



Course Title: Introduction to Business

Content Area: Business

Grade Level: 9-12

Scope and Sequence

Grade Level: 9-12			Content Area: Business and Technology			
Unit or Topic	Standards	Length of Time	Key Content	Assessment Tools	Scaffolding Strategies (Interventions, Special Education)	Resources & Materials
Ch 1 Taking Risks & Making Profits within the Dynamic Business Environment	15.5.12.C 15.5.12.E 15.5.12.G 15.8.12B	4 weeks	-Profit and risk -Entrepreneurship and factors of production contributing to creation of wealth -Effects of economic environment and technology on business	Teacher created assessments – assignments, quizzes and tests.	-Additional time, teacher assistance	All content is teacher created. Materials are posted in OneNote and Blackboard.
Ch 5 How to Form a Business	15.8.12E	3 weeks	-Sole proprietorships, partnerships and corporations -Corporate managers -Franchises	Teacher created assessments – assignments, quizzes and tests.	-Additional time, teacher assistance	All content is teacher created. Materials are posted in OneNote and Blackboard.
Ch 13 Marketing: Helping Buyers Buy	15.9.12.B 15.9.12.C 15.9.12.F	5 weeks	-4 P's of marketing -Marketing research process -Business-to-business market and consumer market	Teacher created assessments – assignments, quizzes and tests.	-Additional time, teacher assistance	All content is teacher created. Materials are posted in OneNote and Blackboard.
Ch 2 Economics	15.6.12.A	5 weeks	-Economics -Capitalism, socialism, communism and mixed economies -US economic system	Teacher created assessments – assignments, quizzes and tests.	-Additional time, teacher assistance	All content is teacher created. Materials are posted in OneNote and Blackboard.



Course Title: Introduction to Business

Content Area: Business

Grade Level: 9-12

Ch 7 Management and Leadership	15.8.12.G 15.8.12.H 15.8.12.I 15.8.12.L 15.8.12.T	4 weeks	-Functions of management -Planning and decision making -Leadership styles	Teacher created assessments – assignments, quizzes and tests.	-Additional time, teacher assistance	All content is teacher created. Materials are posted in OneNote and Blackboard.
Ch 3 Doing Business in Global Markets	15.5.12.G 15.5.12.H 15.7.12.A 15.7.12.B 15.7.12.C 15.7.12.D 15.7.12.G 15.7.12.I 15.7.12.J 15.7.12.M	4 weeks	-Global market and trade advantages -Importing and exporting -Trading in global markets -Trade protectionism	Teacher created assessments – assignments, quizzes and tests.	-Additional time, teacher assistance	All content is teacher created. Materials are posted in OneNote and Blackboard.
Ch 10 Motivation	15.8.12.L	3 weeks	-The value of motivation -Motivating factors -Motivation theories	Teacher created assessments – assignments, quizzes and tests.	-Additional time, teacher assistance	All content is teacher created. Materials are posted in OneNote and Blackboard.