



**SPRING GROVE AREA SCHOOL DISTRICT**



**PLANNED COURSE OVERVIEW**

<b>Course Title:</b> Introduction to Business (College in the High School, BUS101) <b>Grade Level(s):</b> 11-12 <b>Units of Credit:</b> 1.15 credits <b>Classification:</b> Elective <b>Prerequisite:</b> Business 1	<b>Length of Course:</b> 15 cycles <b>Periods Per Cycle:</b> 6 <b>Length of Period:</b> 43 minutes <b>Total Instructional Time:</b> 64.5 hours
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***Course Description***

This course provides an introduction to the broad field of business. Students will learn the basic functions of business including management, marketing, finance, accounting, and human resources. The course also introduces students to basic economic systems and discusses the importance of ethics and corporate social responsibility to business success.

***Instructional Strategies, Learning Practices, Activities, and Experiences***

Bell Ringers Teacher Demonstrations Guided Individual Practice Guided Group Practice Independent Practice Small Group Instruction	Independent Work Time Homework Flexible Groups BrightSpace by Desire2Learn (D2L) MyHACC	Constructed Response Learning Objectives Hybrid Learning Strategies Case Studies Current Events
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***Assessments***

Independent Projects Flexible Group Projects	Independent and Group Assignments Constructed Responses	Quizzes/Tests/Homework
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***Materials/Resources***

M: Business, McGraw Hill, Latest Edition Ferrell, O.C., Hirt, G.A. and Ferrell L.	Online Resources iPads, Classroom Computers Teacher Created Materials and Tutorials	Instructional Videos BrightSpace by Desire2Learn (D2L)
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**Adopted:** 5/24/21  
**Revised:**

CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p><b>The Nature of Business</b></p> <p>Careers in Business</p>	<p><b>15.2.12.B.</b> Analyze a specific occupation within a career cluster.</p> <p><b>15.2.12.J.</b> Analyze career goals based on, but not limited to, interest, lifestyle, skills, and values in order to transition from high school.</p> <p><b>15.2.12.G.</b> Analyze and complete an application (e.g. job, scholarship, financial aid, post-secondary) in a focused and effective manner.</p> <p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Analyze a specific career cluster, using a variety of research tools (e.g. college career centers/counselors, professional and trade associations, career fairs, informational interviews, print media, and the Internet)</li> <li>• Analyze and explain projected growth of a selected occupation according to labor market data in a specific geographic area</li> <li>• Explain paid and unpaid work opportunities in a chosen career cluster (e.g. internships, apprenticeships, or worksite learning)</li> <li>• Identify the knowledge, skills, and attributes required to succeed in the current job/career, the next most likely job/career, and the ideal job/career</li> <li>• Utilize electronic and telecommunication to conduct a job search (e.g. internet job banks, electronic resumes, and interviews)</li> <li>• Analyze sample job descriptions and employment opportunities for the purpose of extracting trends in the data specific to a chosen career</li> <li>• Formulate strategies for achieving career growth goals (e.g. self-promotion, job enrichment, skill development, volunteering for additional responsibilities, and seeking mentors)</li> </ul>

CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p><b>Forms of Business Ownership</b></p> <p>Business Organization Management Levels Organizational Structure</p>	<p><b>15.3.12.B.</b> Analyze business documents for content and effectiveness.  <b>15.3.12.D.</b> Evaluate business materials (including web based resources) for value related to purpose, quality, and appropriateness.  <b>15.5.12.E.</b> Evaluate legal forms of business entities when considering entrepreneurship (e.g. existing business, franchise, new business corporation, LLC, partnership, sole proprietorship).  <b>15.8.12.B.</b> Analyze the costs and benefits of organizing a business as a sole proprietorship, partnership, or corporation.  <b>15.8.12.T.</b> Analyze the impact of different management strategies used by global businesses.</p> <p><b>National Business Education Association (NBEA).Management.III.Business Organization:</b> Analyze the organization of a business.</p> <p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Analyze the organization of a business</li> <li>• Identify variations of basic forms of business ownership (e.g. franchise, limited partnership, limited liability company, and S corporation)</li> <li>• Compare and contrast the basic forms of business ownership</li> <li>• Identify the appropriate forms of business ownership in the evolution of a business organization</li> <li>• Describe the interaction among and between management levels</li> <li>• Explain the relationship between management skills and level of management</li> <li>• Describe how the goals at each level of an organization work toward accomplishing the overall goals of an organization</li> <li>• Analyze organizational structures of various organizations</li> <li>• Describe the evolution of organizational structure as a company changes due to internal and external forces (e.g. size, age, strategies, technology, and environment)</li> </ul>

CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p><b>The Management Process</b></p> <p>Management Functions Management Theories</p>	<p><b>15.5.12.D.</b> Create a business plan using appropriate data to support the business concept.</p> <p><b>15.8.12.B.</b> Analyze the costs and benefits of organizing a business as a sole proprietorship, partnership, or corporation.</p> <p><b>15.8.12.D.</b> Analyze the effectiveness of a business plan for setting and achieving objectives.</p> <p><b>15.8.12.E.</b> Evaluate how business plans are organized to achieve desired goals.</p> <p><b>15.8.12.F.</b> Critique business strategies designed to balance the needs of the business with the work force.</p> <p><b>15.8.12.G.</b> Analyze leadership skills necessary for leading at various management levels.</p> <p><b>15.8.12.H.</b> Analyze motivational theories and their application in a business or organization.</p> <p><b>National Business Education Association(NBEA).I.Management Functions:</b> Analyze the management functions of their implementation and integration within the business environment.</p> <p><b>National Business Education Association(NBEA).II.Management Theories:</b> Analyze management theories and their application within the business environment.</p> <p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the decision-making process</li> <li>• Prepare a business plan</li> <li>• Analyze a business plan</li> <li>• Explain the role of innovation and change in the planning process</li> <li>• Critique a strategic plan</li> <li>• Evaluate how businesses are organized to achieve desired goals</li> <li>• Analyze emerging trends in organizational structure</li> <li>• Differentiate between leading and managing</li> <li>• Compare and contrast leadership styles</li> <li>• Identify leadership style most appropriate for a given situation</li> <li>• Describe how the controlling function relates to the other management functions</li> <li>• Discuss why knowledge of the evolution of management theories is valuable</li> <li>• Identify and discuss the evolution of management theories</li> <li>• Discuss how Contingency Theory relates to organization structure, systems of control, and approach to leadership and motivation</li> <li>• Explain how management theories evolve and are interrelated</li> </ul>

CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p><b>Small Business Ownership and Entrepreneurship</b></p> <p>Role of Entrepreneur in Business                      Characteristics of an Entrepreneur                      Idea Generation through Innovation and Problem Solving                      Establishing a Vision                      Business Plans</p>	<p><b>15.5.12.D.</b> Create a business plan using appropriate data to support the business concept.  <b>15.5.12.E.</b> Evaluate legal forms of business entities when considering entrepreneurship (e.g. existing business, franchise, new business, corporation, LLC, partnership, sole proprietorship).  <b>15.5.12.L.</b> Analyze an innovative business concept and develop a comprehensive business plan.  <b>14.5.12.M.</b> Analyze funding sources for an entrepreneur including, IPO, venture capital, loans, and owner capital.</p> <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the process of starting and operating a business</li> <li>• Assess the impact of entrepreneurship on your local community and its economy</li> <li>• Assess one’s personal qualifications to become an entrepreneur</li> <li>• Develop a portfolio of personal accomplishments demonstrating entrepreneurial characteristics</li> <li>• Effectively collaborate to solve entrepreneurial issues</li> <li>• Create an innovative solution for an identified social problem</li> <li>• Create a business plan</li> </ul>

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<p><b>International Business</b></p> <p>Global Perspective                      Legal Issues                      Economic Considerations                      Global Partnering</p>	<p><b>15.7.12.A.</b> Assess the impact of political and economic changes on global business.  <b>15.7.12.B.</b> Evaluate logistical considerations of operating an international business (e.g. integration of information, transportation, inventory, warehousing, material handling, packaging, and security).  <b>15.7.12.C.</b> Examine business protocols of several countries as related to social customs, business customs, and political environment.  <b>15.7.12.E.</b> Examine the legal requirements (foreign and domestic) of operating a business.  <b>15.7.12.G.</b> Examine economic issues in a country that engages in international business activities.  <b>15.7.12.G.</b> Analyze global businesses and the impact on the countries where they operate.  <b>15.7.12.M.</b> Identify strategies employed to promote global business opportunities.  <b>15.8.12.T.</b> Analyze the impact of different management strategies used by global businesses.</p> <p>Explain the role of international business and identify the benefits and costs; analyze how it impacts business at all levels, including the local, state, national, and international levels.</p> <p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the impact of international business activities on the local, state, national, and international economies</li> <li>• Explain the role of U.S. Customs and the custom agencies of other countries</li> <li>• Discuss legal implications for conducting business across national borders</li> <li>• Evaluate cases where legal factors influenced business outcomes</li> </ul>

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<p><b>Human Resources Management</b></p> <p>Human Resource Planning                      Recruitment and Selection                      Employee Development                      Evaluation                      Compensation, Promotion, Benefits, and Incentives                      Separation, Termination, and Transition                      Labor Relations</p>	<p><b>15.8.12.L.</b> Explain the purpose and activities of a human resource department in a business or organization.  <b>15.8.12.M.</b> Evaluate selection criteria for a position in a business or organization.  <b>15.8.12.N.</b> Analyze existing federal, state, and local legislation (such as harassment, employee rights, privacy, discrimination, substance abuse) as related to recruitment, selection, retention of employees within a business or organization.  <b>15.8.12.O.</b> Explain the collective bargaining process and its impact on the legal requirements of management.  <b>15.8.12.Q.</b> Assess compensation, benefit plans, incentive packages, and possible career paths in business.</p> <p><b>National Business Education Association(NBEA).Management. IV:</b> Describe human resource functions and their importance to an organization’s successful operation.</p> <p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Define human resource planning</li> <li>• Identify activities of the human resource unit</li> <li>• Define outsourcing as it relates to human resource planning</li> <li>• Analyze how human resource activities and policies relate to operational and strategic planning</li> <li>• Identify recruitment sources</li> <li>• Identify selection tools</li> <li>• Identify legislation affecting the recruitment and selection process (e.g. affirmative action, ADA, Genetic Information Non-Discrimination Act)</li> <li>• Describe how social media sites are used by organizations during the recruitment process</li> <li>• Assess the procedures used in the evaluation process</li> <li>• Describe policies and procedures used to determine compensation</li> <li>• Describe legal reasons for terminating employees</li> <li>• Define “employment at will”</li> <li>• Explain the role of management in labor relations</li> <li>• Describe employment contract</li> <li>• Define “right-to-work state”</li> </ul>

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<p><b>Marketing</b></p> <p>Foundations of Marketing                      Characteristics of Consumer Behavior                      Segmentation and Target Markets                      Government and Legal Regulations                      The Marketing Mix                      Product Life Cycle                      The Marketing Plan</p>	<p><b>15.9.12.B.</b> Analyze how marketing influences today’s households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.</p> <p><b>15.9.12.C.</b> Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.</p> <p><b>15.9.12.E.</b> Research and analyze consumer behavior patterns and the effect of those patterns on business and economy.</p> <p><b>15.9.12.F.</b> Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.</p> <p><b>15.9.8.K.</b> Explain the components of a marketing plan.</p> <p><b>15.9.12.K.</b> Create a comprehensive marketing plan.</p> <p><b>15.9.12.M.</b> Evaluate laws and regulations impacting marketing.</p> <p><b>National Business Education Association(NBEA).Marketing.I:</b> Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.</p> <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the factors that influence customer-business relationships</li> <li>• Recognize that successful marketing strategy is built on positive customer relationships</li> <li>• Recognize how the elements of marketing mix create an image or personality for a product or company</li> <li>• Identify the role of product, price, place, and promotion in marketing and developing customer relationships</li> <li>• Compare and contrast current issues related to customer rights and consumer advocacy</li> </ul>

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<p><b>Accounting</b></p> <p>Financial Decision Making Financial Statements</p>	<p><b>15.1.12.N.</b> Explain how the different forms of business ownership and business operations are reported on the financial statements.</p> <p><b>15.1.12.O.</b> Compare and contrast the accrual and cash basis of accounting; assess the impact of each on the financial statements.</p> <p><b>15.1.12.R.</b> Explain the primary areas of analysis (trend analysis, profitability, liquidity, capital structure) and the information that can be obtained from each.</p> <p><b>15.1.12.T.</b> Assess profitability, liquidity, and solvency by calculating and interpreting financial ratios.</p> <p><b>15.1.12.U.</b> Assess capital structure by calculating and interpreting financial ratios.</p> <p><b>15.1.12.V.</b> Analyze and explain the use of industry averages in assessing the financial condition, operating results, profitability, liquidity, and capital structure.</p> <p><b>15.1.12.Z.</b> Demonstrate an auditing procedure that provides assurance that financial records are accurate.</p> <p><b>15.8.12.R.</b> Compare a firm's financial position against industry standards.</p> <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>• Recognize the importance that budgeting and basic accounting principles have to a business' financial well-being</li> <li>• Use an annual report and financial statements to make informed business decisions</li> <li>• Describe the users of financial statements</li> <li>• Explain the role of management and the auditor in preparing and issuing an annual report</li> <li>• Discuss the information that can be obtained from analyzing financial statements</li> <li>• Recognize the primary areas of analysis and explain the information that can be obtained from each type of analysis</li> <li>• Assess probability, liquidity, and solvency by calculating and interpreting financial ratios</li> <li>• Compare and contrast debt and equity financings</li> </ul>

CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p><b>Finance</b></p> <p>Industry Analysis                      Internal and External Financial Statements                      Financing                      Debt                      Equity                      Benchmark                      Risks                      Risk Management                      Risk Management Plan</p>	<p><b>15.6.12.A.</b> Evaluate the impact of internal and external influences on financial decisions.  <b>15.6.12.O.</b> Develop criteria for a disaster management plan that includes provisions for secure storage of digital and paper documents, inventory of household items, cash reserves, and medical records.  <b>15.6.12.J.</b> Analyze the total cost of a major purchase loan agreement using fixed and variable interest rates, calculated over time.  <b>15.6.12.R.</b> Compare and contrast various investment plans to achieve goals of liquidity, income, and growth.  <b>15.1.12.R.</b> Explain the primary areas of analysis (trend analysis, profitability, liquidity, capital structure) and the information that can be obtained from each.  <b>15.1.12.T.</b> Assess profitability, liquidity, and solvency by calculating and interpreting financial ratios.  <b>15.1.12.U.</b> Assess capital structure by calculating and interpreting financial ratios.  <b>15.1.12.V.</b> Analyze and explain the use of industry averages in assessing the financial condition, operating results, profitability, liquidity, and capital structure.  <b>15.8.12.R.</b> Compare a firm's financial position against industry standards.</p> <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>• Distinguish between internal and external financial statements</li> <li>• Interpret data shown on financial statements</li> <li>• Identify sources of financial information for industries and publicly held firms</li> <li>• Identify sources of short- and long-term financing</li> <li>• Compare debt and equity financing</li> <li>• Benchmark a firm's position against industry standards</li> <li>• Define basic economic and financial systems and their impact on business</li> <li>• Identify financial risks to business</li> <li>• Identify ways to minimize and manage risk</li> <li>• Explain the process of developing a risk management plan</li> </ul>