

Portage Northern High School

Introduction to Business

Course Syllabus – Mrs. Meyer

www.mrsmeyersmap.weebly.com

Course Description

This course takes an investigative approach in acquiring knowledge of the business environment. The student will become familiar with his/her role as a consumer, citizen, and worker and will negotiate approaches in conducting successful and positive interactions in the business environment. Students will understand the responsibilities and actions of various parties involved in business such as managers, sole proprietors, corporations, and the government. Economic factors, marketing, business development, and financing will be major topics of study.

Textbook

Principles of Business, 9E; Les R. Dlabay, James L. Burrow, and Brad Kleindl
South-Western Cengage Learning, 2017

Course Objectives

Introduction to Business will introduce you to the exciting and challenging world of business. You will increase your preparation to be a knowledgeable consumer, well-prepared employee, and effective citizen in our economy. This course will serve as a background for you to other business courses you will take in high school and in college. You will leave with better preparation for making wise financial decisions, an understanding of the complexity of business ownership and will become a better informed citizen for an expanding international economy.

**Portage Northern High School
Introduction to Business - Curriculum Guide**

Unit 1 – Businesses in the Global Economic Environment		
Chapter	Title	Objectives
1	Economic Decisions & Systems	<ul style="list-style-type: none">• Satisfying needs and wants• Explain the difference between goods and services• Describe economic resources used in the production of goods and services
1.2	Economic Choices	<ul style="list-style-type: none">• Decision-making steps• Describe the basic economic problem
1.3	Economic Systems	<ul style="list-style-type: none">• List the three economic questions that must be answered by every society• Types of economic systems• Identify four features of our market economy
1.4	Supply & Demand	<ul style="list-style-type: none">• Describe supply and demand verbally and with graphics• Discuss how supply and demand affect prices of products and services

2	Economic Activity	<ul style="list-style-type: none"> Define gross domestic product Describe economic measures of labor Identify economic indicators for consumer spending
2.2	Economic Conditions Change	<ul style="list-style-type: none"> Describe the four phases of the business cycle Explain the causes of inflation and deflation Identify the importance of interest rates
2.3	Other Measures of Business Activity	<ul style="list-style-type: none"> Discuss investment activities that promote economic growth Explain borrowing activities by government, business, and consumers Describe future concerns of economic growth
Unit 2 – Business Organization and Management		
5	Business Organization	<ul style="list-style-type: none"> Describe the changing status of U.S. employment Discuss the role of business in the U.S. economy Describe three major types of businesses
5.2	Forms of Business Ownership	<ul style="list-style-type: none"> Understand how ownership differs among sole proprietorships, partnerships, and corporations Grasp the advantages and disadvantages of the three major types of business ownership Recognize three specialized forms of business organizations
5.3	Organizational Structure for Businesses	<ul style="list-style-type: none"> Understand important principles in designing an effective organization. <p>Compare alternative organization structures for businesses.</p>
Unit 3 - Business Operations and Technology		
6	Entrepreneurship and Small Business Management	<ul style="list-style-type: none"> Identify characteristics of successful entrepreneurs Recognize the importance of entrepreneurship in the economy Describe opportunities and risks of entrepreneurship
6.2	Small Business Basics	<ul style="list-style-type: none"> Identify important characteristics of small businesses Recognize the competitive advantages of small businesses Identify problems faced by many small businesses
6.3	Starting a Small Business	<ul style="list-style-type: none"> Recognize important factors to be considered when starting a business Describe the elements of a business plan Identify types and sources of financing for a small business
10	Marketing	<ul style="list-style-type: none"> Define important marketing concepts Identify the steps in a marketing strategy Describe the consumer decision-making process
10.2	Develop Effective Products and Services	<ul style="list-style-type: none"> Justify the importance of marketing research Identify the components of a product Describe how services differ from products
10.3	Price and Distribute Products	<ul style="list-style-type: none"> Discuss how the selling price of a product is calculated Differentiate between a direct and an indirect channel of distribution
10.4	Plan Promotion	<ul style="list-style-type: none"> Justify the importance of communication in marketing Identify and describe the common types of promotion
12	Financial Management	<ul style="list-style-type: none"> Recognize important financial questions that must be answered in a business

		<ul style="list-style-type: none"> • List the steps in budget preparation • Describe three types of business budgets
12.2	Financial Records and Financial Statements	<ul style="list-style-type: none"> • Identify several types of financial records needed by businesses • Describe the differences between an income statement and a balance sheet
12.3	Payroll Management	<ul style="list-style-type: none"> • Describe the components of a business' payroll system • Identify information included in payroll records and paychecks
12.4	Financial Decision-Making	<ul style="list-style-type: none"> • Recognize important financial information managers use to make decisions • Identify the steps in making financial decision in business