



SPRING GROVE AREA SCHOOL DISTRICT



PLANNED COURSE OVERVIEW

Course Title: Business 1 Grade Level(s): 9-12 Units of Credit: .5 Classification: Elective	Length of Course: 15 cycles Periods Per Cycle: 6 Length of Period: 43 minutes Total Instructional Time: 64.5 hours
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Course Description

This course is designed for all students interested in learning more about business concepts that affect our everyday lives. The course focuses on business and economics. Topics include: The Economic Environment, Businesses in the U.S. and Global Economies, Management Strategies, Consumerism, Finance, and the Stock Market. Each topic covered integrates a different business career, related project, mathematics connection, communication skill, new technology application, international application, and current event connection into the overall theme of the lesson.

Instructional Strategies, Learning Practices, Activities, and Experiences

Bell Ringers Teacher Demonstrations Guided Individual Practice Guided Group Practice Small Group Lecture	Independent Work Time Homework Flexible Groups Google Classroom	Constructed Response Learning Objectives Hybrid Learning Strategies Simulations (Stock Market Competition)
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Assessments

Independent Projects Flexible Group Projects	Independent and Group Assignments Constructed Responses	Quizzes/Tests/Homework Individual and Partner Simulations
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Materials/Resources

Intro to Business, 9e by Cengage / National Geographic Learning Guest Speakers Online Resources (www.sga.gov , etc.)	iPads Teacher-Created Materials and Tutorials Instructional YouTube Videos	Stock Market Competition and Other Resources Through the Pennsylvania Council on Financial Literacy Google Classroom
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Adopted: 9/03

Revised: 8/17/09; 5/21/18

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Economic Decisions and Systems	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Satisfying Needs and Wants</p> <p>Economic Choices</p> <p>Economic Systems</p> <p>Supply and Demand</p> <p><u>Related Vocabulary:</u> needs wants goods services economic resources scarcity economic decision-making trade-off opportunity cost economic system command economy market economy traditional economy mixed economy capitalism consumer producers demand supply market price</p>	<p>5.2.9.A ~ Contrast the rights and responsibilities of a citizen in a democracy with a citizen in an authoritarian system.</p> <p>6.1.12.A ~ Predict the long-term consequences of decisions made because of scarcity.</p> <p>6.1.1.12.B ~ value the economic reasoning behind a choice. Evaluate effective allocation of resources for the production of goods and services.</p> <p>6.1.12.C ~ Analyze the opportunity cost of decisions made by individuals, businesses, communities, and nations.</p> <p>6.1.12.D ~ Predict how changes in incentives may affect the choices made by individuals, businesses, communities, and nations.</p> <p>6.2.12.A ~ Evaluate the flow of goods and services in an international economy.</p> <p>6.2.12.B ~ Analyze the effect of changes in the level of competition in different markets.</p> <p>6.2.12.C ~ Predict and evaluate how media affects markets.</p> <p>6.2.12.D ~ Predict how changes in supply and demand affect equilibrium price, and quantity sold.</p> <p>6.2.12.E ~ Evaluate the health of an economy (local, regional, national, global) using economic indicators.</p> <p>6.2.12.F ~ Evaluate the impact of private economic institutions on the individual, the national, and the international economy.</p> <p>6.4.12.A ~ Evaluate the comparative advantage of nations in the production of goods and services.</p> <p>6.4.12.B ~ Assess the growth and impact of international trade around the world.</p> <p>6.4.12.C ~ Evaluate the impact of multinational corporations and other non-government organizations.</p> <p>6.4.12.D ~ Analyze how changes in transportation, communication networks, and technology affect economic interdependence around the world in the 21st century.</p> <p>6.1.9.B ~ Identify the origin of resources and analyze the impact on the production of goods and services. Analyze how unlimited wants and limited resources affect decision making.</p> <p>The students will be able to:</p> <ul style="list-style-type: none"> • Compare and contrast the difference between needs and wants. • Distinguish between goods and services. • Describe the types of economic resources. • Describe the basic economic problem. • Explain the steps in the decision-making process. • Differentiate among the main types of economic systems. • Describe how supply and demand affects prices of products and services. • Identify the three economic questions. • Describe the economic system of the United States. • Describe supply and demand orally and with graphs.

Economic Activity	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
Measuring Economic Activity Changing Economic Conditions Measures of Business Activity U.S. Financial Markets Stock Market Competition <u>Related Vocabulary:</u> gross domestic product (GDP) GDP per capita unemployment rate productivity personal income retail sales business cycle prosperity recession depression recovery inflation price index deflation capital project stock bond budget surplus budget deficit national debt mutual fund	15.6.12.F ~ Evaluate criteria for personal spending in relation to the economic climate. 15.6.12.P ~ Develop financial investment plans to accommodate various economic and personal scenarios. 15.7.12.K ~ Analyze how economic and environmental factors may conflict; explain how responsible behavior can help sustain natural and human communities at local, regional, national, and global levels. 15.8.12.A ~ Predict and chart trends that show how future economic growth/decline impacts business. 15.1.12.I ~ Differentiate between and journalize entries for issuance or repurchase of stock and the declaration and payment of dividends. 15.5.12.M ~ Analyze funding sources for an entrepreneurship including, Initial Public Offering (IPO), venture capital, loans, and owner capital. 6.5.9.D ~ Analyze how risks influence business decision-making. 6.5.9.F ~ Examine leading entrepreneurs in Pennsylvania and the United States in terms of the risks they took and the rewards they received. 6.5.12.G ~ Analyze the risks and returns of various investments. 6.2.9.E ~ Analyze the characteristics of economic expansion, recession, and depression. 6.2.12.B ~ Analyze the effect of changes in the level of competition in different markets. The student will be able to: <ul style="list-style-type: none"> • Define gross domestic product. • Describe economic measures of labor. • Identify economic indicators for consumer spending. • Describe the four phases of the business cycle. • Explain the causes of inflation and deflation. • Identify the importance of interest rates. • Discuss investment activities that promote economic growth. • Explain borrowing activities by government, business, and consumers. • Describe future concerns of economic growth. • Define and give examples of: common stock, investor, risk, public corporation, private company, preferred stock, earnings and dividends. • Explain the risks involved in stock ownership. • Calculate gains and losses from stock sales. • Determine how to look up a ticker symbol. • Enter purchase and sell orders using the Stock Market Competition (www.smgww.org or www.htmw.com). • Demonstrate the ability to use stock market terms appropriately when discussing their portfolios.

Economic Activity (Continued)	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p><u>Related Vocabulary:</u> (continued) American Express (AMEX) bear market bull market close common stock company corporation diversification dividend Dow Jones Industrial Average (DJIA) entrepreneur holdings industry Initial Public Offering (IPO) investor NASDAQ New York Stock Exchange (NYSE) Over the Counter (OTC) stocks parent company pigs portfolio private corporation risk stock split Securities and Exchange Commission (SEC) ticker symbol trade</p>	

Business in the Global Economy	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>International Business Basics</p> <p>The Global Marketplace</p> <p>International Business Organizations</p> <p><u>Related Vocabulary:</u> imports exports balance of trade balance of payments exchange rate infrastructure trade barrier quota tariff embargo multinational company (MNC) joint venture</p>	<p>15.5.12.H ~ Assess advantages and disadvantages for entrepreneurial business in foreign markets; including language and trade barriers, marketing, and regulations.</p> <p>15.7.12.N ~ Identify business strategies related to international marketing.</p> <p>15.5.12.F ~ Research the opportunities for local entrepreneurship in the global economy and discuss the impact of government regulations.</p> <p>15.7.12.A ~ Assess the impact of political and economic changes on global business.</p> <p>15.7.12.F ~ Examine economic issues in a country that engages in international business activities.</p> <p>6.2.12.G ~ Evaluate various economic systems.</p> <p>6.3.12.A ~ Evaluate the costs and benefits of government decisions to provide public goods and services.</p> <p>6.3.12.B ~ Assess the government's role in regulating and stabilizing the state and national economy.</p> <p>6.3.12.C ~ Evaluate the social, political, and economic costs/benefits of potential changes to taxation policies.</p> <p>6.3.12.D ~ Evaluate the role that governments play in international trade.</p> <p>6.3.9.D ~ Explain why governments limit or promote international trade.</p> <p>6.4.12.B ~ Assess the growth and impact of international trade around the world.</p> <p>The students will be able to:</p> <ul style="list-style-type: none"> • Describe importing and exporting activities. • Compare balance of trade and balance of payments. • List factors that affect the value of global currencies. • Describe the components of the international business environment. • Identify examples of formal trade barriers. • Explain actions to encourage international trade. • Discuss activities of multinational organizations. • Explain common international business entry modes. • Describe activities of international trade organizations and agencies.

Social Responsibility of Business and Government	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Social Responsibility</p> <p>Government Protection Activities</p> <p>Government Regulation and Assistance</p> <p><u>Related Vocabulary:</u> social responsibility non-renewable resource ethic business ethics code of ethics contract patent copyright trademark public utility monopoly antitrust laws</p>	<p>15.7.12.K ~ Analyze how economic and environmental factors may conflict; explain how responsible behavior can help sustain natural and human communities at local, regional, national, and global levels.</p> <p>15.6.12.S ~ Analyze the role of government in investment planning and retirement planning.</p> <p>15.5.12.K ~ Analyze issues and cases associated with government regulation.</p> <p>15.3.12.N ~ Demonstrate appropriate work ethic in the workplace, community, and classroom.</p> <p>5.2.12.A ~ Evaluate an individual's civil rights, responsibilities, and obligations in various contemporary governments.</p> <p>The student will be able to:</p> <ul style="list-style-type: none"> • Describe social responsibility issues. • Identify benefits and costs of social responsibility. • Explain the purpose of a code of ethics. • Identify the roles and levels of government. • Explain government protection activities. • Describe types of intellectual property. • Explain actions by government to regulate business. • Discuss efforts of government to assist businesses. • Identify methods used by government to raise money.

Business Organization	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Business in the U.S. Economy</p> <p>Forms of Business Ownership</p> <p>Organizational Structure of Businesses</p> <p><u>Related Vocabulary:</u> contingent worker intermediary service business producer marketer extractor proprietorship partnership corporations partnership agreement articles of incorporation franchise mission statement goal policies procedures organization chart</p>	<p>5.4.9.E ~ Identify the politics of interest groups (e.g. business and labor organizations, ethnic and religious organizations) on foreign policy.</p> <p>15.7.12.K ~ Analyze how economic and environmental factors may conflict; explain how responsible behavior can help sustain natural and human communities at local, regional, national, and global levels.</p> <p>15.6.12.S ~ Analyze the role of government in investment planning and retirement planning.</p> <p>15.5.12.K ~ Analyze issues and cases associated with government regulation.</p> <p>15.3.12.N ~ Demonstrate appropriate work ethic in the workplace, community, and classroom.</p> <p>5.2.12.A ~ Evaluate an individual's civil rights, responsibilities and obligations in various contemporary governments.</p> <p>The students will be able to:</p> <ul style="list-style-type: none"> • Describe the changing status of U.S. employment. • Discuss the role of business in the U.S. economy. • Describe three major types of businesses. • Understand the three major forms of business ownership. • Determine when each form of business ownership is most appropriate. • Recognize other specialized business ownership forms. • Understand important principles in designing an effective organization. • Compare alternative organizational structures for businesses.

Entrepreneurship and Small Business Management	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Becoming an Entrepreneur</p> <p><u>Related Vocabulary:</u> entrepreneur entrepreneurship venture capital innovation improvement</p>	<p>6.5.12.B ~ Evaluate how changes in education, incentives, technology, and capital investment alter productivity.</p> <p>15.1.12.R ~ Explain the primary areas of analysis (trend analysis, profitability, liquidity, capital structure) and the information that can be obtained from each.</p> <p>15.1.12.V ~ Analyze and explain the use of industry averages in assessing the financial condition, operating results, profitability, liquidity, and capital structure.</p> <p>13.4.11.C ~ Develop a business plan for an entrepreneurial concept of personal interest and identify available resources, such as, but not limited to:</p> <ul style="list-style-type: none"> • Community based organizations (that is chambers of commerce, trade/technical associations, Industrial Resource Centers) • Financial institutions • School-based career centers Small Business Administration services (that is SCORE, Small Business Development Centers, Entrepreneurial Development Centers) • Venture capital <p>15.5.12.M ~ Analyze funding sources for an entrepreneurship including, IPO, venture capital, loans, and owner capital.</p> <p>The student will be able to:</p> <ul style="list-style-type: none"> • Identify characteristics of successful entrepreneurs. • Recognize the importance of entrepreneurship in the economy. • Describe opportunities and risks of entrepreneurship.