



Course Outcome Summary

Course Information: **Intro to Business**

Description: This explorative course is for anyone interested in owning, managing, or working in the business field. Topics will include an overview of ethics, decision-making, entrepreneurship, management, finance, marketing, accounting, and team building. This course will conclude with students applying these concepts by working in teams to create and operate a small business. If you're thinking about a business career, this class is a must.

Instruction Level: **Grades 9-12**

Total Credits: **1**

Course Standards:

ACT College and Career Readiness Standards

- Interpret and use information from graphs in the coordinate plane
- Show strong understanding of the persuasive purpose of the task by taking a position on the specific issue in the prompt and offering a broad context for discussion
- Show clear movement between general and specific ideas and examples
- Show competent use of language to communicate ideas

CTE Common Core Standards

- Students will communicate and collaborate with others to accomplish tasks and develop solutions to problems and opportunities.
- Students will identify and apply employability skills
- Students will assess the benefits and challenges of working in diverse settings and on diverse teams
- Students will apply leadership skills in real-world, family, community and business and industry applications.

Business and Information Technology Standards

- Analyze the effects of changes in assets
- Analyze the effects of changes in liabilities
- Analyze the effects of changes in owner's equity
- Demonstrate proper listening techniques
- Demonstrate effective negotiation skills
- Examine and interpret tables, chart and graphs to make comparisons, predictions and inferences

- Use effective decision making processes to compare the costs and benefits of alternatives
- Interpret how the changes in supply or demand often cause buyers and sellers to adjust their purchase and sales decisions based on relative price
- Interpret supply and demand curves
- Explore the characteristics of an entrepreneur
- Analyze the role of the entrepreneur in America's businesses today
- Evaluate the development of management's role of leadership and organization in a business
- Examine the importance of management's function of evaluating and controlling in order to achieve a desired outcome
- Describe the impact of consumer differences on buying decisions
- Analyze the process used to obtain, develop, maintain and/or improve a product or service in response to market wants and needs
- Differentiate between buyers and sellers

Unit

1. **Ethics**
2. **Stock Market**
3. **Economics**
4. **Management/Leadership**
5. **Entrepreneurship**
6. **Competition**
7. **Marketing**
8. **Accounting**
9. **Small Business Operation**

Unit Outlines

1. **Ethics**

Standards:

- Use effective decision making processes to compare the costs and benefits of alternatives
- Show strong understanding of the persuasive purpose of the task by taking a position on the specific issue in the prompt and offering a broad context for discussion

Essential Question

Students will be able to answer the question(s):

- What impact does our ethics have on the decision making process?

Essential Knowledge:

- The student will be able to explain the importance of ethics in the business world and contribute to decisions concerning grey area issues in business and teen life.

2. Stock Market

Standards:

- Demonstrate effective negotiation skills
- Interpret and use information from graphs in the coordinate plane
- Examine and interpret tables, chart and graphs to make comparisons, predictions and inferences

Essential Question

Students will be able to answer the question(s):

- How does the stock market impact our daily lives?

Essential Knowledge:

- The student will be introduced to the basics of the stock market, how news events affect stock price and participate in a stock market simulation.

3. Economics

Standards:

- Interpret how the changes in supply or demand often cause buyers and sellers to adjust their purchase and sales decisions based on relative price
- Interpret supply and demand curve

Essential Question

Students will be able to answer the question(s):

- How does what you buy affect production and pricing?

Essential Knowledge:

- The student will be able to distinguish between wants & needs and understand the basic economic problem of scarcity and how it affects choices. The student will also apply knowledge of economic systems by collaborating in groups to allocate resources utilizing the basic economic equation.

4. Management/Leadership

Standards:

- Evaluate the development of management's role of leadership and organization in a business
- Examine the importance of management's function of evaluating and controlling in order to achieve a desired outcome

Essential Question

Students will be able to answer the question(s):

- Why is the manager role important within an organizational structure?

Essential Knowledge:

- The student will recognize and be able to define management principles as well as be able to determine positive/negative traits of a good leader.

5. Entrepreneurship

Standards:

- Explore the characteristics of an entrepreneur
- Analyze the role of the entrepreneur in America's businesses today

Essential Question

Students will be able to answer the question(s):

- Why is entrepreneurship an important facet of our society?

Essential Knowledge:

- The student will explain and research the traits, advantages & disadvantages of Entrepreneurship.

6. Competition

Standards:

- Examine and interpret tables, chart and graphs to make comparisons, predictions and inferences
- Demonstrate effective negotiation skills

Essential Question:

Students will be able to answer the question(s):

- How does competition affect our personal finances and society as a whole?

Essential Knowledge:

- The student will be able to determine the type of competition given a scenario and participate in a simulation

7. Marketing

Standards:

- Describe the impact of consumer differences on buying decisions
- Analyze the process used to obtain, develop, maintain and/or improve a product or service in response to market wants and needs

Essential Question

Students will be able to answer the question(s):

- How does marketing affect our buying decisions?

Essential Knowledge:

- The student will be able to define and discriminate the principles of marketing and be able to define and discriminate the principles of marketing and products marketed to specific target groups.

8. Accounting

Standards:

- Analyze the effects of changes in assets
- Analyze the effects of changes in liabilities
- Analyze the effects of changes in owner's equity

Essential Question:

Students will be able to answer the question(s):

- Why is it important for businesses to know how their money is received and spent?

Essential Knowledge:

- The student will be able to demonstrate the effects of transaction on assets, liabilities, and/owner's equity and research opportunities in this in demand field

9. Small Business Operation**Standards:**

- Students will communicate and collaborate with others to accomplish tasks and develop solutions to problems and opportunities.
- Students will identify and apply employability skills
- Students will assess the benefits and challenges of working in diverse settings and on diverse teams
- Students will apply leadership skills in real-world, family, community and business and industry applications.

Essential Question:**Students will be able to answer the question(s):**

- What role does small business play in our society?

Essential Knowledge:

- The student will be able to demonstrate what they've learned by working as a productive team member to run a small business and donate the profits to a local charity of their choice

