

Wilson Area School District Planned Course Guide

Title of Planned Course: Introduction to Business

Subject Area: Business

Grade Level: 9-12

Course Description: All students would benefit from this course as they train for their career of choice and enter the business world. This course is designed to provide an overview of basic business practices and procedures and familiarize students with basic vocabulary common to business transactions. Students are encouraged to analyze business from both the consumer and the producer's points of view. Guest speakers from the community may be invited to make presentations to supplement the course units.

Time/Credit for this Course: 0.5 Academic Year / 0.5 Credit

Curriculum Writing Committee: Kari Maskalis

**Wilson Area School District
Planned Course Materials**

Course Title: Introduction to Business

Textbook: Intro to Business
Cengage
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www.school.cengage.com

Teacher Resources: Exam view test generator, workbook

Curriculum Map

Unit 1: Economic Decisions and Systems

Unit 2: Economic Activity

Unit 3: Business in the Global Economy

Unit 4: Social Responsibility of Business and Government

Unit 5: Business Organization

Unit 6: Entrepreneurship and Small Business Management

Unit 7: Management and Leadership

Unit 8: Human Resources, Culture, and Diversity

Unit 9: Career Planning and Development

Unit 10: Marketing

Unit 11: Business and Technology

Unit 12: Financial Management

Unit 13: Production and Business Operations

Unit 14: Risk Management

Curriculum Scope & Sequence

Planned Course: Introduction to Business

Unit: Economic Decisions and Systems

Time Frame: 1-2 weeks

State Standards: 15.6.12.A,B,F; 15.8.12.F

Essential Content/Objectives: At the end of the unit, students will be able to:

- Identify the important economic concepts that determine the products and services available for consumers and how economic systems are structured.

Core Activities:

- Vocabulary Review
- 1-1 Assessment
- 1-2 Assessment
- 1-3 Assessment
- 1-4 Assessment
- Unit 1 Assessment

Extensions:

- Web Workout (page 30)
- Entrepreneurship Event (page 31)

Remediation:

- Utilization of notes and vocabulary
- Reinforcement through end of chapter review activities
- Modified extension and tests
- Project assistance

Instructional Methods:

- Direct instruction
- Guided and independent reading
- Large and small group discussion and activities
- Independent practice
- Projects

Materials & Resources:

- Library
- Online sources
- Newspapers
- Text
- Maps
- Google Classroom
- Google Chrome

Assessments:

- **Formative:**
 - Observation
 - Multi-level questioning
 - Discussions, class assignments
 - Class assignments
- **Summative:**
 - Unit vocabulary quizzes
 - Unit tests
 - Projects

Curriculum Scope & Sequence

Planned Course: Introduction to Business

Unit: Economic Activity

Time Frame: 1-2 weeks

State Standards: 15.5.12.A-K; 15.6.12.A,B,F

Essential Content/Objectives: At the end of the unit, students will be able to:

- Understand the measurements commonly used to gauge economic activity and business conditions in our society.

Core Activities:

- Vocabulary Review
- 2-1 Assessment
- 2-2 Assessment
- 2-3 Assessment
- Unit 2 Assessment

Extensions:

- Ethical Analysis Guidelines (pg. 39)
- Doing Business in Ecuador (pg. 43)
- Corporate Social Responsibility (pg. 45)
- Emerging Business Issues Event (pg. 51)

Remediation:

- Utilization of notes and vocabulary
- Reinforcement through end of chapter review activities
- Modified extension and tests
- Project assistance

Instructional Methods:

- Direct instruction
- Guided and independent reading
- Large and small group discussion and activities
- Independent practice
- Projects

Materials & Resources:

- Library
- Online sources
- Newspapers
- Text
- Maps
- Google Classroom
- Google Chrome

Assessments:

- **Formative:**
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 - Discussions, class assignments
 - Class assignments
- **Summative:**
 - Unit vocabulary quizzes
 - Unit tests
 - Projects

Curriculum Scope & Sequence

Planned Course: Introduction to Business

Unit: Business in the Global Economy

Time Frame: 1-2 weeks

State Standards: 15.5.12.A-K; 15.7.12.A-E

Essential Content/Objectives: At the end of the unit, students will be able to:

- Establish a strong foundation for understanding business in the global economy, with specific focus on exporting, international trade, and global business activities.

Core Activities:

- Vocabulary Review
- 3-1 Assessment
- 3-2 Assessment
- 3-3 Assessment
- Unit 3 Assessment

Extensions:

- A Question of Ethics (pg. 57)
- Technology in Action (pg. 63)
- Desktop Publishing Event (pg. 73)

Remediation:

- Utilization of notes and vocabulary
- Reinforcement through end of chapter review activities
- Modified extension and tests
- Project assistance

Instructional Methods:

- Direct instruction
- Guided and independent reading
- Large and small group discussion and activities
- Independent practice
- Projects

Materials & Resources:

- Library
- Online sources
- Newspapers
- Text
- Maps
- Google Classroom
- Google Chrome

Assessments:

- **Formative:**
 - Observation
 - Multi-level questioning
 - Discussions, class assignments
 - Class assignments
- **Summative:**
 - Unit vocabulary quizzes
 - Unit tests
 - Projects

Curriculum Scope & Sequence

Planned Course: Introduction to Business

Unit: Social Responsibility of Business and Government

Time Frame: 1-2 weeks

State Standards: 15.2.12.I,P; 15.5.12.K

Essential Content/Objectives: At the end of the unit, students will be able to:

- Understand social responsibility along with discussion of the various roles of government in relation to business.

Core Activities:

- Vocabulary Review
- 4-1 Assessment
- 4-2 Assessment
- 4-3 Assessment
- Unit 4 Assessment

Extensions:

- Working in Teams (pg. 81)
- Doing Business in Vietnam (pg. 86)
- E-Commerce in Action (pg. 90)
- Community Service Project Event (pg. 95)
- Global Business Project (pg. 96)

Remediation:

- Utilization of notes and vocabulary
- Reinforcement through end of chapter review activities
- Modified extension and tests
- Project assistance

Instructional Methods:

- Direct instruction
- Guided and independent reading
- Large and small group discussion and activities
- Independent practice
- Projects

Materials & Resources:

- Library
- Online sources
- Newspapers
- Text
- Maps
- Google Classroom
- Google Chrome

Assessments:

- **Formative:**
 - Observation
 - Multi-level questioning
 - Discussions, class assignments
 - Class assignments
- **Summative:**
 - Unit vocabulary quizzes
 - Unit tests
 - Projects

Curriculum Scope & Sequence

Planned Course: Introduction to Business

Unit: Business Organization

Time Frame: 1-2 weeks

State Standards: 15.3.12.C,D; 15.5.12.L,M; 15.8.12.B

Essential Content/Objectives: At the end of the unit, students will be able to:

- Examine the forms of business ownership and the role of each in the US economy.

Core Activities:

- Vocabulary Review
- 5-1 Assessment
- 5-2 Assessment
- 5-3 Assessment
- Unit 5 Assessment

Extensions:

- Technology in Action (pg. 105)
- Understanding Stock Tables (pg. 114)
- Business Improving Society (pg. 119)
- Prepared Speech Event (pg. 123)

Remediation:

- Utilization of notes and vocabulary
- Reinforcement through end of chapter review activities
- Modified extension and tests
- Project assistance

Instructional Methods:

- Direct instruction
- Guided and independent reading
- Large and small group discussion and activities
- Independent practice
- Projects

Materials & Resources:

- Library
- Online sources
- Newspapers
- Text
- Maps
- Google Classroom
- Google Chrome

Assessments:

- **Formative:**
 - Observation
 - Multi-level questioning
 - Discussions, class assignments
 - Class assignments
- **Summative:**
 - Unit vocabulary quizzes
 - Unit tests
 - Projects

Curriculum Scope & Sequence

Planned Course: Introduction to Business

Unit: Entrepreneurship and Small Business Management

Time Frame: 1-2 weeks

State Standards: 15.3.12.A,D,I; 15.5.12.A-E,L,M

Essential Content/Objectives: At the end of the unit, students will be able to:

- Describe the role that small business plays in the US economy
- Describe how to start and manage a small business.

Core Activities:

- Vocabulary Review
- 6-1 Assessment
- 6-2 Assessment
- 6-3 Assessment
- Unit 6 Assessment
- Business Plan Development

Extensions:

- Writing with Technology (pg. 137)
- Global Social Responsibility (pg. 142)
- American Enterprise Project (pg. 147)

Remediation:

- Utilization of notes and vocabulary
- Reinforcement through end of chapter review activities
- Modified extension and tests
- Project assistance

Instructional Methods:

- Direct instruction
- Guided and independent reading
- Large and small group discussion and activities
- Independent practice
- Projects

Materials & Resources:

- Library
- Online sources
- Newspapers
- Text
- Maps
- Google Classroom
- Google Chrome

Assessments:

- **Formative:**
 - Observation
 - Multi-level questioning
 - Discussions, class assignments
 - Class assignments
- **Summative:**
 - Unit vocabulary quizzes
 - Unit tests
 - Projects

Curriculum Scope & Sequence

Planned Course: Introduction to Business

Unit: Management and Leadership

Time Frame: 1-2 weeks

State Standards: 15.3.12.A; 15.8.12.A-E,G,H

Essential Content/Objectives: At the end of the unit, students will be able to:

- Describe the role of management in organizational success, the activities managers complete, and how leadership differs from management.

Core Activities:

- Vocabulary Review
- 7-1 Assessment
- 7-2 Assessment
- 7-3 Assessment
- Unit 7 Assessment

Extensions:

- Doing Business in South Africa (pg. 155)
- Technology in Action (pg. 159)
- A Question of Ethics (pg. 166)
- Partnership with Business Project (pg. 171)

Remediation:

- Utilization of notes and vocabulary
- Reinforcement through end of chapter review activities
- Modified extension and tests
- Project assistance

Instructional Methods:

- Direct instruction
- Guided and independent reading
- Large and small group discussion and activities
- Independent practice
- Projects

Materials & Resources:

- Library
- Online sources
- Newspapers
- Text
- Maps
- Google Classroom
- Google Chrome

Assessments:

- **Formative:**
 - Observation
 - Multi-level questioning
 - Discussions, class assignments
 - Class assignments
- **Summative:**
 - Unit vocabulary quizzes
 - Unit tests
 - Projects

Curriculum Scope & Sequence

Planned Course: Introduction to Business

Unit: Human Resources, Culture, and Diversity

Time Frame: 1-2 weeks

State Standards: 15.2.12.I,J,L,M,N,R; 15.8.12.L,M,P

Essential Content/Objectives: At the end of the unit, students will be able to:

- Identify and understand the role and importance of human resources and how to manage a diverse workforce and an effective organizational culture.

Core Activities:

- Vocabulary Review
- 8-1 Assessment
- 8-2 Assessment
- 8-3 Assessment
- Unit 8 Assessment

Extensions:

- Corporate Social Responsibility (pg. 182)
- Business Improving Society (pg. 195)
- Emerging Business Issues Event (pg. 199)

Remediation:

- Utilization of notes and vocabulary
- Reinforcement through end of chapter review activities
- Modified extension and tests
- Project assistance

Instructional Methods:

- Direct instruction
- Guided and independent reading
- Large and small group discussion and activities
- Independent practice
- Projects

Materials & Resources:

- Library
- Online sources
- Newspapers
- Text
- Maps
- Google Classroom
- Google Chrome

Assessments:

- **Formative:**
 - Observation
 - Multi-level questioning
 - Discussions, class assignments
 - Class assignments
- **Summative:**
 - Unit vocabulary quizzes
 - Unit tests
 - Projects

Curriculum Scope & Sequence

Planned Course: Introduction to Business

Unit: Career Planning and Development

Time Frame: 1-2 weeks

State Standards: 15.2.12.A-D

Essential Content/Objectives: At the end of the unit, students will be able to:

- Prepare a career plan and apply for a job.

Core Activities:

- Vocabulary Review
- 9-1 Assessment
- 9-2 Assessment
- 9-3 Assessment
- 9-4 Assessment
- Unit 9 Assessment

Extensions:

- Doing Business in Ukraine (pg. 207)
- A Question of Ethics (pg. 210)
- Effective Presentations (pg. 214)
- Job Interview Event (pg. 229)

Remediation:

- Utilization of notes and vocabulary
- Reinforcement through end of chapter review activities
- Modified extension and tests
- Project assistance

Instructional Methods:

- Direct instruction
- Guided and independent reading
- Large and small group discussion and activities
- Independent practice
- Projects

Materials & Resources:

- Library
- Online sources
- Newspapers
- Text
- Maps
- Google Classroom
- Google Chrome

Assessments:

- **Formative:**
 - Observation
 - Multi-level questioning
 - Discussions, class assignments
 - Class assignments
- **Summative:**
 - Unit vocabulary quizzes
 - Unit tests
 - Projects

Curriculum Scope & Sequence

Planned Course: Introduction to Business

Unit: Marketing

Time Frame: 1-2 weeks

State Standards: 15.9.12.B,C,E-J,L

Essential Content/Objectives: At the end of the unit, students will be able to:

- Understand that marketing is an increasingly important activity in all businesses, especially in terms of how marketing is planned and executed to satisfy customer needs at a profit.

Core Activities:

- Vocabulary Review
- 10-1 Assessment
- 10-2 Assessment
- 10-3 Assessment
- 10-4 Assessment
- Unit 4 Assessment

Extensions:

- Marketing Ethics (pg. 247)
- Resolve Conflict (pg. 249)
- A Question of Ethics (pg. 258)
- Business Plan (pg. 263)

Remediation:

- Utilization of notes and vocabulary
- Reinforcement through end of chapter review activities
- Modified extension and tests
- Project assistance

Instructional Methods:

- Direct instruction
- Guided and independent reading
- Large and small group discussion and activities
- Independent practice
- Projects

Materials & Resources:

- Library
- Online sources
- Newspapers
- Text
- Maps
- Google Classroom
- Google Chrome

Assessments:

- **Formative:**
 - Observation
 - Multi-level questioning
 - Discussions, class assignments
 - Class assignments
- **Summative:**
 - Unit vocabulary quizzes
 - Unit tests
 - Projects

Curriculum Scope & Sequence

Planned Course: Introduction to Business

Unit: Business and Technology

Time Frame: 1-2 weeks

State Standards: 15.2.12.D; 15.4.12.A; 15.8.12.J

Essential Content/Objectives: At the end of the unit, students will be able to:

- Obtain a basic knowledge of the use of computer systems and technology in various business settings.

Core Activities:

- Vocabulary Review
- 11-1 Assessment
- 11-2 Assessment
- 11-3 Assessment
- Unit 11 Assessment

Extensions:

- Doing Business in Egypt (pg. 273)
- Co-op America (pg. 285)
- Web Site Development (pg. 289)

Remediation:

- Utilization of notes and vocabulary
- Reinforcement through end of chapter review activities
- Modified extension and tests
- Project assistance

Instructional Methods:

- Direct instruction
- Guided and independent reading
- Large and small group discussion and activities
- Independent practice
- Projects

Materials & Resources:

- Library
- Online sources
- Newspapers
- Text
- Maps
- Google Classroom
- Google Chrome

Assessments:

- **Formative:**
 - Observation
 - Multi-level questioning
 - Discussions, class assignments
 - Class assignments
- **Summative:**
 - Unit vocabulary quizzes
 - Unit tests
 - Projects

Curriculum Scope & Sequence

Planned Course: Introduction to Business

Unit: Financial Management

Time Frame: 1-2 weeks

State Standards: 15.1.12.A,M; 15.6.12.A,B

Essential Content/Objectives: At the end of the unit, students will be able to:

- Identify and understand information pertaining to financial planning decisions and procedures that are used in business.

Core Activities:

- Vocabulary Review
- 12-1 Assessment
- 12-2 Assessment
- 12-3 Assessment
- 12-4 Assessment
- Unit 12 Assessment

Extensions:

- Taxing Online Purchases (pg. 294)
- Disclosing Employee Performance Information (pg. 304)
- How Much Is Enough? (pg. 310)
- Human Resource Management (pg. 315)

Remediation:

- Utilization of notes and vocabulary
- Reinforcement through end of chapter review activities
- Modified extension and tests
- Project assistance

Instructional Methods:

- Direct instruction
- Guided and independent reading
- Large and small group discussion and activities
- Independent practice
- Projects

Materials & Resources:

- Library
- Online sources
- Newspapers
- Text
- Maps
- Google Classroom
- Google Chrome

Assessments:

- **Formative:**
 - Observation
 - Multi-level questioning
 - Discussions, class assignments
 - Class assignments
- **Summative:**
 - Unit vocabulary quizzes
 - Unit tests
 - Projects

Curriculum Scope & Sequence

Planned Course: Introduction to Business

Unit: Production and Business Operations

Time Frame: 1-2 weeks

State Standards: 15.6.12.Q,R; 15.8.12.Q,S; 15.9.12.F-J,L

Essential Content/Objectives: At the end of the unit, students will be able to:

- Describe how production occurs in business and how businesses organize and manage their operations.

Core Activities:

- Vocabulary Review
- 13-1 Assessment
- 13-2 Assessment
- 13-3 Assessment
- Unit 13 Assessment

Extensions:

- Technology in Action (pg. 325)
- Designs That Make a Difference (pg. 337)
- Small Business Management Team Event (pg. 341)

Remediation:

- Utilization of notes and vocabulary
- Reinforcement through end of chapter review activities
- Modified extension and tests
- Project assistance

Instructional Methods:

- Direct instruction
- Guided and independent reading
- Large and small group discussion and activities
- Independent practice
- Projects

Materials & Resources:

- Library
- Online sources
- Newspapers
- Text
- Maps
- Google Classroom
- Google Chrome

Assessments:

- **Formative:**
 - Observation
 - Multi-level questioning
 - Discussions, class assignments
 - Class assignments
- **Summative:**
 - Unit vocabulary quizzes
 - Unit tests
 - Projects

Curriculum Scope & Sequence

Planned Course: Introduction to Business

Unit: Risk Management

Time Frame: 1-2 weeks

State Standards: 15.6.12.G-K; 15.8.12.A-E

Essential Content/Objectives: At the end of the unit, students will be able to:

- Discuss the risks faced by businesses and identify ways to deal with insurable and uninsurable risks.

Core Activities:

- Vocabulary Review
- 14-1 Assessment
- 14-2 Assessment
- 14-3 Assessment
- Unit 14 Assessment

Extensions:

- Reducing Personal Risks with Lifestyle Choices (pg. 349)
- Businesses Respond to a Disaster (pg. 357)
- Doing Business in Costa Rica (pg. 361)
- Advanced Interview Skills Event (pg. 365)

Remediation:

- Utilization of notes and vocabulary
- Reinforcement through end of chapter review activities
- Modified extension and tests
- Project assistance

Instructional Methods:

- Direct instruction
- Guided and independent reading
- Large and small group discussion and activities
- Independent practice
- Projects

Materials & Resources:

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- Online sources
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- Google Chrome

Assessments:

- **Formative:**
 - Observation
 - Multi-level questioning
 - Discussions, class assignments
 - Class assignments
- **Summative:**
 - Unit vocabulary quizzes
 - Unit tests
 - Projects