

Intro to Business Curriculum – Grade level 9-12			
Big Idea – There are the economic concepts and structures that determine the products and services available for consumers.			
Essential Questions- How do we satisfy wants and needs? What are the basic economic problems facing consumers and businesses? How do various economic systems answer a society's economic questions? How does supply and demand affect the price of goods and services?			
Concepts	PA Core/Competencies	Resources	Assessments
Standards: 6.1.9.A Analyze how choices are made because of scarcity. 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. 6.2.9.A Analyze the flow of goods and services in the national economy	<ul style="list-style-type: none"> How do wants and needs affect the economic decisions of consumers and businesses? How does scarcity impact choices? What are resources and how are they used to produce goods and services. How does the relationship between unlimited wants and limited resources affect economic decision making? How do goods and services in flow through the national economy? How is price affected by the competition between buyers and sellers affects price? How does the law of supply and demand and affect the prices of goods and services? What are the characteristics of various economic systems? 	Textbook: Intro to Business, Les R. Dlabay, James L. Burrow, Steven A. Eggland, Thompson South-Western, 6th edition, 2006, Crash Course Economics Video Series: https://thecrashcourse.com/topic/economics/ © 2023 Crash Course. All Rights Reserved. Miacademy Learning Channel: Three Types of Resources https://www.youtube.com/watch?v=uS8h97TPgTE&t=2s Producers, Consumers, Goods and Services https://www.youtube.com/watch?v=6B2wUpJPTu0 You Will Love Economics: Opportunity Costs and Scarcity: https://www.youtube.com/watch?v=Um0yvrvY0Y8 MRUniversity: Principles of Economics – Demand Curve, Supply Curve, Equilibrium Price. https://www.youtube.com/watch?v=W0xPGBb1fuA DVD: Coca-Cola -The Real Story Behind the Real Thing (CNBC 2007) Websites:	Curriculum based assessment . Group Research Projects: Business Analysis, Entrepreneurship project, Cereal Industry research, New cereal development project, Advertising project Current event article reviews

<p>6.2.9.B Explain how competition between buyers and sellers affects price.</p> <p>6.2.9.D Explain the laws of supply and demand and how these affect the prices of goods and services.</p> <p>6.2.9.G Compare and contrast various economic systems.</p>		<p>bls.gov (Bureau of Labor Statistics – Consumer Price Index calculator)</p> <p>DVD: Big Mac – Inside the McDonald's Empire (CNBC 2008)</p> <p>DVD: Swoosh – Inside Nike (CNBC 2008)</p> <p>The World Fact Book: https://www.cia.gov/the-world-factbook/</p> <p>One Minute Accounting: Types of Business Organizations: https://www.youtube.com/watch?v=UGSIED1Jx1Y</p> <p>Principles of Management: Four Functions of Management: https://www.youtube.com/watch?v=AeHuH39M4QQ</p> <p>Grunge: Colonel Sander's Crazy Real-Life Story https://www.youtube.com/watch?v=vtD3rcRXavk</p>	
<p>Vocabulary: wants, needs, goods, services, resources, scarcity, tradeoff, opportunity cost, economy, market, capitalism, competition, consumer, producers, price</p>			
<p>Big Idea – Understanding the measurements used to gauge economic activity and business conditions in our society</p>			
<p>Essential Questions-</p> <p>What tools do we use to measure the economy?</p> <p>How do we use economic data to evaluate economic conditions?</p> <p>What are the stages of the business cycle?</p>			
<p>Concepts</p>	<p>PA Core/Competencies</p>	<p>Resources</p>	<p>Assessments</p>

<p>Standards:</p> <p>15.8.12.A Predict and chart trends that show how future economic growth/decline impacts business.</p> <p>15.8.12.B Analyze the costs and benefits of organizing a business as a sole proprietorship, partnership, or corporation.</p> <p>6.1.9.A Analyze the flow of goods and services in the national economy.</p> <p>6.2.9.G Compare and contrast various economic systems.</p> <p>6.2.9.E</p>	<ul style="list-style-type: none"> • How do we measure economic activity and business conditions in the economy? • How does economic growth or decline impacts business? • What are the costs and benefits of organizing a business as a sole proprietorship, partnership, or corporation? • What measurements do we use to analyze the flow of goods and services in the national economy? • What are the advantages and disadvantages of various economic systems? • What are the characteristics of economic expansion, 	<p>Young Entrepreneur Forum: How to Write a Business Plan to Start Your Own Business: https://www.youtube.com/watch?v=Fqch5OrUPvA</p> <p>EverFi.net – Venture: Entrepreneurial Exploration</p> <p>Discovery Education Streaming: Entrepreneurship - Be You Own Boss https://clever.discoveryeducation.com/learn/videos/898055c8-0cf4-43ed-b7ac-7afbae1c4f89/?embed=false&embed_origin=false</p> <p>Firepole Marketing: A New Look at the 4 Ps of Marketing https://www.youtube.com/watch?v=JlirzTdaey4</p>	<p>Curriculum based assessment and Business Analysis Projects</p>
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<p>Analyze the characteristics of economic expansion, recession, and depression.</p> <p>6.2.9.F Analyze the functions of private economic functions the national economy.</p> <p>15.7.12.F Examine economic issues in a country that engages in international business activities.</p>	<p>recession, and depression?</p> <ul style="list-style-type: none"> • What is the function of private business in the national economy? • How do the economies of other nations compare to the United States? 		
<p>Vocabulary: Gross Domestic Product, unemployment, productivity, income, business cycle, prosperity, recession, depression, recovery, inflation, price index, stock market, interest rate, surplus, deficit</p>			

Big Idea – The role of business in the U.S. Economy			
<p>Essential Questions-</p> <p>What is the role of business in the U.S. Economy?</p> <p>How have employment levels and the types and numbers of businesses changed over time?</p> <p>What the advantages and disadvantages of each of the three types of business ownership?</p> <p>What are various types of business structures?</p>			
Concepts	PA Core/Competencies	Resources	Assessments

<p>Standards:</p> <p>15.2.12.L Analyze how personal qualities and behavior apply in the workplace.</p> <p>15.2.12.B Analyze a specific occupation within a career cluster.</p> <p>15.3.12.I Synthesize information gathered from multiple sources (e.g., digital, print, face to face).</p> <p>15.3.12.E Evaluate chosen print and electronic resources for advanced research. Reference English Language Arts CC.1.4.11-12.U</p> <p>15.3.12.C Create a research project based upon defined parameters. Reference English Language Arts CC.1.4.11-12.V</p> <p>15.5.12.A</p>	<ul style="list-style-type: none"> • How have the changes in the types and numbers of businesses and impacted employment levels and the overall economy of the United States? • What personal qualities and behavior apply in the workplace? • What are the characteristics of a specific occupation within a career cluster? • What are the key functions of various business components – such as management, finance, operations, and marketing? • What are the advantages and disadvantages of various forms of business ownership when considering entrepreneurship? 		<p>Curriculum based assessment and Business analysis project.</p>
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<p>Analyze personal choices in preparation for entrepreneurship.</p> <p>15.5.12.I Evaluate the functions of operations management as influenced by the business parameters.</p> <p>15.5.12.E Evaluate legal forms of business entities when considering entrepreneurship (e.g., existing business, franchise, new business, corporation, LLC, partnership, sole proprietorship).</p>			
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Vocabulary: Employment, contingent worker, producers, intermediaries, proprietorship, partnership, corporation, franchise

Big Idea – Big Idea – Entrepreneurship and Small Business play an important role in the U.S. Economy

Essential Questions-

What are the characteristics of an Entrepreneur?

What are the advantages and disadvantages of small business ownership?

What is the process of planning a new business?

Concepts	PA Core/Competencies	Resources	Assessments
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<p>Standards:</p> <p>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.</p> <p>15.5.12.A Analyze personal choices in preparation for entrepreneurship.</p> <p>15.5.12.C Analyze the impact of entrepreneurship in the domestic economy.</p> <p>15.5.12.D Create a business plan using appropriate data to support the business concept.</p> <p>15.5.12.E Evaluate legal forms of business entities when considering entrepreneurship (e.g., existing business, franchise, new business, corporation,</p>	<ul style="list-style-type: none"> • What are the personal characteristics of successful entrepreneurs? • What are the elements of a business plan and what is the appropriate data to support the business concept? • What forms of business ownership should be considered by entrepreneurs? 		<p>Curriculum based assessment and small business project.</p>
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LLC, partnership, sole proprietorship).			
Vocabulary: entrepreneur, entrepreneurship, innovation, business plan, start-up financing, venture capital			

Big Idea – Marketing plays an important role in how businesses try to meet customer’s wants and needs			
Essential Question- What is the basic Marketing concept? How does a Marketing strategy help businesses develop new products to understand and meet customer’s wants and needs? What is the role of Product in a Market Strategy? What is the role of Price in a Marketing Strategy? What is the role of Promotion in a Marketing Strategy? What is the role of Placement (Distribution) in a Marketing Strategy?			
Concepts	PA Core/Competencies	Resources	Assessments
Standards: 15.9.12.B Analyze how marketing influences today’s households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer. 15.9.12.C Evaluate the influence of members of a marketing	How does marketing influences consumer buying decisions? How do consumer behavior patterns and the effect business and the economy. What is the process needed to obtain, develop, maintain, and improve products or services? How do businesses incorporate product development, packaging, branding, product mix, product life cycle, and		Curriculum based assessment and Marketing project.

<p>channel, including company, intermediaries, retailer, and consumer.</p> <p>15.9.12.E Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.</p> <p>15.9.12.F Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.</p> <p>15.9.12.G Assess the distribution process of various companies and industries.</p> <p>15.9.12.H Evaluate the impacts of various pricing strategies on the consumer and businesses at the local, domestic, and global level; including</p>	<p>product positioning into their marketing plans? What are the distribution strategies used by various companies and industries? What are the impacts of various pricing strategies (such as penetration, skimming, supply/demand, and odd/even) on consumers and businesses? What are the elements of a comprehensive promotion plan for a product or service? What data should be considered when entering into or expanding a market? What elements are needed to create a comprehensive marketing plan? What is the process used for the design, redesign, supply, and/or production of a current industry product?</p>		
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<p>penetration, skimming, supply/demand, and exchange rates.</p> <p>15.9.12.I Design a comprehensive promotion plan for a product or service.</p> <p>15.9.12.J Analyze data collection methods when entering into or expanding a market.</p> <p>15.9.12.K Create a comprehensive marketing plan</p> <p>15.8.12.A Predict and chart trends that show how future economic growth/decline impacts business.</p> <p>15.8.12.S Compare and contrast the processes used for the design, redesign, supply, and/or production of a current industry product.</p> <p>15.3.15.I</p>			
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<p>Synthesize information gathered from multiple sources (e.g., digital, print, face to face).</p> <p>15.3.12.E Evaluate chosen print and electronic resources for advanced research. Reference English Language Arts CC.1.4.11-12.U</p> <p>15.3.12.C Create a research project based upon defined parameters. Reference English Language Arts CC.1.4.11-12.V</p>			
<p>Vocabulary: marketing, product, placement, pricing, promotion, advertising, distribution, marketing mix, personal selling, target market</p>			