

<b>Subject:</b> <b>Introduction to Business</b>	<b>Calendar:</b> <b>Weeks:</b> <b>August 25- May 22</b>	<b>Timeframe:</b> <b>School Year</b> <b>2008-2009</b>	<b>Level/Grade:</b> <b>High School</b> <b>9-12</b>
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After completing these Units, the students will be able to achieve the following outcomes:

#### **UNIT 1 OBJECTIVES**

- State the differences between wants and needs, and identify business activities used to satisfy wants and needs.
- Explain scarcity, the four factors of production, and market and command economies.
- Identify how economic activity is measured, and list the four phases of the business cycle.
- Explain business ethics, and describe the social responsibilities of business.

#### **UNIT 2 OBJECTIVES**

- List ways that entrepreneurs and small business owners organize their businesses for success
- List the three types of business ownership and alternative ways of doing business, and five types of businesses in our economy.
- Explain how managers lead their organizations, and list the responsibilities of a leader.
- Identify a leader's characteristics, the styles of leadership, and leadership in teams.
- Give examples of how the Internet has changed business communications, commerce and consumerism.

#### **UNIT 3 OBJECTIVES**

- Explain why nations trade with each other, and describe currency exchange, trade barriers, and trade alliances.
- Name ways government protects and promotes business.
- Describe the functions of money and the Federal Reserve System, and explain the types of banks and the services they provide.

#### **UNIT 4 OBJECTIVES**

- List the functions of marketing, and identify the importance of market research.
- Identify the different types of media businesses can use to advertise their products.
- List advantages and disadvantages for each type of

advertising media.

- Name factors in the cost of advertising.

#### **UNIT 5 OBJECTIVES**

- Give examples of how businesses find new employees, then orient, train, and evaluate them.
- Explain how doing business internationally is affected by cultural differences.
- Identify ways government and business manages diversity.

#### **UNIT 6 OBJECTIVES**

- Explain important aspects of financial planning, and name the responsibilities of a financial manager.
- Describe the types of budgets and financial records businesses use.
- Identify different ways technology has changed the workplace.
- Describe the role of information technology in business, and identify how businesses share information.
- Identify hardware components of a computer system, and describe software programs used by businesses.

#### **UNIT 7 OBJECTIVES**

- Explain the differences between a career and a job and name ways to find career options.
- Describe a personal inventory and list ways to prepare for a career.
- List employability skills and information sources for job openings.
- Describe how to prepare a resume and explain the job application process.

#### **UNIT 8 OBJECTIVES**

- Describe choices consumers make and list ways to be a smart consumer.
- Name the seven rights of consumers and list consumers' responsibilities and ways you can learn consumer skills.
- Describe actions consumers can take when they have problems with products.
- Identify consumer advocate groups, how government protects consumers, and ways businesses help consumers.

### **UNIT 9 OBJECTIVES**

- **Explain credit, the advantages and disadvantages of using credit, and the three main types of charge accounts.**
- **Identify the places to get credit and the types of credit cards.**
- **Describe factors determining credit worthiness and how to maintain a good credit rating.**
- **Explain the types of credit you can use and the costs involved in paying for credit.**
- **Name federal laws that protect consumers and identify consumers' credit rights.**

### **UNIT 10 OBJECTIVES**

- **Explain how a budget is helpful, and list the five steps in planning a budget.**
- **Identify types of checking accounts, and explain ways transactions are recorded and how to reconcile a checking account.**
- **Identify types of savings accounts, and explain reasons for saving money.**
- **Explain how stock is bought and sold, and identify the indexes used to track stock prices.**
- **Describe the different types of bonds and their characteristics, and list reasons for buying real estate.**

### **Unit 11 OBJECTIVES**

- **Name the types of vehicle insurance coverage, and explain the laws on vehicle insurance.**
- **Identify factors affecting the cost of vehicle, property, and life insurance premiums.**
- **Explain types of property insurance, and name the six kinds of homeowner's policies.**
- **Describe types of life insurance and health insurance.**

<b><i>Activity Type:</i></b>	<b>TEKS:</b>
<b><u>UNIT 1</u></b>	
<b>Lesson 1 – A look at wants and needs</b>	1a, b
<b>Lesson 2 – Economic resources and systems</b>	1c
<b>Lesson 3 – Economic activity in a changing world</b>	10a,b,c
<b>Lesson 4 – Business ethics and social responsibility</b>	4c, 5a, 8a, b, c
<b><u>UNIT 2</u></b>	
<b>Lesson 1 – Entrepreneurship and small business</b>	4a
<b>Lesson 2 – Business ownership and operations</b>	9a, b, c
<b>Lesson 3 – Organizational structures</b>	9d
<b>Lesson 4 – Leadership in management</b>	9d
<b>Lesson 5 – Technology’s impact on Business</b>	7a, b, c
<b><u>UNIT 3</u></b>	
<b>Lesson 1 – Business in a global economy</b>	2a, b, c, d, e, 10a, b, c
<b>Lesson 2 – The role of government in Business</b>	11a, b, c
<b>Lesson 3 - Money and financial institutions</b>	3c
<b><u>UNIT 4</u></b>	
<b>Lesson 1 – Marketing in today’s world</b>	1d
<b>Lesson 2 – Advertising: The art of attracting an audience</b>	3b, d
<b><u>UNIT 5</u></b>	
<b>Lesson 1 - Human Resources management</b>	4a, b, c
<b>Lesson 2 – Culture and Diversity in Business</b>	4c
<b><u>UNIT 6</u></b>	
<b>Lesson 1 – Managing business finances</b>	10b, c
<b>Lesson 2 – Technology advancements in the workplace</b>	7a, b, c
<b>Lesson 3 – Basics of computers</b>	7a
<b><u>UNIT 7</u></b>	
<b>Lesson 1 – Developing a Career</b>	5a, b, c
<b>Lesson 2 – Getting a job</b>	6a, b

<p><b><u>UNIT 8</u></b>  <b>Lesson 1 – Making consumer decisions</b>  <b>Lesson 2 – Consumer rights and responsibilities</b>  <b>Lesson 3 – Protecting consumers</b></p> <p><b><u>UNIT 9</u></b>  <b>Lesson 1 – What is credit?</b>  <b>Lesson 2 – How to get and keep credit</b>  <b>Lesson 3 – Your credit and the law</b></p> <p><b><u>UNIT 10</u></b>  <b>Lesson 1 - Planning a budget</b>  <b>Lesson 2 – Checking accounts</b>  <b>Lesson 3 – Savings accounts</b>  <b>Lesson 4 – Investing in stocks</b>  <b>Lesson 5 – Bonds and Real Estate</b></p> <p><b><u>UNIT 11</u></b>  <b>Lesson 1 – Vehicle insurance</b>  <b>Lesson 2 – Property insurance</b>  <b>Lesson 3 – Life and health insurance</b></p>	<p>3a, b, c, d  3b  3b  3c  3b, c  11a, b, c  3a  3c  3c  3c, 11c  3c  3d  3d  3d</p>
<p><b>Materials:</b>  Computer  Textbook  Internet  Handouts  Visual Presentation</p>	

<p><b>SE Modifications:</b>  Individualized assistance  Extended time  Shorten assignments  Oral administration  Provide notes/handouts</p>	<p><b>Resources:</b>  Visual presentation  Internet  Teacher prepared lecture material.</p>	<p><b>TA TEKS:</b></p>
<p><b>GT Modifications:</b>  Peer tutoring  Extra credit projects</p>		<p><b>Evaluation Methods:</b>  Demonstrate daily production  Portfolio  Tests</p>

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