



<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative &amp; Summative Assessments</i>
-------------	----------------------------	----------------	---------------	-------------------	--

<p><b>Economic Concepts</b> (Week 1, 1 Week)</p>	<p>What is scarcity? How does the economic concept of supply and demand effect prices in a free market economy? What is an opportunity-cost? What are resources and how do they effect business and marketing decisions?</p>	<p>Students will understand basic economic principals and how they as consumers are affected in a global economy. Students will understand the economic concept of supply demand and its effect on prices in a free market economy. Students will understand the various types of resources and their importance in economics.</p>	<p>Students will be able to create and understand the basic concepts of a supply/demand curve and be able to plot equilibrium price.</p>	<ul style="list-style-type: none"> <li>• Scarcity</li> <li>• Demand (elastic vs. inelastic)</li> <li>• Supply</li> <li>• Opportunity Cost</li> <li>• Equilibrium</li> <li>• Resources (human, capital, and natural)</li> </ul>	<p><b>Report</b> <b>Formative:</b> <b>Written: Report</b> Write a report on the natural resource of a country of your choice and state the type of advantage (absolute vs. comparative) the country has in terms of the resource.</p> <p><b>Economics Quiz</b> <b>Summative:</b> <b>Other: Quiz</b></p>
--	--	--	--	--	---

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative &amp; Summative Assessments</i>
<p><b>Business Law and Ethics</b> (Week 2, 1 Week)</p>	<p>What are ethics and how do they affect the day-to-day decisions in a business setting? Why is it important for businesses to act in an ethical manner? What are some ways to protect ideas and inventions/creations?</p>	<p>Students will: 1) understand the basics of business law and the concept of ethics; 2) identify unethical and illegal conduct in a business setting; 3) understand and distinguish the difference between copyrights, trademarks, and patents; and 4) identify different forms of business ownership and the advantages and disadvantages of each.</p>		<p>Business Law -criminal vs. civil law -torts -administrative law Embezzlement Breach of Contract Ethics Copyright Trademarks Patents Forms of Business Ownership -sole proprietorship -partnerships -corporations</p>	<p><b>Business Law Case Study Formative: Oral: Oral Report</b> Students will research a business law case study and report their findings to the class.</p> <p><b>Business Ownership Report Formative: Written: Informative</b> Students will research a business of their choice and identify its form of business ownership.</p> <p><b>Unit Exam Summative: Test: Common</b></p>

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative &amp; Summative Assessments</i>
<p><b>Forms of Business Ownership and Structure</b> (Week 3, 1 Week)</p>	<p>What are the different forms of business ownership in a free-market economy and what are the advantages and disadvantages of each?</p>	<p>Students will understand: 1) various types of business ownership and the advantages and disadvantages of each.</p>	<p>Students will be able to 1) compare and contrast the advantages and disadvantages of the different types of business ownership; 2) identify licenses that a small business must obtain; 3) identify taxes businesses pay; and 4) identify ways of protecting ideas and inventions (intellectual and proprietary property and processes).</p>	<p>Types of Business Ownership: -sole proprietorship -partnership -corporation</p>	<p><b>Business Ownership</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b></p> <p>Compare and contrast the advantages and disadvantages of the different types of business ownership.</p>
<p><b>Entrepreneurs!</b> (Week 4, 1 Week)</p>	<p>What is an entrepreneur? What are the traits/skills that a person must possess in order to be successful as an entrepreneur?</p>	<p>Students will understand what an entrepreneur does and what it takes to be successful at it.</p>	<p>Students will: 1) understand the difference between being an employee, an entrepreneur, and an intrapreneur; 2) identify and assess entrepreneurial traits; 3) describe and develop necessary entrepreneurial skills (communication, technical, problem solving, decision making, business math, etc.); 4) identify ethical issues in business; and 5) evaluate personal goals and capabilities to determine entrepreneurial potential.</p>	<p>entrepreneurship entrepreneur vs. employee intrapreneur Types of businesses -non-profit -for profit -franchise -e tailing -brick and mortar entrepreneur traits -communication skills -technical skills -problem solving -decision making</p>	<p><b>Written Report</b> <b>Formative:</b> <b>Written: Report</b></p> <p>-Research and write a report about a historical entrepreneur. -Research and write a report on an existing franchise opportunity. -Compile a report on an international market and/or its business opportunities and/or restrictions.</p>

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative &amp; Summative Assessments</i>
<p><b>The 4 P's of Marketing</b> (Week 5, 1 Week)</p>	<p>What are the 4 Ps of Marketing? How are they strategically used to make marketing decisions? How do successful businesses get customers to buy their products?</p>	<p><b><u>The Marketing Mix</u></b></p> <ul style="list-style-type: none"> <li>• Product</li> <li>• Price</li> <li>• Place</li> <li>• Promotion</li> </ul>	<p>Be able to identify each component of the 4 P's from the real world.</p>	<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Product</li> <li>• Price</li> <li>• Place (distribution)</li> <li>• Promotion</li> </ul>	<p><b>Unit Exam Summative:</b> <b>Test: Common</b></p>
<p><b>Marketing Strategies</b> (Week 6, 2 Weeks)</p>	<p>What motivates people to buy things and what might influence their decisions? What marketing (promotional) strategies would work best in different scenarios? How does one develop and implement a promotional strategy to achieve their marketing goals?</p>	<p>Students will understand: 1) why people buy things and what influences their decisions; 2) what marketing strategies would work best for a given situation/marketing campaign; and 3) how does one go about developing and implementing promotional strategies.</p>	<p>Students will be able to 1) understand why consumers purchase items and understand the various motivators; and 2) identify as well as implement various types of marketing strategies to achieve organizational goals</p>	<p>Marketing Strategies -digital marketing -logo -direct marketing -personal selling -public relations -sales promotion -advertising Customer Motivation (emotional, rational, patronage) Advertising Media -business cards -posters -magazine ads -brochures -blogs -websites</p>	<p><b>Create Advertising Media Assignment Formative: Performance: Authentic Task</b></p> <p>Students will create various types of advertising media (exp. business cards, posters, magazine ads, brochures, blogs, websites, etc) to accomplish an organizational goal.</p> <p><b>Unit Exam Summative:</b> <b>Test: Common</b></p>

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative &amp; Summative Assessments</i>
<p><b>Accounting Documents</b> (Week 8, 2 Weeks)</p>	<p>What are the basic financial concepts that a business professional would need to be aware of? Why and how are financial documents utilized in a business? How can lack of knowledge of financial documents doom any business?</p>	<p>Students will understand the nature of financial records used in a business.</p>	<p>Students will be able to: 1) prepare an income statement calculating revenue, expenses, and computing net income/loss; 2) prepare a balance sheet and a budget listing and calculating total assets and liabilities and recording ending capital and proving the accounting equation is in balance.</p>	<p>Financial Statements -income statements -balance sheets -budget</p>	<p><b>Financial Records Project</b> <b>Formative: Performance: Authentic Task</b> 1) Prepare an Income Statement for a business calculating revenue, expenses, and computing net income/loss; 2) Prepare a balance sheet and a budget for a business listing and calculating total assets and liabilities and recording ending capital and proving the accounting equation is in balance.</p> <p><b>Financial Records Unit Exam</b> <b>Summative: Test: Common</b></p>

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative &amp; Summative Assessments</i>
<p><b>Principals of Finance</b> (Week 10, 2 Weeks)</p>	<p>What are some common investments and what is their relationship to business?            What are some tools used in investing and how does one monitor their investments?            What is debt, interest, the risk/reward rule, taxes, and the time value of money?</p>	<p><b><u>Investment Basics</u></b></p> <ul style="list-style-type: none"> <li>• Using money to make money</li> <li>• Risk vs.Return</li> <li>• Investment choices</li> <li>• Asset allocation</li> </ul>	<p>Students should grasp the basics of various investments tools to understand investment strategies.</p>	<p>Debt            Interest            Time value of money            Investing            Risk/Reward Rule            Stocks (Blue Chip, Growth, Income)            IPO            Primary and Secondary Markets            Organized Exchange (AMEX, NYSE, NASDAQ)            Broker (Full Service vs. Discount)            Insider Trading            Stock Split            Bear and Bull Markets            Bonds            Mutual funds            Diversification            Portfolio            Taxes</p>	<p><b>Unit Exam Summative:</b>  <b>Test: Common</b></p>

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative &amp; Summative Assessments</i>
-------------	----------------------------	----------------	---------------	-------------------	--

**Leadership**  
(Week 12, 2 Weeks)

What are some guidelines for coordinating group members to accomplish a task?  
What is synergy?  
Why are deadlines important?

Students will learn how to coordinate group members in order to complete a task.

Students will be able to coordinate group members in order to complete a task.

Synergy  
Team leader  
Group dynamics  
Tasks  
Assigning tasks  
Collaboration  
Coordination  
Schedules  
Target dates  
Milestones  
Deadline  
Lines of communication  
Follow up

**Organize Groups Activity**  
**Formative: Performance: Authentic Task**  
Students will organize themselves into groups, assign team leaders, tasks, and schedule of tasks.

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative &amp; Summative Assessments</i>
<p><b><i>Employment Documents, Procedures, and Skills</i></b> (Week 14, 2 Weeks)</p>	<p>What are some different documents that those seeking a job will need to have? What are interpersonal communication skills and why are they important? What are the do's and don'ts of a job interview?</p>	<p>Students will understand the different documents necessary as well as the skills successfully prepare for, apply, and interview for a job.</p>	<p>Students will be able to demonstrate effective interpersonal communication skills as well as presentation skills. Students will be able to create a resume as well as fill out a job application. Students will have the basics skills necessary to perform adequately in a job interview.</p>	<p>resume job application job interview soft skills</p>	<p><b>Job Interview Process</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b></p> <p>Students will prepare for and successfully complete all of the required steps necessary to get and keep a job including creating a resume, filling out a job application, and preparing for and successfully participating in a role-play job interview.</p>

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative &amp; Summative Assessments</i>
<p><b>Preparing and Giving Presentations</b> (Week 16, 2 Weeks)</p> <p><b>State Exam Review and Exam</b> (Week 18, 1 Week)</p>	<p>Why are visual- aides important in a business presentation? What are some different types of presentation software? Why might it be advantageous to have team members take turns in the actual presentation? What are open-ended questions?</p>	<p>Students will learn the components of how to make a formal presentation properly using visual-aides.</p>	<p>Students will demonstrate the ability to give a formal presentation properly using visual-aides.</p>	<ul style="list-style-type: none"> <li>• Presentation Software (PowerPoint, Prezi, Corel, Google Docs, Qvidien, migration tools, etc.)</li> <li>• Presentation Graphics (pie charts, bar graphs, circle graphs, line graphs, column graphs, scatter diagram, legend, etc.)</li> <li>• Overhead projector</li> <li>• Wireless presenter</li> <li>• Tri-pod</li> <li>• Flip chart</li> <li>• “Closing the deal” (persuasion techniques)</li> </ul>	<p><b>Formal Business Presentation Summative: Oral: Presentation</b> Complete a formal presentation in front of an audience; it may be an official DECA or FBLA related project that could be used at a sanctioned competition.</p>

[<< Previous Year](#)