

GRADE LEVEL: 9<sup>th</sup> & 10<sup>th</sup>

SUBJECT: Introduction to Business

DATE: 2017-2018

MONTH/GRADING PERIOD: Q1

MASTER COPY 5-29-18

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
<b>Business Management</b>					
<p><b>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.</b></p> <ul style="list-style-type: none"> <li>• Styles of business management</li> <li>• Levels of business management</li> <li>• Functions of business management</li> </ul>	<p><b>IBU- 1.1</b> Illustrate the styles, levels and functions of business management.</p>	<ul style="list-style-type: none"> <li>• Illustrate the styles of business management.</li> <li>• Illustrate the levels of business management.</li> <li>• Illustrate the functions of business management.</li> <li>• Analyze situations when you would use the different styles of business management.</li> </ul>	<ul style="list-style-type: none"> <li>• Compare and contrast assignment</li> <li>• Scenario worksheet</li> <li>• Flowchart</li> </ul>	<ul style="list-style-type: none"> <li>• Autocratic</li> <li>• Democratic</li> <li>• Laissez-faire</li> <li>• Low-level</li> <li>• Middle-level</li> <li>• Top-level</li> <li>• Planning</li> <li>• Organizing</li> <li>• Staffing</li> <li>• Directing</li> <li>• Controlling</li> </ul>	<p>CRITICAL</p>

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

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

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

GRADE LEVEL: 9<sup>th</sup> & 10<sup>th</sup>

SUBJECT: Introduction to Business

DATE: 2017-2018

MONTH/GRADING PERIOD: Q2

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

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
<ul style="list-style-type: none"> <li>• Customer input</li> <li>• Customer feedback</li> </ul>	<b>IBU-2.8</b> Investigate the effect of customer input and feedback.	<ul style="list-style-type: none"> <li>• Investigate the effect of customer input and feedback.</li> </ul>	<ul style="list-style-type: none"> <li>• Compare and contrast assignment</li> </ul>	<ul style="list-style-type: none"> <li>• Customer input</li> <li>• Customer feedback</li> </ul>	ADDITIONAL
<ul style="list-style-type: none"> <li>• Influence of the customer</li> <li>• Marketing strategies</li> </ul>	<b>IBU-2.9</b> Investigate the overall influence of the customer in marketing strategies.	<ul style="list-style-type: none"> <li>• Investigate the overall influence of the customer in marketing strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• Influence of customers in markets analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing strategies</li> </ul>	IMPORTANT
<b>Entrepreneurship</b>					
<p><b>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.</b></p> <ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• Entrepreneur</li> </ul>	<b>IBU-3.1</b> Define entrepreneurship.	<ul style="list-style-type: none"> <li>• Define entrepreneurship.</li> </ul>	<ul style="list-style-type: none"> <li>• Entrepreneur profile</li> </ul>	<ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• Entrepreneur</li> </ul>	CRITICAL

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

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

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