

# PLANNED INSTRUCTION

## A PLANNED COURSE FOR:

\_\_\_\_\_Introduction to Business\_\_\_\_\_

### Curriculum writing committee:

Michael Murray

**Grade Level: 10<sup>th</sup>-12<sup>th</sup>**

**Date of Board Approval: \_\_\_\_\_ 2023 \_\_\_\_\_**

### Course Weighting: Introduction to Business

Chapter Tests	30%
Projects	30%
Homework/Classwork	30%
Quizzes	10%
Total	100%

# Curriculum Map

## Curriculum Map:

### *Course Description:*

This course is designed to provide the student with an overview of critical business functions. Students gain an understanding of how business, government, and citizens all influence the way that business is conducted in different societies. Topics include forms of business ownership, management, accounting, marketing, international business and contemporary business issues. Students examine how businesses can be an impactful force on society to both positive and negative results. Students taking this course are prepared for more advanced courses in business. Students taking this class will have the opportunity to receive college credit.

*\*Course is aligned with curriculum at both Keystone College and Luzerne County Community College*

**Time/Credit for the Course: 1 Semester, ½ Credit**

### **Textbook and Supplemental Resources:**

#### **Materials and Resources:**

**Textbook:** (In correlation with Keystone College and Luzerne County Community College)  
**Understanding Business, 11<sup>th</sup> Edition**  
W. Nickels, J; McHugh, S. McHugh

#### **Websites**

Yahoo Finance

[www.forbes.com](http://www.forbes.com).

[fortune.com](http://fortune.com) [www.wto.org](http://www.wto.org)

[www.ustr.gov](http://www.ustr.gov)

[www.sba.gov](http://www.sba.gov)

[cnbc.com](http://cnbc.com)

[wsj.com](http://wsj.com)

[ABC.com](http://ABC.com)

Teacher prepared handouts

Guest speakers

**Goals:**

**1. Marking Period One - Overview with time range in days:**

**Business Trends: Cultivating a Business in Diverse, Global Environments 45 days**

***Marking Period One -Goals:***

**Understanding of:**

- Entrepreneurship and Wealth Building
- Entrepreneurship versus Working for Others
- The Business Environment
- The Evolution of US Business
- How Economic Conditions Affect Businesses
- Understanding Free-Market Capitalism
- Understanding Socialism
- Understanding Communism
- The Trend Toward Mixed Economies
- Understanding the US Economic System
- Why Trade with other Nations
- Getting Involved in Global Trade
- Strategies for Reaching Global Markets
- Forces Affecting Trading in Global Markets
- Trade Protectionism
- The Future of Global Trade
- Ethics is More than Legality
- Managing Businesses Ethically and Responsibly
- Corporate Social Responsibility
- International Ethics and Social Responsibility

**2. Marking Period Two - Overview with time range in days:**

**Business Ownership: Starting a Small Business and Business Management:**

**Empowering Employees to Satisfy Customer 45 days**

***Marking Period Two -Goals:***

**Understanding of:**

- Sole Proprietorships Partnerships
- Corporations
- Corporate Expansion: Mergers and Acquisitions
- Franchises
- Cooperatives
- The Job Creating Power of Entrepreneurs in the United States
- Why People take the Entrepreneurial Challenge
- Getting Started in Small Business
- Learning about Small Business Operations
- Managing a Small Business

Managers Roles Are Evolving  
The Four Functions of Management  
Planning and Decision-Making  
Organizing: Creating a Unified System  
Leading: Providing Continuous Vision and Values  
Controlling: Making Sure It Works  
The Changing Reorganization  
Decisions to make in Structuring Organizations  
Organizational Models  
Managing the Interactions Among Firms  
Adapting to Change  
Manufacturing and Services in Perspective  
From Production to Operations Management  
Production Processes  
Operations Management Planning Control  
Procedures: Pert & Gantt Charts

**Big Ideas:**

**Big Idea # 1:**

Global business is the relationship among cultural, political, legal, economical and ethical systems that drive the decisions regarding what, how, and for whom to produce.

**Big Idea # 2**

Finance and Economics is managing personal and business assets to make informed decisions about the acquisition, production, and consumption of goods and services.

# Curriculum Plan

**Unit:** 1 Business Trends

**Time Range in Days:** 25

**Standard(s):** PA Academic Standards

## **Standards Addressed:**

PA Academic Standards

15.5.12.A, 15.5.12.C, 15.5.12.F, 15.5.12.G, 15.5.12.H, 15.5.12.I, 15.5.12.J, 15.5.12.K, 15.6.12.D,  
15.7.12.A, 15.7.12.B, 15.7.12.C, 15.7.12.D, 15.7.12.E, 15.7.12.F, 15.7.12.G, 15.7.12.H, 15.7.12.I, 15.7.12.J,  
15.7.12.K, 15.7.12.L, 15.7.12.M, 15.7.12.N

13.4.11.A, 13.4.11.B

6.1.12.B: 6.1.12.C: 6.1.12.D: 6.2.12.A: 6.2.12.B: 6.2.12.C: 6.2.12.D: 6.2.12.E: 6.2.12.F: 6.2.12.G: 6.3.12.A:  
6.3.12.B: 6.3.12.C: 6.3.12.D: 6.4.12.A: 6.4.12.B: 6.4.12.C: 6.4.12.D:

## **Core Standards**

CC.3.6.11-12.B., CC.3.6.11-12.C., CC.3.6.11-12.E., CC.3.6.11-12.F., CC.3.6.11-12.G., CC.3.6.11-12.H.,  
CC.3.5.11-12.B., CC.3.5.11-12.G.

## **Anchor(s):**

R11.B3, R11.A.2, R11.B.3

## **Eligible Content:**

- Understand entrepreneurship and wealth building
- The difference between entrepreneurship and working for others
- The business environment
- The evolution of U.S. business
- Economic conditions affect businesses.
- Understand free market capitalism
- Understand socialism and communism
- Trend toward mixed economies
- The U.S economic system
- Why businesses trade with other nations
- How businesses get involved in global trade
- Strategies for reaching global markets
- Forces affecting trading in global markets
- Trade protectionism

## **Objectives:**

- Describe the relationship between profit and risk and show how businesses and nonprofit organizations can raise the standard of living for all. (DOK 1, 2, 3)

- Compare and contrast being an entrepreneur and working for others. (DOK 3)
- Analyze the effect of the economic environment and taxes on businesses. (DOK 4)
- Describe the effects of technology on businesses. (DOK 2)
- Demonstrate how businesses can meet and beat competition. (DOK 2, 3, 4)
- Analyze the social changes affecting businesses. (DOK 4)
- Identify what businesses must do to meet global challenges, including war and terrorism. (DOK 1)
- Interpret how past trends are being repeated in the present and what those trends mean for tomorrow's college graduates. (DOK 2)
- Explain basic economics. (DOK 1, 2)
- Explain what capitalism is and how free markets work. (DOK 1, 2)
- Compare socialism and communism. (DOK 3)
- Analyze the trend toward mixed economies. (DOK 4)
- Describe the economic system of the US, including the significance of key economic indicators (especially GDP), productivity, and the business cycle. (DOK 1, 2, 3)
- Contrast fiscal policy and monetary policy and explain how each affects the economy. (DOK 2, 3)

**Core Activities and Corresponding Instructional Methods:**

- Identify terminology related to business trends in a diverse global environment.
- Students will complete lecture worksheets for chapters 1 and 2.
- Students will complete progress assessments questions throughout the chapters.
- Students will use online textbook companion site to review vocabulary, complete review activities, and reinforce core concepts.
- Students will complete activities relating to Adam Smith's "The Invisible Hand" theory via DVD and accompanying worksheets.
- Students will complete activities relating to "Freakonomics" via DVD and accompanying worksheets.
- Students will complete activities on the US Economy using the Bureau of Labor Statistics website.
- Students will complete a project involving 5 major companies that will result in a comprehensive company profile for a total of 5 profiles. (Marking Period project assigned in week 1)

**Assessments:**

**Diagnostic:**

Discussion of student's prior knowledge  
 Terminology preview  
 Oral responses during class discussion  
 Responses to teacher questions

**Formative:**

Progress Assessments throughout the chapter (vocabulary quizzes)  
 Reinforcing the Connection to Concepts in Business exercises in the chapter  
 Successful completion of homework/class work assignments:  
 Comprehension Case Interactive at the end of the chapter

Drag and Drop Interactive Vocabulary questions at the end of the chapter  
Drag and Drop Interactive Theory questions at the end of the chapter  
Participation in classroom discussions and activities

**Summative:**

Graded audit checks on homework  
Objective quiz covering developing workplace skills, critical thinking, and web skills in the chapter  
Video quiz covering principles to practice: The Invisible Hand and Freakonomics  
Objective chapter tests covering theory and terminology  
Graded individual company profile project

**Unit:** 2 **Global Trade & Ethics**

**Time Range in Days:** 20

**Standard(s):** PA Academic Standards

**Standards Addressed:**

PA Academic Standards

15.5.12.A, 15.5.12.C, 15.5.12.F, 15.5.12.G, 15.5.12.H, 15.5.12.I, 15.5.12.J, 15.5.12.K, 15.6.12.D,  
15.7.12.A, 15.7.12.B, 15.7.12.C, 15.7.12.D, 15.7.12.E, 15.7.12.F, 15.7.12.G, 15.7.12.H, 15.7.12.I, 15.7.12.J,  
15.7.12.K, 15.7.12.L, 15.7.12.M, 15.7.12.N  
13.4.11.A, 13.4.11.B  
6.1.12.B: 6.1.12.C: 6.1.12.D: 6.2.12.A: 6.2.12.B: 6.2.12.C: 6.2.12.D: 6.2.12.E: 6.2.12.F: 6.2.12.G: 6.3.12.A:  
6.3.12.B: 6.3.12.C: 6.3.12.D: 6.4.12.A: 6.4.12.B: 6.4.12.C: 6.4.12.D:

**Core Standards**

CC.3.6.11-12.B., CC.3.6.11-12.C., CC.3.6.11-12.E., CC.3.6.11-12.F., CC.3.6.11-12.G., CC.3.6.11-12.H.,  
CC.3.5.11-12.B., CC.3.5.11-12.G.

**Anchor(s):**

R11.B3, R11.A.2, R11.B.3

**Eligible Content:**

- How businesses get involved in global trade
- Strategies for reaching global markets
- Forces affecting trading in global markets
- Trade protectionism
- Future of global trade
- Why ethics is more than legality
- How to manage businesses ethically and responsibly
- Corporate social responsibility
- International ethics and social responsibility

**Objectives:**

- Compare the importance of the global market and the roles of comparative advantage and absolute advantage in global trade. (DOK 2, 3)
- Summarize the importing and exporting process, and understand key terms used in global business. (DOK 2)
- Illustrate the strategies used in reaching global markets and explain the role of multinational corporations. (DOK 3, 4)
- Evaluate the forces that affect trading in global markets. (DOK 2, 3)
- Debate the advantages and disadvantages of trade protectionism. (DOK 2)
- Summarize the changing landscape of the global market and the issue of offshore outsourcing. (DOK 2)
- Summarize why obeying the law is only the first step in behaving ethically. (DOK 2)
- Ask three questions to answer when faced with a potentially unethical action. (DOK 1, 2)
- Summarize management's role in setting ethical standards. (DOK 1, 2)



- Distinguish between compliance-based and integrity-based ethics codes and list the six steps in setting up a corporate ethics code. (DOK 1, 2, 3)
- Define corporate social responsibility and compare corporations' responsibilities to various stakeholders. (DOK 1, 2, 3)
- Analyze the role of US businesses in influencing ethical behavior and social responsibility in global markets. (DOK 3, 4)

### **Core Activities and Corresponding Instructional Methods:**

- Identify terminology related to business trends in a diverse global environment.
- Students will complete lecture worksheets for chapters 3, 4.
- Students will complete progress assessments questions throughout the chapters.
- Students will use online textbook companion site to review vocabulary, complete review activities, and reinforce core concepts.
- Students will use the World Trade Organization website to complete several activities relating to trade pacts, trade committees, and country participation in trade negotiations.
- Students will analyze several company profiles relating to CSR contributions.
- Students will report on the Ethics and CSR policies regarding their company profiles from the Marking Period Project. (This Ethics and CSR project generally crosses the marking period dates)
- Students will reflect on the importance of creating a positive company image in relation to the products they use as a consumer as well as the ethical decisions they make every day.

### **Assessments:**

#### **Diagnostic:**

Discussion of student's prior knowledge

Terminology preview

Oral responses during class discussion

Responses to teacher questions

#### **Formative:**

Progress Assessments throughout the chapter

Reinforcing your Connection to Concepts in Business exercises in the chapter

Successful completion of homework/class work assignments:

Comprehension Case Interactive at the end of the chapter

Drag and Drop Interactive Vocabulary questions at the end of the chapter

Drag and Drop Interactive Theory questions at the end of the chapter

Video Case Interactive questions at the end of the chapter

Participation in classroom discussions and activities

#### **Summative:**

Graded audit checks on homework

Objective quiz covering developing workplace skills, critical thinking, and web skills from the chapter

Video quiz covering principles to practice.

Objective test covering theory and terminology

Graded Ethics and CSR project

**Unit:** 3 Business Structures

**Time Range in Days:** 25

**Standard(s):** PA Academic Standards

**Standards Addressed:**

PA Academic Standards

15.5.12.A, 15.5.12.C, 15.5.12.F, 15.5.12.G, 15.5.12.H, 15.5.12.I, 15.5.12.J, 15.5.12.K, 15.6.12.D,  
15.7.12.A, 15.7.12.B, 15.7.12.C, 15.7.12.D, 15.7.12.E, 15.7.12.F, 15.7.12.G, 15.7.12.H, 15.7.12.I, 15.7.12.J,  
15.7.12.K, 15.7.12.L, 15.7.12.M, 15.7.12.N

13.4.11.A, 13.4.11.B

6.1.12.B: 6.1.12.C: 6.1.12.D: 6.2.12.A: 6.2.12.B: 6.2.12.C: 6.2.12.D: 6.2.12.E: 6.2.12.F: 6.2.12.G: 6.3.12.A:  
6.3.12.B: 6.3.12.C: 6.3.12.D: 6.4.12.A: 6.4.12.B: 6.4.12.C: 6.4.12.D:

**Core Standards**

CC.3.6.11-12.B., CC.3.6.11-12.C., CC.3.6.11-12.E., CC.3.6.11-12.F., CC.3.6.11-12.G., CC.3.6.11-12.H.,  
CC.3.5.11-12.B., CC.3.5.11-12.G.

**Anchor(s):**

R11.B.3, R11.A.2, R11.B.3

**Goals:**

- Advantages and disadvantages of a sole proprietorship
- Advantages and disadvantages of a partnership
- Advantages and disadvantages of a corporation
- Advantages and disadvantages of a franchise
- Why people take the entrepreneurial challenge
- Small business operations
- Small business structure
- Planning and decision making

**Objectives:**

- Compare the advantages and disadvantages of sole proprietorships (DOK 3)
- Describe the differences between general and limited partners, and compare the advantages and disadvantages of partnerships (DOK 2)
- Compare the advantages and disadvantages of corporations, and summarize the differences between C corporations, S corporations, and limited liability companies (DOK 3)
- Define and give examples of three types of corporate mergers, and explain the role of leveraged buyouts and taking a firm private (DOK 1, 2,3)
- Outline the advantages and disadvantages of franchises, and discuss the opportunities for diversity in franchising and the challenges of global franchising (DOK 1,2)
- Explain the role of cooperatives (DOK 1, 2)
- Explain why people take the risks of entrepreneurship; list the attributes of successful entrepreneurs; and describe entrepreneurial teams, entrepreneurs, and home and web-based businesses (DOK 1, 2)
- Discuss and analyze the importance of small business to the American economy and summarize the major causes of small business failure (DOK 3, 4)
- Summarize ways to learn about how small businesses operate (DOK 2, 3)
- Analyze what it takes to start and run a small business (DOK 3, 4)
- Outline the advantages and disadvantages small businesses have in entering global markets (DOK 1,2)
- Describe the changes occurring today in the management function (DOK 2)
- Describe the four functions of management (DOK 2)
- Analyze and relate the planning process and decision making to the accomplishment of company goals (DOK 3, 4)
- Describe the organizing function of management (DOK 2)
- Explain the differences between leaders and managers, and describe the various leadership styles (DOK 1,2)
- Summarize the five steps of the control function of management (DOK 1, 2)

**Core Activities and Corresponding Instructional Methods:**

- Identify terminology related to business trends in a diverse global environment.
- Students will complete lecture worksheets for chapters 5, 6, 7.
- Students will complete progress assessment questions throughout the chapters.
- Students will use the online textbook companion site to reinforce vocabulary, concepts, and skills from each chapter.
- Students will analyze company scenarios presented in the chapter and in supplemental worksheets to identify challenges and successes in running a business.
- Students will conduct a Small Business Owner Interview with someone from the DV community and write a report.
- Students will send Thank You letters to the owners they interviewed.
- Students will identify opportunities for Microbusinesses based on their own skills and create a simple business plan for that microbusiness.

- Students will analyze and compare opportunities in Franchises and Home-based businesses.
- Students will research and analyze famous business leaders from the 19<sup>th</sup>-21<sup>st</sup> century in the US.
- Students will complete several activities relating to the difference between leaders and managers as well as reflect on personal experiences in leadership.

### **Assessments:**

#### **Diagnostic:**

Discussion of student's prior knowledge  
Terminology preview  
Oral responses during class discussion  
Responses to teacher questions

#### **Formative:**

Progress Assessments throughout the chapter  
Reinforcing your Connection to Concepts in Business exercises in the chapter  
Successful completion of homework/class work assignments:  
Comprehension Case Interactive at the end of the chapter  
Drag and Drop Interactive Vocabulary questions at the end of the chapter  
Drag and Drop Interactive Theory questions at the end of the chapter  
Video Case Interactive questions at the end of the chapter  
Participation in classroom discussions and activities

#### **Summative:**

Graded audit checks on homework  
Objective quiz covering workplace skills, critical thinking, and web skills from the chapter  
Video quiz covering principles to practice  
Objective test covering theory and terminology  
Graded individual/group project

**Unit:** 4      **Management**

**Time Range in Days: 20**

**Standard(s):** PA Academic Standards

**Standards Addressed:**

PA Academic Standards

15.5.12.A, 15.5.12.C, 15.5.12.F, 15.5.12.G, 15.5.12.H, 15.5.12.I, 15.5.12.J, 15.5.12.K, 15.6.12.D,  
15.7.12.A, 15.7.12.B, 15.7.12.C, 15.7.12.D, 15.7.12.E, 15.7.12.F, 15.7.12.G, 15.7.12.H, 15.7.12.I, 15.7.12.J,  
15.7.12.K, 15.7.12.L, 15.7.12.M, 15.7.12.N

13.4.11.A, 13.4.11.B

6.1.12.B: 6.1.12.C: 6.1.12.D: 6.2.12.A: 6.2.12.B: 6.2.12.C: 6.2.12.D: 6.2.12.E: 6.2.12.F: 6.2.12.G: 6.3.12.A:  
6.3.12.B: 6.3.12.C: 6.3.12.D: 6.4.12.A: 6.4.12.B: 6.4.12.C: 6.4.12.D:

**Core Standards**

CC.3.6.11-12.B., CC.3.6.11-12.C., CC.3.6.11-12.E., CC.3.6.11-12.F., CC.3.6.11-12.G., CC.3.6.11-12.H.,  
CC.3.5.11-12.B., CC.3.5.11-12.G.

**Anchor(s):**

R11.B.3, R11.A.2, R11.B.3

**Eligible Content:**

- Leadership styles
- How to make decisions in structuring organizations
- Organizational models in business
- Manage the interactions among firms
- Adapt to change in the business world
- Difference between manufacturing and service businesses
- Production process
- Operations management planning

**Objectives:**

- Explain the differences between leaders and managers, and describe the various leadership styles (DOK 1,2)
- Summarize the five steps of the control function of management (DOK 1, 2)
- Outline the basic principles of organization management (DOK 1,2)
- Compare the organizational theories of Fayol and Weber (DOK 3)
- Evaluate the choices managers make in structuring organizations (DOK 3, 4)
- Contrast the various organizational models (DOK 3)
- Identify the benefits of inter-firm cooperation and coordination (DOK 1)
- Explain how organizational culture can help businesses adapt to change (DOK 1, 2)
- Describe the current state of U.S. manufacturing and what manufacturers have done to become more competitive (DOK 2)
- Describe the evolution from production to operations management (DOK 2)
- Identify various production processes and describe techniques that improve productivity, including computer-aided design and manufacturing, flexible manufacturing, lean manufacturing, and mass customization (DOK 1,2)
- Describe operations management planning issues including facility location, facility layout, materials requirement planning, purchasing, just-in-time inventory control, and quality control (DOK 1, 2)
- Explain the use of PERT and Gantt charts to control manufacturing processes (DOK 1, 2)

**Core Activities and Corresponding Instructional Methods:**

- Identify terminology related to business trends in a diverse global environment.
- Students will complete lecture worksheets for chapters 8, 9.
- Students will complete progress assessments questions throughout the chapters.
- Students will complete activities using the online textbook companion site to reinforce chapter terminology, skills, and concepts.

**Assessments:****Diagnostic:**

Discussion of students' prior knowledge

Terminology preview

Oral responses during class discussion

Responses to teacher questions

**Formative:**

Progress Assessments throughout the chapter

Reinforcing your Connection to Concepts in Business exercises in the chapter

Successful completion of homework/class work assignments:

Comprehension Case Interactive at the end of the chapter

Drag and Drop Interactive Vocabulary questions at the end of the chapter

Drag and Drop Interactive Theory questions at the end of the chapter

Video Case Interactive questions at the end of the chapter

Participation in classroom discussions and activities

**Summative:**

Graded audit checks on homework

Objective quiz covering developing workplace skills, critical thinking, and web skills

Video quiz covering principles to practice.

Objective test covering theory and terminology

Graded individual/group project