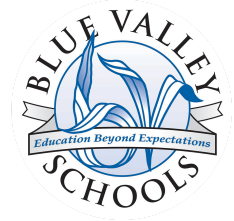


Business Essentials

UNIT 1: CAREER EXPLORATION



ESSENTIAL QUESTION

How will you prepare for your future?

BIG IDEAS

Students will:

- Recognize the variety of business majors/degrees available
- Identify the types of careers in business.
- Distinguish the traits, skills, and educational requirements needed for success in business careers.
- Understand the importance of networking and begin building a network.

GUIDING QUESTIONS

- **Content**
 - What degree fields are offered in the field of business?
 - What type of careers are possible with a business degree?
 - What skills are necessary for various careers in business?
- **Process**
 - How does a college major prepare you for your future career?
 - How do soft skills play a part in getting the job of your dreams?
- **Reflective**
 - Why is networking essential to your future?
 - Why do companies hire the people they hire?

FOCUS STANDARDS

- **Benchmark 1.0:**
 - 1.7: Apply verbal skills when obtaining and conveying information
 - Participate in group discussions
 - Share thoughts directly while being direct
 - 1.8: Compose internal/external documents
 - Identify elements of effective written communications
 - Use appropriate etiquette in written economics (thank you cards)
- **Benchmark 8.0: Employability and Career Development**
 - 8.1: Develop personal traits and behaviors to foster career advancement

Business Essentials

UNIT 2: ECONOMICS

ESSENTIAL QUESTION

How does the economy affect business?

BIG IDEAS

Students will:

- Describe the nature of business and its contribution to society.
- Analyze fundamental economic concepts necessary for employment in business.
- Recognize how economic systems influence environments in which business's function.
- Explain the principles of supply & demand and the function of prices in markets.

GUIDING QUESTIONS

- **Content**
 - What are goods & services, wants & needs, and economic resources?
 - What are the principles of supply & demand?
 - What is GDP and how is it measured?
- **Process**
 - How does supply & demand affect the price we pay for items?
 - How do economic factors affect consumer spending?
 - How is the business cycle related to inflation?
- **Reflective**
 - Why do companies need to understand economics to be successful?

FOCUS STANDARDS

- **Benchmark 1.0:**
 - 1.1 Analyze fundamental economic concepts necessary for employment in business.
 - Distinguish between economic goods and services
 - Explain the concept of economic resources
 - Describe the concepts of economics and economic activities
 - Explain the principles of supply & demand
 - Describe the functions of prices in markets.
 - 1.2 Describe the nature of business and its contribution to society.
 - Explain the role of business in society
 - Describe factors that affect the business environment
 - Explain how organizations adapt to today's markets.
 - 1.3 Recognize how economic systems influence the environments in which businesses function.
 - Explain the types of economic systems
 - Explain the concept of private enterprise

- Identify factors affecting a business's profit
- Determine factors affecting a business's risk
- Explain the concept of competition.
- Describe market structures.
- 1.4 Analyze cost/profit relationships to guide business decision-making.
 - Explain concept of productivity
 - Analyze impact of specialization/division of labor on productivity
- 1.5 Describe the purpose and origin of business within the U.S.
 - Explain the concept of Gross Domestic Product and its development with the U.S
- 1.7 Apply verbal skills when obtaining and conveying information
 - Participate in group discussions.
 - Demonstrate open listening when cultivating relationships.
 - Share thoughts respectfully while being direct.

Business Essentials

UNIT 3: ENTREPRENEURSHIP

ESSENTIAL QUESTION

What does it take to start a successful business?

BIG IDEAS

Students will:

- Identify types of business ownership.
- Analyze entrepreneurial ventures to determine interest in owning a business in the future.
- Determine abilities, interests, and attitudes of those associated with entrepreneurial success.
- Contrast personal characteristics with those associated with entrepreneurial success.

GUIDING QUESTIONS

- **Content**
 - What characteristics are similar among most successful entrepreneurs?
 - What are the business ownership options available when starting a business?
- **Process**
 - How do you know if you should be an entrepreneur?
 - How do entrepreneurs determine what form of business ownership to operate under?
- **Reflective**
 - Why does our society need entrepreneurs?
 - Why are some businesses more successful than others?

FOCUS STANDARDS

- **Benchmark 4.0: Assess entrepreneurship/small-business management-career information to enhance opportunities for career success.**
 - 4.1: Analyze entrepreneur careers to determine careers of interest
 - Discuss entrepreneurial discovery processes
 - Describe entrepreneurial planning considerations
 - 4.2: Compare an individual's abilities, interests, and attitudes with those associated with entrepreneurial success to determine the match between the two.
 - Analyze desired lifestyle associated with entrepreneurship
 - Discern between desired benefits and those associated with entrepreneurship
 - Research current business issues and entrepreneurs
 - Contrast personal characteristics with those associated with entrepreneurial success
 - Examine similarities and differences between personal educational goals and educational requirements for entrepreneurship
- **Benchmark 1.0**

- 1.8: Develop and deliver formal and informal presentations using appropriate media to engage
- 1.12: Identify types of business ownership
- **Benchmark 6.0: INFORMATION TECHNOLOGY APPLICATIONS**
 - 6.1: Use information technology tools to manage and perform work responsibilities.
 - Assess information needs.
 - 6.2: Prepare simple documents and other business communications.
 - Demonstrate basic research skills.
 - Evaluate quality and source of information.

Business Essentials

UNIT 4: ACCOUNTING

ESSENTIAL QUESTION

How do businesses manage their money?

BIG IDEAS

Students will:

- Understand how to maintain, monitor, plan, and control the use of financial resources to protect a business's fiscal well-being.
- Analyze how proper management of finances relates with maintaining business efficiency.
- Define the accounting equation and how accounting can assist in maintaining financial solvency.
- Interpret financial statements.
- Recognize the important financial questions a business must answer.

GUIDING QUESTIONS

- **Content**
 - What does a career in accounting look like?
 - What is the difference between public and private accounting?
 - What skills are necessary to be an accountant?
- **Process**
 - How do accountants use the accounting equation to analyze business transactions?
 - How do businesses use financial statements to make short & long term decisions?
- **Reflective**
 - Why does every business need an accountant?
 - Why is accounting one of the most popular fields in business?

FOCUS STANDARDS

- **Benchmark 1.0:**
 - 1.7: Apply verbal skills when obtaining and conveying information
 - Participate in group discussions
 - Share thoughts directly while being direct
- **Benchmark 5.0: Financial Analysis: Understand how to maintain, monitor, plan, and control the use of financial resources to protect an entrepreneur and business's fiscal well-being.**
 - 5.1: Analyze how proper management of finance relates with maintaining business financial efficiency.
 - Explain the purpose and importance of credit.
 - 5.2: Define the accounting equation and how accounting can assist in maintaining financial solvency
 - Monitor business's profitability
 - Describe sources of income (wages/salaries, interest, rent, dividends, transfer

payments, etc.)

Business Essentials

UNIT 5: MARKETING

ESSENTIAL QUESTION

How do consumers learn about products and services?

BIG IDEAS

Students will:

- Understand marketing's role and function in business to facilitate economic exchanges with customers.
- Manage marketing activities to facilitate business development and growth.
- Describe marketing functions and related activities.

GUIDING QUESTIONS

- **Content**
 - What are the components of the marketing mix?
 - What is a target market?
- **Process**
 - How does marketing play an integral role in every business?
 - How do you convince someone to buy your product?
- **Reflective**
 - Why does marketing matter?

FOCUS STANDARDS

- **Benchmark 1.0:**
 - 1.7: Apply verbal skills when obtaining and conveying information
 - Participate in group discussions
 - Share thoughts directly while being direct
- **Benchmark 7.0 MARKETING: Manage marketing activities to facilitate business development and growth.**
 - 7.1: Understand marketing's role and function in business to facilitate economic exchanges with customers.
 - Analyze factors that contribute to business success.
 - Develop strategies to position product/business.
 - Acquire foundational knowledge of customer, client, and business behavior to understand what motivates decision-making.
 - 7.3: Describe marketing functions and related activities.
 - Identify elements of the marketing mix.

Business Essentials

UNIT 6: EMPLOYABILITY & CAREER DEVELOPMENT

ESSENTIAL QUESTION

How will you land your dream job?

BIG IDEAS

Students will:

- Know and understand the importance of employability skills.
- Develop personal traits and behaviors to foster career advancement.
- Utilize critical thinking and decision-making skills to exhibit qualifications to a potential employer.
- Understand how to prepare a resume and cover letter.
- Demonstrate interviewing skills.

GUIDING QUESTIONS

- **Content**
 - What are the components of a professional cover letter and resume?
 - What are traits and behaviors of successful professionals?
- **Process**
 - How do you prepare for a job interview?
 - How do companies compare similar candidates?
- **Reflective**
 - Why is your resume important?
 - Why should you start preparing for your future career now?

FOCUS STANDARDS

- **Benchmark 8.0 EMPLOYABILITY AND CAREER DEVELOPMENT: Know and understand the importance of employability skills. Explore, plan, and effectively manage careers.**
 - 8.1: Develop personal traits and behaviors to foster career advancement.
 - Discuss appropriate personal appearance
 - Explain the importance of having a vision through properly setting personal short, mid and long-term goals.
 - Conduct mock interviews using local business representatives as interviewers.
 - Use time-management skills.
 - 8.2: Identify the impact business has on local communities.
 - Invite guest speakers from represented modules (e.g. accountant, banker, marketer, etc.) to speak
 - 8.3: List the standards and qualifications that must be met in career.
 - Prepare a resume
 - Prepare a letter of application
 - Interview for employment

- 8.4: Utilize critical thinking and decision-making skills to exhibit qualifications to a potential employer.
 - Demonstrate problem-solving skills.
 - Apply information to accomplish a task.