR.3 Motivate and supervise personnel to achieve completion of projects and business goals.

9.3.12.BM-HR.4 Plan, monitor and manage the use of financial and human resources to ensure a business's financial wellbeing.

9.3.12.BM-HR.5 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.

9.3.12.BM-HR.6 Plan, monitor and manage day-to-day business activities to foster a healthy and safe work environment.

9.3.12.BM-HR.7 Plan, organize and implement compensation, benefits, health and safety programs.

OPERATIONS MANAGEMENT (BM-OP)

9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.

9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

9.3.12.BM-OP.3 Apply inventory tracking systems to facilitate operational controls.

9.3.12.BM-OP.4 Plan, monitor and manage day-to-day business activities to maintain and improve operational functions.

Interdisciplinary Connections

NJSLSA.W4. Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

NJSLSA.R7. Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.

NJSLSA.W6. Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.

NJSLSA.W7. Conduct short as well as more sustained research projects, utilizing an inquiry-based research process, based on focused questions, demonstrating understanding of the subject under investigation. **NJSLSA.W8.** Gather relevant information from multiple print and digital sources, assess the credibility and accuracy of each source, and integrate the information while avoiding plagiarism.

NJSLSA.SL5. Make strategic use of digital media and visual displays of data to express information and enhance

understanding of presentations.

RI.11-12.1. Accurately cite strong and thorough textual evidence, (e.g., via discussion, written response, etc.), to support analysis of what the text says explicitly as well as inferentially, including determining where the text leaves matters uncertain.

Unit 1	Introduction to Business	Grade(s)	9-12
Unit Plan Title:	The Economy and Business		
Unit Overview			
In this unit, students will explore how the economy affects what goods and services are produced and how businesses rely on the economy to determine how to make decisions regarding their organizational resources. Students will learn key economic concepts and understand how capitalism creates economic value and innovation. Additionally, students will learn how businesses are formed in the United States and the business functions of an organization.			
Essential Question(s)			
<ul style="list-style-type: none"> • How are businesses formed in the United States of America? • How does the economy affect how businesses operate? • How do entrepreneurs overcome the risks of forming a business? 			
Enduring Understandings			
<ul style="list-style-type: none"> • “Business” means a for-profit or non-profit organization involved in commercial, industrial, or professional commerce. • The six functions of business are Human Resources, Strategy, Information Management, Operations, Marketing, and Finance/Accounting • The three forms of business are sole proprietorships, partnerships, and corporations. • “Economics” is the study of how individuals and societies make decisions about resources, production, distribution, exchange, and consumption of goods and services, given unlimited and competing wants, and given the scarcity of resources. • Capitalism assumes companies are built with a purpose to create economic value through innovation, driven by a profit-motive, in order to sustain and grow their operations. 			
Assessments			
<p>Formative: Daily —do now/warm-up responses. Ability to demonstrate proficiency in key unit concepts in class discussions. Student Portfolio of key work products. Shared responses to Essential Questions. Student Portfolio of key work products. Written and reading-based homework.</p> <p>Summative: End of Unit written exam and Chapter 2 Exam</p> <p>Authentic: Organizational Flow Chart and Sample Business Plan</p>			
Guest Speakers and Field Trips			
<p>Guest Speakers: Entrepreneur (Weeks 1-10) Small Business Owner (Weeks 1-10) Economist (Weeks 3-6) Human Resource Manager (Weeks 11-12)</p> <p>College Field Trips: Fairleigh Dickinson University, Montclair State University, Rutgers University, and William Paterson University</p> <p>Industry Field Trips: Local Small Business, Prudential Center, and Ernst and Young</p> <p>Virtual Field Trip: Entrepreneur in Georgia, The Coca-Cola Company, and Amazon Career Tours</p>			
Lesson and Learning Goal/Pacing			
Lesson 1	Careers in Business (One Day Lesson)		
	Career Exploration in Business (2 -3 Day Lesson)		

Lesson 2	
Lesson 3	Career Exploration Self-Assessments (1 Day Lesson)
Lesson 4	Basic Economic Concepts (5 Day Lesson)
Lesson 5	Economic Resources (5 Day Lesson)
Lesson 6	Economic Activity in a Changing World (5 Day Lesson)
Lesson 7	Business Ethics and Social Responsibility (5 Day Lesson)
Lesson 8	Entrepreneurship (5 Day Lesson)
Lesson 9	Business Ownership and Operations (5 Day Lesson)
Lesson 10	Business Management (5 Day Lesson)
Lesson 11	Leadership in Management (5 Day Lesson)
Lesson 12	Human Resources Management (5 Day Lesson)
Lesson 13	Culture and Diversity in Business (5 Day Lesson)
	Lesson 1: Careers in Business (1 Day Lesson)
NJSLS	9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business. 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations. 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career. 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships. 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business. 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.
Learning Objective	I can research careers in business finance.
Teacher/Student Materials	Careers in Finance Lesson Plan
Additional Resources	Careers in Finance Articles
	Lesson 2: Career Exploration in Business (2-3 Day Lesson)
NJSLS	9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business. 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations. 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career. 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships. 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business. 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.
Learning Objective	I can classify careers in business finance by sector.

Teacher Materials	Career Exploration Lesson Plan Career Exploration Lesson
Additional Resources	Careers in Finance Articles
	Lesson 3: Career Exploration Assessments (1 Day Lesson)
NJSLS	9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business. 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations. 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career. 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships. 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business. 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.
Learning Objective	I can conduct a self-assessment to identify my personal strengths and opportunities for improvement, as they relate to well-known skills and traits of successful finance professionals.
Teacher/Student Materials	The Career Test Career Test: Meyers-Briggs
Additional Resources	Self-Assessment Traits Lesson. Self-Assessment One Word Lesson Self-Assessment Skills Lesson
	Lesson 4: Basic Economic Concepts (5 Day Lesson)
NJSLS	9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations. 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career. 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
Learning Objective	I can differentiate between wants and needs. I can use the decision-making process to create a plan to utilize resources. I can examine how profit and competition motivates businesses. I can defend how businesses impact you and the economy.
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 1 pgs. 4 to 19
Additional Resources	Business U What, How and For Whom (U.S.A) What, How, and For Whom (Non-U.S.A) What, How, For Whom Presentation
	Lesson 5: Economic Resources (5 Day Lesson)
NJSLS	9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.

	<p>9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.</p> <p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.</p>
Learning Objective	<p>I can compare and contrast the four factors of production.</p> <p>I can argue how scarcity requires individuals and nations to make decisions about resources.</p> <p>I can differentiate between a market, command, and mixed-economy.</p> <p>I can design a chart on how countries answer the three economic questions.</p>
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 2 pgs. 20-35
Additional Resources	<p>Business U</p> <p>Supply and Demand Lesson</p> <p>Economics Systems Lesson</p>
	Lesson 6: Economic Activity in a Changing World (5 Day Lesson)
NJSLS	<p>9.3.12.FN.2 Utilize tools, strategies and systems to plan, monitor, manage and maintain the use of financial resources.</p> <p>9.3.12.FN.6 Plan, monitor and manage day-to-day activities to ensure effective and efficient finance operations.</p> <p>9.3.12.FN.7 Implement safety, health and environmental controls to ensure a safe and productive finance work workplace.</p> <p>9.3.12.FN.8 Describe and follow laws, regulations and ethical standards that affect finance operations and transactions.</p> <p>9.3.12.FN.9 Plan, manage and maintain the use of financial resources to protect solvency.</p>
Learning Objective	<p>I can create a timeline of the major economic shifts in the history of the US.</p> <p>I can calculate gross domestic product, unemployment rate, rate of inflation, and national debt.</p> <p>I can distinguish between the four stages of the business cycle.</p>
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 3 pgs. 36 to 51
Additional Resources	<p>Business U</p> <p>The US Economy and Private Enterprise Lesson</p>
	Lesson 7: Business Ethics and Social Responsibility (5 Day Lesson)
NJSLS	<p>9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.</p> <p>9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.</p> <p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.</p>
Learning Objective	<p>I can differentiate between ethics and business ethics.</p> <p>I can examine why ethical behavior is good for business.</p> <p>I can provide evidence to support why social responsibility is good for business.</p> <p>I can create a social responsibility campaign.</p>

Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 4 pgs. 52-73
Additional Resources	Business U Ethics Lesson
	Lesson 8: Entrepreneurship (5 Day Lesson)
NJSLS	9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business. 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations. 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career. 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships. 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business. 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.
Learning Objective	I can differentiate between the rewards and challenges of entrepreneurship. I can develop an argument to explain why entrepreneurship is important to the economy. I can develop a business idea using the steps to set up a business. I can create a sample business plan.
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 5 pgs. 74 to 91
Additional Resources	Wharton Global Youth The Act of Being an Entrepreneur
	Lesson 9: Business Ownership and Operations (5 Day Lesson)
NJSLS	9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business. 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations. 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career. 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships. 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business. 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.
Learning Objective	I can compare and contrast the three forms of business ownership. I can differentiate between the six types of businesses and business functions. I can present how the five functions of businesses relate to one another.
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 6 pgs. 92 to 107

Additional Resources	Business U Types of Business Models Types of Business Ownership
	Lesson 10: Business Management (5 Day Lesson)
NJSLS	9.3.21.BM-MGT.1 Describe and follow laws and regulations affecting business operations and transactions. 9.3.12.BM-MGT.2 Access, evaluate and disseminate information for business decision making. 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations. 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships. 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing. 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning. 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals. 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals.
Learning Objective	I can examine and research the overall purpose of management in business. I can analyze the four functions of business. I can distinguish between management structures. I can critique the skills necessary for effective management. I can create an organizational chart.
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 7 pgs. 108 to 123
Additional Resources	Business U Business Management Lesson
	Lesson 11: Leadership in Management (5 Day Lesson)
NJSLS	9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions. 9.3.12.BM-OP.2 Develop and maintain positive customer relationships. 9.3.12.BM-OP.3 Apply inventory tracking systems to facilitate operational controls. 9.3.12.BM-OP.4 Plan, monitor and manage day-to-day business activities to maintain and improve operational functions.
Learning Objective	I can differentiate between leadership styles. I can present on how to improve leadership skills. I can analyze the different leadership style approaches.
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 8 pgs. 124 to 139
Additional Resources	Wharton Global Youth Leadership in Management Lesson

	Lesson 12: Human Resource Management (5 Day Lesson)
NJSLS	<p>9.3.12.BM-HR.1 Describe and follow laws and regulations affecting human resource operations.</p> <p>9.3.12.BM-HR.2 Access, evaluate and disseminate information for human resources management decision making.</p> <p>9.3.12.BM-HR.3 Motivate and supervise personnel to achieve completion of projects and business goals.</p> <p>9.3.12.BM-HR.4 Plan, monitor and manage the use of financial and human resources to ensure a business’s financial wellbeing.</p> <p>9.3.12.BM-HR.5 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.</p> <p>9.3.12.BM-HR.6 Plan, monitor and manage day-to-day business activities to foster a healthy and safe work environment.</p> <p>9.3.12.BM-HR.7 Plan, organize and implement compensation, benefits, health and safety programs.</p>
Learning Objective	<p>I can research human resource management.</p> <p>I can examine how companies attract and reward good employees.</p> <p>I can differentiate between the role and responsibilities of human resource managers.</p> <p>I can create a human resource policy for an organization.</p>
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 15 pgs. 254 to 269
Additional Resources	<p>Business U</p> <p>Human Resources Lesson</p>
	Lesson 13: Culture and Diversity in Business (5 Day Lesson)
NJSLS	<p>9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.</p> <p>9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.</p> <p>9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.</p>
Learning Objective	<p>I can investigate the effect culture has on doing business globally.</p> <p>I can distinguish between different business cultures.</p> <p>I can create a culture and diversity business presentation.</p>
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 16 pgs. 270 to 291
Additional Resources	Cultural Diversity in the Workplace Lesson

Unit 2	Introduction to Business	Grade(s)	9-12
Unit Plan Title:	Business Functions and Finances		
Unit Overview			
<p>In this unit, students will understand how businesses function and how companies maintain their financial records. Students will learn how marketing and advertising promote products to increase business revenue. Students will learn how to prepare financial documents and to maintain financial records by learning key accounting concepts and principles. Students will complete a business plan to demonstrate an understanding of concepts learned in the Introduction to Business course.</p>			
Essential Question(s)			
<ul style="list-style-type: none"> • How does marketing affect an organization’s profit margin? • How does the profit motive force businesses to compete in a global society? • How do organizations maintain their financial records? • How are goods and services purchased in an economy? 			
Enduring Understandings			
<ul style="list-style-type: none"> • “Marketing” is the enterprise and pursuit of ideation, creation, communication, and delivery of profitable products and services to targeted customers for their benefit and for the benefit of society as a whole. • “Profit” means the financial gain earned when the revenue generated from a business exceeds all the expenses associated with achieving that revenue, over a certain time period. • Accounting is the process of recording, maintaining, and reporting an organization’s financial transactions and records. • “Currency” is a form of money, specifically, it is paper and coin money in circulation used to purchase goods and services in an economy. 			
Assessments			
<p>Formative: Daily —do now/warm-up responses. Ability to demonstrate proficiency in key unit concepts in class discussions. Student Portfolio of key work products. Shared responses to Essential Questions. Student Portfolio of key work products. Written and reading-based homework.</p> <p>Summative: Exam 1 (After Lesson5) and Exam 2 (After Lesson 10)</p> <p>Authentic: Business Plan and Product Advertisement</p>			
Guest Speakers and Field Trips			
<p>Guest Speakers: Small Business Owner (Weeks 1-10) Marketing or Advertising Representative (Weeks 1-3) Accountant (Weeks 5-8) Financial Analyst (Weeks 5-8) Financial Planner (Weeks 6-10)</p> <p>College Field Trips: Fairleigh Dickinson University, Montclair State University, Rutgers University, and William Paterson University</p> <p>Industry Field Trips: Local Small Business, Prudential Center, and Ernst and Young</p> <p>Virtual Field Trip: Entrepreneur in Georgia, The Coca-Cola Company, and Amazon Career Tours</p>			

Lesson and Learning Goal/Pacing	
Lesson 1	Marketing and Advertising in Today's World (10 Day Lesson)
Lesson 2	Business Income, Revenue, and Expenses (3 Day Lesson)
Lesson 3	The Concept of Accounting (5 Day Lesson)
Lesson 4	The Role of Finance in Business (4 Day Lesson)
Lesson 5	Financial Analysis (3 Day Lesson)
Lesson 6	Forms of Financial Exchange (2 Day Lesson)
Lesson 7	Types of Currency (2 Day Lesson)
Lesson 8	Legal Responsibilities of Financial Exchange (1 Day Lesson)
Lesson 9	Personal Finances and Investing (10 Day Lesson)
Lesson 10	Business Planning (10 Day Lesson)
Lesson 1: Marketing and Advertising in Today's World (10 Day Lesson)	
NJSLS	<p>9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.</p> <p>9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.</p> <p>9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.</p> <p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.</p> <p>9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p>
Learning Objective	<p>I can analyze the functions of marketing.</p> <p>I can research the functions of marketing.</p> <p>I can create a survey to determine a new product.</p> <p>I can develop a new product idea.</p> <p>I can compare and contrast the different types of advertisements.</p> <p>I can calculate advertising rates.</p> <p>I can create an advertising campaign.</p>
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 13 and 14 pgs. 216 to 251
Additional Resources	<p>Business U</p> <p>Marketing Lesson</p> <p>Wharton Global Youth</p> <p>Advertising Lesson Plan</p>
Lesson 2: Business Income, Revenue, and Expenses (3 Day Lesson)	

NJSLS	<p>9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.</p> <p>9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.</p> <p>9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.</p> <p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.</p> <p>9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p>
Learning Objective	<p>I can calculate business income, revenue, and expenses.</p> <p>I can research and explain the profit motive.</p> <p>I can prepare a budget.</p> <p>I can develop financial goals.</p>
Teacher Materials	Introduction to Business McGraw Hill (2016) Chapter 28 pgs. 494 to 511
Additional Resources	<p>Business U</p> <p>Business Income, Revenue, and Expenses</p>
	Lesson 3: The Concept of Accounting (5 Day Lesson)
NJSLS	<p>9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.</p> <p>9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.</p> <p>9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.</p> <p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.</p> <p>9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p>
Learning Objective	<p>I can create a financial plan.</p> <p>I differentiate between the three financial statements.</p> <p>I can utilize the accounting equation to prepare financial statements.</p> <p>I can prepare financial statements.</p>
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 17 pgs. 292 to 311 and 28 pgs. 494 to 511
Additional Resources	<p>Business U</p> <p>The Cost of Accounting</p>
	Lesson 4: The Role of Finance in Business (4 Day Lesson)
NJSLS	<p>9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.</p>

	<p>9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.</p> <p>9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.</p> <p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.</p> <p>9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p>
Learning Objective	<p>I can examine the role of finances in business.</p> <p>I can distinguish between assets and liabilities.</p> <p>I can calculate assets and liabilities.</p> <p>I can create a presentation about the role of finances in business.</p>
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 17 pgs. 292 to 311 and 28 pgs. 494 to 511
Additional Resources	<p>Business U</p> <p>The Role of Finance in Business</p>
	Lesson 5: Financial Analysis (3 Day Lesson)
NJSLS	<p>9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.</p> <p>9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.</p> <p>9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.</p> <p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.</p> <p>9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p>
Learning Objective	I can conduct a financial analysis of a business and present a financial report.
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 17 pgs. 292 to 311 and 28 pgs. 494 to 511
Additional Resources	<p>Business U</p> <p>Financial Analysis</p>
	Lesson 6: Forms of Financial Exchange (2 Day Lesson)
NJSLS	<p>9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.</p> <p>9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.</p> <p>9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.</p>

	<p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.</p> <p>9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p>
Learning Objective	I can differentiate between the different forms of financial exchanges.
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 12 pgs. 194 to 215
Additional Resources	Business U Forms of Financial Exchange
	Lesson 7: Types of Currency (2 Day Lesson)
NJSLS	<p>9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.</p> <p>9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.</p> <p>9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.</p> <p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.</p> <p>9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p>
Learning Objective	<p>I can differentiate between the types of currency.</p> <p>I can calculate foreign exchange rates.</p>
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 12 pgs. 194 to 215
Additional Resources	Business U Types of Currency
	Lesson 8: Legal Responsibilities of Financial Exchange (1 Day Lesson)
NJSLS	<p>9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.</p> <p>9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.</p> <p>9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.</p> <p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.</p> <p>9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p>

Learning Objective	I can research the legal responsibilities of a financial exchange.
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 12 pgs. 194 to 215
Additional Resources	Business U Legal Responsibilities Associated with Financial Exchanges
	Lesson 9: Personal Finance and Investing (10 Day Lesson)
NJSLS	9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business. 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations. 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career. 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships. 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business. 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.
Learning Objective	I can analyze and examine personal finances. I can create a financial plan. I can differentiate between different types of investments. I can create an investment portfolio.
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Chapter 28 to 31 pgs. 494 to 563
Additional Resources	Business U Personal Finance: Pay Stub Types of Investments
	Lesson 10: Business Planning (10 Day Lesson)
NJSLS	9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business. 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations. 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career. 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships. 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business. 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.
Learning Objective	I can create and present a business plan.
Teacher/Student Materials	Introduction to Business McGraw Hill (2016) Business Plan Appendix pgs. 660 to 673

Additional Resources

Wharton Global Youth
[Business Plan Lesson Plan](#)