

**Course Name:** Introduction to Business & Marketing

**Course Overview:**

[Unit 1](#)

[Unit 2](#)

[Unit 3](#)

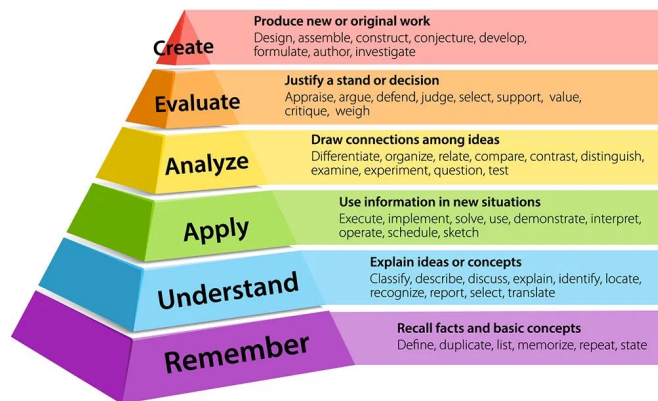
[Unit 4](#)

[Unit 5](#)

[Unit 6](#)

**Course Materials/Resources/Technology:**

### **Bloom's Taxonomy**



## **UNIT 1: Business Communications**

**Duration of Unit:**

2 weeks

**Description of Unit:**

In this unit we take a look at different types of communication students will prepare in the business education department such as emails, letters, and presentations. We will also define several types of communication and take a look at what is necessary in order to send a clear message and respond appropriately. Lastly, we will cover some general business concepts like types of businesses and general business functions.

**Academic Vocabulary:**

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**Materials/Resources/Technology:**

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**ESSENTIAL Standards**

**Learning Targets**

**BIT.BC1 Students will communicate in a clear, concise, accurate and courteous manner on personal and professional levels.**

- Practice efficient and effective spoken communication skills.
  - ◆ Lead logical and complex discussions.
  - ◆ Participate in an effective group discussion/role-playing defending both sides of an issue.
  - ◆ Introduce others in a variety of situations.
  - ◆ Ask questions with confidence to elicit more information.
  - ◆ Demonstrate appropriate interviewing techniques (attire, questions, etc.) in mock employment interviews.
- Select language, visuals and method of delivery appropriate to the situation.
  - ◆ Compose and speak complex responses to questions for both sides of a question or issue.
  - ◆ Use standard English when speaking; avoiding the use of expletive, slang, jargon and technical terms.
  - ◆ Use proper techniques when delivering a formal presentation including analyzing the use of fillers.
- Plan and present speeches/presentations individually and as a member of a group.
  - ◆ Give a presentation in professional attire to a large group of people using visual aids to enhance the presentation.

**Common Formative and Summative Assessments**

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**UNIT 2: Economics**

**Duration of Unit:**

4 weeks

**Description of Unit:**

In this unit, we take a brief look into microeconomics and macroeconomics. We will study the various types of resources and the ways countries utilize their scarce resources

**Academic Vocabulary:**

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**Materials/Resources/Technology:**

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**ESSENTIAL Standards**

**BIT.EC2 Students will analyze how an economy functions.**

**Learning Targets**

- Describe how productive resources are limited and people must make choices in how they are used.
  - ◆ Evaluate an economic growth strategy that stimulates a sluggish economy.
- Use effective decision making processes to compare the costs and benefits of alternatives.
  - ◆ Measure the opportunity costs for solving various societal problems while still achieving economic goals.
  - ◆ Assess how marginal utility affects both consumers and producers.
- Differentiate between the methods that are used to allocate resources.
  - ◆ Evaluate the effectiveness in allocating resources in different economic systems (traditional, command, market, mixed).
  - ◆ Compare the costs and benefits of different allocation methods.
- Analyze the various macroeconomic measures of economic activity.
  - ◆ Evaluate the advantages and disadvantages of inflation and deflation.
  - ◆ Measure how the Consumer Price Index (CPI) affects purchasing power.
  - ◆ Evaluate the various stages of the business cycle, such as recovery, expansion, trough and peak.
- Examine how unemployment imposes costs on individuals and the overall economy.
  - ◆ Compare and contrast the various types of unemployment, such as frictional, structural, cyclical and seasonal.

- ◆ Compare unemployment rates based on ages, gender, race and education levels.
- ◆ Explain why the national unemployment rate differs from other estimates of actual unemployment.
- Analyze the factors that stimulate economic growth and adjust the standard of living.
  - ◆ Appraise economic growth and identify the factors that cause it.
  - ◆ Summarize how economic growth impacts poverty and the standard of living.
  - ◆ Measure the opportunity costs and economic risks involved in investing in new physical and/or human capital.
- Analyze the role of government, especially the U.S., in economic systems.
  - ◆ Compare the benefit distribution of public goods and services to the funding sources.
  - ◆ Assess the impact of government expenditures to society.
  - ◆ Evaluate progressive, regressive and proportional taxes and list their effect on specific income groups.
  - ◆ Interpret the various fiscal policies that the federal government uses to regulate the economy.
  - ◆ Summarize how stabilizers, such as unemployment compensation, welfare benefits, Social Security subsidies and tax rates, affect economies in transition.
  - ◆ Evaluate how the national debt affects the economy and the effects of short and long term spending.
- Evaluate how the federal government budgetary policy and the Federal Reserve System's monetary policy influence the employment, output and price levels in our economy.
  - ◆ Assess how the Federal Reserve System uses monetary policies to regulate the economy.
  - ◆ Measure the effects of increasing/decreasing federal spending and reducing/increasing taxes.
  - ◆ Compare and give examples of various monetary policies.
  - ◆ Evaluate how society allocates resources through laws, public policy and taxation.

## Common Formative and Summative Assessments

- [https://www.ted.com/talks/kate\\_raworth\\_a\\_healthy\\_economy\\_should\\_be\\_designed\\_to\\_thrive\\_not\\_grow?language=en](https://www.ted.com/talks/kate_raworth_a_healthy_economy_should_be_designed_to_thrive_not_grow?language=en)

## UNIT 3: International Business

**Duration of Unit:**

2.5 weeks

**Description of Unit:**

In this unit, students will analyze the global business environment and how business etiquette and practices may differ across the world. We will focus on global economics, comparing other countries to the United States. Each student will have the opportunity to look more in-depth at one country and do some research on their resources and business environment.

**Academic Vocabulary:**

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**Materials/Resources/Technology:**

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**ESSENTIAL Standards**

**BIT.GB1** Students will analyze the impact of the global business environment on business, consumers and economies.

**Learning Targets**

- Analyze the role of international business and trade.
  - ◆ Describe the product development process used to create goods and services in different countries.
  - ◆ Evaluate the economic impact of global businesses on domestic businesses.
  - ◆ Describe the major factors that influence global trade.
  - ◆ Examine international trade partnerships and describe the trading patterns regionally, statewide and between countries.
- Determine how geography and historical trends play a role in globalization.
  - ◆ Describe the impact of geography on international business, including factors such as climate, time zones, distance, resources, technology, etc.
  - ◆ Explain the roles that less developed countries play in global business.
  - ◆ Examine how absolute and comparative advantage help countries trade.
  - ◆ Identify which countries are currently recognized as global leaders and those which are predicted to increase their global

- presence.
- Explain the impact of political and legal organizations on international trade.
    - ◆ Analyze the political environments that impact global business.
    - ◆ Devise a plan to deal with legal implications when conducting business across national boundaries.
    - ◆ Formulate a plan to settle differences in global trade relations.
  - Assess the process of importing, exporting and how trade barriers and agreements work.
    - ◆ Explain the documents used in the importing and exporting process.
    - ◆ Develop a plan to minimize risks and increase security needed to move products and services to global markets.
    - ◆ Evaluate the impact of current and emerging trade issues (direct and indirect) on global trade.
    - ◆ Predict possible solutions to negative balance of trade.
    - ◆ Describe the regulations that influence the importing and exporting of goods and services.
    - ◆ Describe the role and impact of international trade agreements and organizations.
  - Examine the process of global currency, exchange for closing business transactions with financial institutions.
    - ◆ Evaluate the International Monetary system.
    - ◆ Analyze how changing currency rates and interest rates affect international trade.
    - ◆ Assess how multinational banks impact global business.

### Common Formative and Summative Assessments

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## UNIT 4: Marketing

**Duration of Unit:**  
3.5 weeks

**Description of Unit:**

In this unit, students will get a brief introduction to the concepts of marketing that they can further explore in Marketing I and Marketing II. We will break down the marketing mix and look into each element more closely.

**Academic Vocabulary:**

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**Materials/Resources/Technology:**

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ESSENTIAL Standards	Learning Targets
<p><b>BIT.MK1 Students will analyze the elements of the marketing mix, the interrelationships and how they affect sales and business processes.</b></p>	<ul style="list-style-type: none"> <li>→ Analyze the process used to obtain, develop, maintain and/or improve a product or service in response to market wants and needs.               <ul style="list-style-type: none"> <li>◆ Classify products in consumer categories (convenience, shopping, specialty, unsought) or industrial categories (raw materials, component parts and installations).</li> <li>◆ Identify methods/techniques to generate product or service ideas.</li> <li>◆ Identify the impact of the product life cycle on marketing decisions.</li> <li>◆ Explain and apply the concept of the product mix.</li> <li>◆ Describe factors used by business to position products/services.</li> <li>◆ Explain the nature of product/service branding and bundling.</li> <li>◆ Examine reasons for consumers to have brand loyalty.</li> <li>◆ Identify examples of product/service extensions (product warranty, technical support).</li> <li>◆ Predict how product/services may need to be modified to meet the needs of international customers.</li> </ul> </li> <li>→ Apply strategies used to determine and adjust product/service prices to maximize return and meet value perceptions.               <ul style="list-style-type: none"> <li>◆ Identify pricing strategies (line, loss leader, psychological, penetration and skimming) and situations in which each is applicable.</li> <li>◆ Calculate a product's price using different pricing methods including the break-even point.</li> <li>◆ Explain the impact of government regulations and laws affecting pricing practices.</li> <li>◆ Explain the impact of evolving technologies on the changing roles of buyers and sellers in determining price.</li> </ul> </li> </ul>

- ◆ Design a pricing strategy for a product that would be sold in a global market.
- Identify, select, monitor and evaluate sales channels and distribution methods.
  - ◆ Examine direct and indirect channels of distribution (wholesaler, agent and broker) and when each is most appropriate to use.
  - ◆ Describe evolving technologies (the internet) as a channel of distribution.
  - ◆ Develop a distribution plan that would benefit a business internationally.
- Implement appropriate strategies to communicate information about products and services to achieve a desired outcome.
  - ◆ Evaluate factors used to determine media selection.
  - ◆ Identify methods for evaluating the effectiveness of various forms of advertising.
  - ◆ Evaluate media pricing in relations to reach and frequency.
  - ◆ Identify types of public relations activities.
  - ◆ Develop a promotional plan for a product/service.
  - ◆ Describe the purposes of various types of sales promotions (encouraging repeat purchases).
  - ◆ Demonstrate the steps involved in the personal selling process.
- Analyze the characteristics, motivation and behaviors of consumers.
  - ◆ Identify ways business can positively build customer relationships.
  - ◆ Describe the impact of consumer differences (life stages and socioeconomic factors) on buying decisions.
  - ◆ Differentiate between ultimate consumers and other types of consumers (governments, business, nonprofit).
  - ◆ Differentiate between rational and emotional buying motives.
  - ◆ Define market segmentation and describe how it is used.
  - ◆ Identify tools of market segmentation and ways they can be used to identify target markets.
  - ◆ Describe how consumer behavior and foreign markets can affect the elements of the marketing mix.
- Perform marketing research and develop a marketing plan that meets the needs of a diverse stakeholder group.
  - ◆ Identify the reasons for conducting marketing research.
  - ◆ Identify and collect primary and secondary data for a new product/service proposal.



- ◆ Estimate the product life cycle of a product/service in an international market.
- ◆ Develop a comprehensive marketing plan for either a domestic or international product/service.

## UNIT 5: Entrepreneurship

**Duration of Unit:**

4 weeks

**Description of Unit:**

In this unit, students will self-assess on their entrepreneurial characteristics and evaluate the degree to which they might find success as an entrepreneur. We will explore a few of the various plans that entrepreneurs need to consider when starting up a business through developing their own business concept.

**Academic Vocabulary:**

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**Materials/Resources/Technology:**

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**ESSENTIAL Standards**

**BIT.EN1 Students will recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.**

**Learning Targets**

- Explore the characteristics of an entrepreneur.
  - ◆ Analyze the degree to which one possesses the characteristics of an entrepreneur.
  - ◆ Analyze the personal advantages and risks of owning a business.
  - ◆ Describe the paths to becoming an entrepreneur.
  - ◆ Discuss entrepreneurship as a choice for non-traditional groups.
- Analyze the role of the entrepreneur in America’s businesses today.
  - ◆ Analyze the similarities and differences between the roles of a manager and an entrepreneur.
  - ◆ Explain the importance of entrepreneurship as a choice in a market economy.
  - ◆ Identify and appraise the unique contribution of entrepreneurs to the economy of a country.

## UNIT 6: Personal Financial Wellness

**Duration of Unit:**

2 weeks

**Description of Unit:**

In this unit, students will get a quick taste of some personal financial wellness tips that will help them manage their money more effectively and plan for their financial future through goal-setting, budgeting, and planning.

**Academic Vocabulary:**

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**Materials/Resources/Technology:**

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ESSENTIAL Standards	Learning Targets
<p><b>BIT.PF2 Students will manage money effectively by developing financial goals and budgets.</b></p>	<ul style="list-style-type: none"> <li>→ Evaluate financial institutions in order to meet individual needs.                             <ul style="list-style-type: none"> <li>◆ Compare and contrast the services offered by financial institutions.</li> <li>◆ Explain the roles of FDIC (Federal Deposit Insurance Corp.) and NCUA (National Credit Union Association).</li> <li>◆ Explain the purpose and examine the role of the Federal Reserve System.</li> </ul> </li> <li>→ Describe methods to transfer ownership of money.                             <ul style="list-style-type: none"> <li>◆ Compare advantages and disadvantages of electronic banking for individuals and businesses.</li> <li>◆ Analyze and choose appropriate payment options for business and personal transactions.</li> <li>◆ Compare and contrast personal financial precaution plans.</li> </ul> </li> <li>→ Create a plan for spending and saving to meet individual goals.                             <ul style="list-style-type: none"> <li>◆ Identify and prioritize financial goals.</li> <li>◆ Discuss the components of a personal budget, including income, planned saving, taxes and fixed/variable expenses.</li> </ul> </li> <li>→ Develop a system for keeping and using financial records.                             <ul style="list-style-type: none"> <li>◆ Develop, monitor and modify a personal financial plan.</li> </ul> </li> <li>→ Describe the role of taxes.                             <ul style="list-style-type: none"> <li>◆ Analyze the different types of taxes.</li> </ul> </li> </ul>

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|  | <ul style="list-style-type: none"><li>◆ Evaluate how taxes can affect personal/business financial planning.</li><li>→ Correctly report income and taxes.<ul style="list-style-type: none"><li>◆ Evaluate how income and employee benefits affect taxes.</li><li>◆ Explain the purpose and the effect of take-home pay of changing the allowances claimed on employment tax forms.</li><li>◆ Prepare and evaluate personal tax forms and accompanying schedules at the Federal and State levels.</li></ul></li></ul> |
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