

**CURRICULUM MAP  
INTRODUCTION TO BUSINESS**

Week 1-3	Weeks 4-6	Weeks 7-9	Weeks 10-12	Weeks 13-15	Weeks 16-18
<p>Develop an awareness of human needs vs. human wants, and how to satisfy these wants.</p> <p>Develop an understanding of the student as a consumer, and people as wage earners.</p> <p>Learn to differentiate between natural, human, capital and entrepreneurial resources.</p> <p>Understand how supply and demand affects production and pricing.</p> <ul style="list-style-type: none"> <li>• Explain the importance of the location of a business.</li> <li>• Discuss factors that affect pricing of a product to yield a profit.</li> </ul> <p><b>Credit - 0.5</b> <b>Prerequisite – None</b> <b>Single-block</b> <b>One Semester</b></p> <ul style="list-style-type: none"> <li>• <b>National Business Standards</b></li> </ul>	<p>Develop an understanding of the business cycle and what occurs in each cycle.</p> <p>Develop knowledge in the ethics of business—including legal responsibilities.</p> <p>Learn the advantages and disadvantages of entrepreneurship.</p> <ul style="list-style-type: none"> <li>• Describe the characteristics of a successful entrepreneur.</li> <li>• Analyze the personal advantages and risks of owning your own business.</li> <li>• Describe the unique contributions of entrepreneurs in the American economy.</li> </ul>	<p>Develop an understanding of how businesses are organized and run.</p> <p>Differentiate between a sole proprietorship, a partnership, and a corporation.</p> <p>Learn alternative ways to do business, such as through a franchise or cooperative.</p>	<p>Develop an understanding of the levels of management in business.</p> <ul style="list-style-type: none"> <li>• Differentiate between an employer and employee, a manager and an entrepreneur</li> <li>• Analyze the tradeoffs between the roles of a manager and an entrepreneur.</li> </ul> <p>Develop an awareness of leadership qualities and types of leadership.</p> <p>Develop knowledge of technology's influence on businesses—including virtual businesses.</p>	<p>Develop an understanding of the global economy and the role of both producers and consumers in this economy.</p> <p>Students will learn of balance of trade, trade alliances and trade barriers, and how international trade and business affects everyone.</p> <p>The role of government and financial institutions in business will be understood.</p> <p><b>Social Studies Content Standards Economics</b></p> <p>9-3. Analyze characteristics of traditional, market, command and mixed economies with regard to:</p> <ol style="list-style-type: none"> <li>a. Private property;</li> <li>b. Freedom of enterprise;</li> <li>c. Competition and consumer choice;</li> <li>d. The role of government.</li> </ol> <p>10-4. Explain the reasons for the creation of the Federal Reserve System and its importance to the economy.</p> <p>11-4. Describe the functions of the components that make up an economic system and describe the relationships among them including:</p> <ol style="list-style-type: none"> <li>a. Business;</li> <li>b. Productive resources;</li> <li>c. Financial institutions;</li> <li>d. Government;</li> <li>e. Consumers.</li> </ol> <p><b>Government</b></p> <p>11-2. Explain, using examples, how political parties, interest groups, the media and individuals influence the policy agenda and decision-making of government institutions.</p>	<p>Develop an understanding of marketing in today's world.</p> <ul style="list-style-type: none"> <li>• Describe the relationship between private ownership and a market economy.</li> <li>• Define how a market economy resolves the problems of what, how, and for whom to produce and meet the law of supply/demand.</li> <li>• Explain the effect of different market structures on market price.</li> </ul> <p>Learn the steps to successfully finding a job and understanding benefits and responsibilities of the job.</p> <p>Understand the importance of culture in business, especially as the world becomes more globally connected.</p> <p>11/9/2005</p>