

Reading Public Schools

Instilling a joy of learning and inspiring the innovative leaders of tomorrow



Curriculum Guide

Introduction to Business

Course Description

This semester course examines the principles of management, marketing, finance, accounting, and economics. Current events in the business world will be studied through projects, documentaries, lectures, discussions, guest speakers, and classroom debates. Students will have the opportunity to develop communication, collaboration, problem-solving, and digital skills.

Course Content Standards

Management

- Standard 1: Management Functions
- Standard 2: Management Theories
- Standard 3: Business Organization
- Standard 5: Ethics and Social Responsibility
- Standard 13: Global Perspective

Marketing

- Standard 1: Foundations of Marketing
- Standard 2: Consumer Behavior
- Standard 3: The Marketing Mix
- Standard 6: Marketing Research

Finance

- Standard 5: Banking and Financial Institutions
- Standard 7: Using Credit

Accounting

- Standard 1: The Accounting Profession
- Standard 4: Accounting Principles

Economics

- Standard 2: Economic Systems
- Standard 3: Economic Institutions and Incentives
- Standard 4: Markets and Prices
- Standard 6: Productivity
- Standard 7: The Role of Government
- Standard 8: Global Economic Concepts

Business Education Standards

COMMUNICATION

Foundations of Communication—communicate in a clear, courteous, concise, and correct manner on personal and professional levels

Social Communication—apply basic social communication skills in personal and professional situations

Technological Communication—use technology to enhance the effectiveness of communication

Employment Communication—integrate all forms of communication in the pursuit of employment

Organizational Communication—incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies

COMPUTATION

Mathematical Foundations—apply basic mathematical operations to solve problems

Number Relationships and Operations—solve problems involving whole numbers, decimals, fractions, percents, ratios, averages, and proportions

Patterns, Functions, and Algebra—use algebraic operations to solve problems

Measurement—use common international standards of measurement when solving problems

Statistics and Probability—analyze and interpret data using common statistical procedures

Problem-Solving Applications—use mathematical procedures to analyze and solve business problems

<p>Units</p>	<p>Essential Questions</p>	<p>Key Activities <u>MAY</u> include:</p>
<p>The U.S. Business System</p>	<ul style="list-style-type: none"> • What should the goal of business be? • Which factor of production is most essential to the overall success of a business? • What are the strengths and limitations of planned and market economies? • How can markets avoid shortages and surpluses of goods and services? 	<ul style="list-style-type: none"> • Tests / Quizzes (consisting of multiple-choice and short-answers) • Business Binder Checks • Current Event Paper Writing Assignments • Persuasive Letter Writing Assignments
<p>The U.S. Economy</p>	<ul style="list-style-type: none"> • How do economists determine the current state of the U.S. economy? • What are the strengths and limitations of some of the key economic indicators such as the unemployment rate, GDP, and inflation? • How can fiscal and monetary policies help stabilize the economy? • Should we worry about the national debt? 	<ul style="list-style-type: none"> • Projects that blend business content with essential digital skills • Document Based Questions • Presentations on The World’s Most Admired Companies, the Current State of the U.S. economy, etc. • Class Discussions • Classroom Debates on key business challenges
<p>Entrepreneurship and Business Ownership</p>	<ul style="list-style-type: none"> • Which personality traits are most important to the success of an entrepreneur? • How does an entrepreneur start a business? • What are the strengths and limitations of each type of business ownership? • Why do some businesses fail? 	<ul style="list-style-type: none"> • Homework Assignments • Lectures • Required Readings • Documentaries / Videos • Structured Note-Taking
<p>The Global Context of Business</p>	<ul style="list-style-type: none"> • How do the current U.S. trade agreements impact business? • Is it mutually beneficial for countries to trade? • Which challenges facing multinational firms are most difficult to overcome? • Which barriers to international trade are most difficult to overcome? 	<ul style="list-style-type: none"> • Journaling through the use of Activators and Summarizers • Structured Group Work • Use of online government resources such as The U.S. Bureau of Labor Statistics (bls.gov), The U.S. Census Bureau (census.gov), The U.S. Small Business Administration (sba.gov), The Federal Reserve System (federalreserve.gov), etc. • Use of relevant business Websites

Units	Essential Questions	Key Activities <u>MAY</u> include:
Business Ethics and Social Responsibility	<ul style="list-style-type: none"> • Are business ethics and social responsibility essential to success in the business world? • Which strategies are most effective for promoting ethical behavior in the workplace? • Should companies strive to treat all stakeholders in a socially responsible manner? • Which strategies are most effective for implementing social responsibility programs? 	<ul style="list-style-type: none"> • Homework Assignments • Lectures • Required Readings • Documentaries / Videos • Structured Note-Taking
The Principles of Management	<ul style="list-style-type: none"> • What is management? What do managers do? • Which function of management is most critical to the overall success of an organization? • Which management skills are most important at each level of management? • Which are the strengths and limitations of each managerial theory and style? 	<ul style="list-style-type: none"> • Homework Assignments • Lectures • Required Readings • Documentaries / Videos • Structured Note-Taking
The Principles of Marketing	<ul style="list-style-type: none"> • What is marketing? What do marketers do? • How are the four components of the marketing mix (the “Four P’s”) related? • How do marketers identify market segments? • What are the strengths and limitations of each of the marketing research methods? • Which of the four major influences on consumer behavior is most helpful in predicting future buying behavior? 	<ul style="list-style-type: none"> • Homework Assignments • Lectures • Required Readings • Documentaries / Videos • Structured Note-Taking
The Principles of Finance and Accounting	<ul style="list-style-type: none"> • What is finance? What does a financier do? • How are the key services provided by each type of financial institution alike? How are they different? • Which function of the Federal Reserve System is most critical? • Which tool of the Federal Reserve System is most powerful? • What is accounting? What do accountants do? • How are financial accounting and managerial accounting alike? How are they different? • What does each of the three main financial statement communicate to managers? 	<ul style="list-style-type: none"> • Homework Assignments • Lectures • Required Readings • Documentaries / Videos • Structured Note-Taking

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Curriculum Guide	Curriculum guides are public documents aligned with the Massachusetts Department of Education Curriculum Frameworks. They focus on the set of standards that students will learn within certain disciplines at appropriate grade levels. Each area of the curriculum is divided into general strands (broad categories) under which the standards fall. When we discuss “standards-based education” we mean that students are measured against their proficiency and growth towards meeting these standards. Curriculum Guides are intended for teachers, parents, and the wider school community as an overview document of the course of study for the year.
Curriculum Map	Curriculum maps are internal documents utilized as planning tools for teachers. Curriculum maps keep a focus on the end-of-year standards and chart a course for the teaching and learning over the year. They are typically organized in a grade-level overview organized by month or marking period. Curriculum maps typically include; standards and expectations for the grade/content, essential skills/ concepts, methods of assessment, and major content resources. Maps are never “done” as ongoing work of educators include revisions, additions, and revisits to the maps. They provide an overview for the year while also allowing educators to see a vertical picture of how the content develops as students progress through each grade.
Standards	The standards used as the foundation of our curriculum come directly from the Massachusetts Department of Education Curriculum Frameworks. State standards may be viewed here: http://www.doe.mass.edu/frameworks/
Priority Areas	Priority areas are defined by the state of Massachusetts as the most critical areas in each grade level on which instructional time should focus.
Mathematical Practice Standards	Mathematical Practice Standards are a set of skills/behaviors that are replicated in grades preK-12. These standards describe ways in which students engage with the mathematical content and the level of application grows increasingly complex as students progress vertically throughout their education.
Content Standards	The Content Standards describe what students should know and be able to do once within the area of mathematics.
Essential Questions	Essential questions are questions that are not answerable with an easy answer or a simple instruction. The purpose of essential questions is to provide opportunities for inquiry into the learning and act as an umbrella to anchor the unit/lesson.