

Options EHS Introduction to Business A		Scope and Sequence
Unit	Lesson	Objectives
Course Overview		
	Getting Started	
Costs and Profit		
	Introduction	
	Business Costs	
		Define unit of sale
		Identify differences between revenue and profit
		Identify variable and fixed costs
		Define gross and net profit
	Efficiency and Productivity	
		Identify ways to increase profit
		Define efficiency, productivity, and division of labor
		Identify how the law of diminishing returns works
		Identify economies and diseconomies of scale
	Value and Utility	
		Define value and how it is determined
		Identify types of economic utility and ways to add them
	Assignment	
		Research and reflect on key concepts from this unit
		Submit your research and reflections to your instructor
	Summary	
	Study Guide and Quiz	

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		Review and take the quiz
	Business Types	
	Introduction	
	Industries	
		Identify the main industries of business
		Identify types of goods
		Identify types of services
	Business Structures	
		Define liability and taxation
		Identify types of business ownership
		Identify considerations in choosing a business structure
		Define franchises
	Business Organization	
		Identify stages of a business
		Identify the main departments and ways to organize a business
		Define market saturation
		Identify the stages in the product life cycle
	Assignment	
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		Review and take the quiz
Money Management		
	Introduction	
	Money	
		Identify the roles money plays in an economy
		Define currency and identify forms of currency
		Identify the role of the Federal Reserve System
		Define earned income and unearned income
		Define financial goals, prioritizing, and budgeting
	Banking	
		Identify banking services and types of transactions
		Identify differences between checking and savings accounts
		Identify bank security issues and the role of the FDIC
	Investing	
		Identify the purpose of investing
		Calculate return on investment
		Identify differences between equity and debt investments
		Define interest
		Identify types of investment income
	Assignment	
		Research and reflect on key concepts from this unit
		Submit your research and reflections to your instructor

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Business Finance		
	Introduction	
	Funding a Business	
		Identify types of funding and types of funders
		Identify common business costs
		Define cash flow and forecasting
	Accounting	
		Identify financial health factors
		Define accounting and bookkeeping
		Identify the purpose of GAAP
		Identify common accounting methods and software
	Bookkeeping and Reporting	
		Identify how single-entry and double-entry accounting work
		Identify and interpret common financial statements
	Risk Management	
		Identify causes and types of risk
		Define insurance and risk management
		Define opportunity cost
	Assignment	

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Business and Society		
	Introduction	
	Global Trade	
		Define globalization
		Define global trade and domestic trade
		Define importing, exporting, free trade, and tariff
		Define exchange rate risk
	Government Agencies	
		Identify common government agencies that affect business
		Define organized labor
	Business Law	
		Identify how the legal system works
		Define contracts and torts, and identify common business torts
		Identify types of intellectual property
	Business Ethics	
		Define ethics and ethical behavior
		Identify social responsibilities and legal issues involved in business

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	Assignment	Define conflict of interest
		Research and reflect on key concepts from this unit
		Submit your research and reflections to your instructor
	Summary	
	Study Guide and Quiz	
		Review and take the quiz
Business Planning		
	Introduction	
	Business Opportunities	
		Identify business ideas and opportunities
		Identify how changes and trends create opportunities
		Identify opportunities in the global marketplace
	Defining a Business	
		Define mission, vision, and values statements for a business
		Identify considerations in setting the scope of a business
	Business Planning	
		Identify how to perform a SWOT analysis
		Identify the purpose of and parts of a business plan
	Assignment	
		Research and reflect on key concepts from this unit
		Submit your research and reflections to your instructor

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	Summary	
	Study Guide and Quiz	
		Review and take the quiz
Marketing		
	Introduction	
	Marketing Messages	
		Identify differences between brand and corporate image
		Define market positioning
		Identify how to form a marketing message
		Identify differences between features and benefits
		Identify ways to use emotions and problem solving in marketing messages
	Market Information Management	
		Define market segmenting, market research, data storage, and data mining
		Identify differences between primary and secondary data
		Identify sources of data
		Identify ethical issues in market information management
	Marketing Tools	
		Identify the tools in the marketing mix
		Identify advantages and disadvantages of increasing market share
		Define market penetration strategy
		Identify parts of a marketing plan
	Assignment	

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Promotion		
	Introduction	
	Promotional Methods	
		Identify common promotional methods
		Identify factors to evaluate in a promotion
	Advertising	
		Identify common advertising methods and types
		Identify differences between institutional and product advertising
		Identify ways to evaluate advertisements
	Assignment	
		Research and reflect on key concepts from this unit
		Submit your research and reflections to your instructor
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Selling and Pricing		
	Introduction	

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	Principles of Selling	<ul style="list-style-type: none"> Identify differences between marketing and sales Identify principles of selling Describe the levels in Maslow's hierarchy of needs Identify stages a customer goes through
	The Sales Process	<ul style="list-style-type: none"> Identify steps in completing a sale Describe the importance of customer retention Identify ways of measuring sales quotas Identify common ways of paying salespeople Identify common sales methods
	Pricing and Ethics	<ul style="list-style-type: none"> Identify internal and external factors that affect pricing Identify common pricing strategies Describe common ethical issues associated with selling and pricing
	Assignment 1R	<ul style="list-style-type: none"> Research and reflect on key concepts from this unit Submit your research and reflections to your instructor
	Study Guide and Quiz	<ul style="list-style-type: none"> Review and take the quiz
	Summary	
Final Test		

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	Topic Review Activity	
	Final Test	