

# Introduction to Business

August 2014

## I. COURSE DESCRIPTION

Business is the economic pulse of a nation and the world of business needs skilled people who can think critically, analyze information, make decisions, and who are technologically savvy.

This course provides students with a comprehensive framework to learn about the fundamental and technical concepts of business and its main functions; entrepreneurship, marketing, finance, and Logistics and Supply Chain, by engaging them in authentic projects that require critical thinking, decision making, and the use of various forms of technology and computer applications.

**Entrepreneurship:** provides an introduction to the main theoretical and practical aspects of entrepreneurship; students gain an understanding of how the free enterprise system plays a role in business, evaluate the rewards and risks of business ownership, recognize the differences between different types of business organizations, and develop their communication and problem solving skills through real-life examples and project based activities.

**Marketing:** This course aims to introduce and develop an understanding of the principles of marketing. Students will apply the marketing concepts and techniques learned to identify the target market for a service or product, evaluate the competition, develop a marketing plan, and use technology to create various types of advertisement.

**Principles of Finance:** The purpose of this course is to help students acquire the knowledge and skills necessary to make sound financial decisions and achieve a financially successful life. Relevant topics related to finance such as budgeting, saving, investing, and managing credit are introduced with an emphasis on how to keep track of a business' finance.

**Global Logistics and Supply Chain Management:** Global logistics and supply chain management is a field with continuous growing job opportunities, prospects for advancement and a variety of specializations. This why New Jersey Department of Education, Office of Career and Technical Education and the Southern Regional Education Board (SREB) and Advanced Career consortium of states are developing a program of study that provides high school students with the knowledge and tools to acquire the necessary skills to start a career in this field.

## II. Outline of course

### PCTI Curriculum Unit 1 Planner

<b>Content Area:</b>	<b>Introduction to Business</b>	<b>Grade</b>	<b>9</b>
<b>Unit Plan Title:</b>	<b>Entrepreneurship</b>		
<b>CCS Standards Addressed</b>			
<ul style="list-style-type: none"><li>• 9.2.12.A.4</li><li>• 9.2.12.F.8</li><li>• 9.2.12.F.9</li><li>• 9.3.12.C10</li><li>• 9.4.12.A.23</li><li>• 9.4.12A.26</li><li>• 9-10.RST.1</li><li>• 9-10.RST.2</li><li>• 9-10.RST.3</li><li>• 9-10.RST.7</li><li>• 9-10.WHST.4</li><li>• 9-10.WHST.6</li></ul>			
<b>Essential Questions</b>			
<ul style="list-style-type: none"><li>• What is an entrepreneur and what skills do they need to be successful?</li><li>• How does the economic system of a country affect entrepreneurship?</li><li>• Why entrepreneurs are important for our economy</li><li>• Why a business plan is important and what are its basic elements?</li><li>• What are the various forms of business organizations and what are the advantages and disadvantages of each?</li><li>• What formats of basic communications are appropriate for business?</li></ul>			
<b>Anchor Text</b>			
<ul style="list-style-type: none"><li>• <u>Entrepreneurship: Ideas in Action (5<sup>th</sup> Edition)</u>. Greene, Cynthia. South Western – Cengage Learning 2012. (ISBN: 978-0-538-49689-6)</li></ul>			
<b>Informational Texts</b>			
<ul style="list-style-type: none"><li>• Got Junk? (Achieve 3000)</li><li>• <a href="http://www.entrepreneur.com/article/230350">http://www.entrepreneur.com/article/230350</a> ,7 Successful traits of an Entrepreneur</li><li>• <a href="http://www.entrepreneur.com/article/200516-2">http://www.entrepreneur.com/article/200516-2</a> , The Basics of Business Structure</li><li>• <a href="http://www.entrepreneur.com/article/73784">http://www.entrepreneur.com/article/73784</a> , How to Find the Best Location</li><li>• <a href="http://www.entrepreneur.com/article/231525">http://www.entrepreneur.com/article/231525</a> , How Do I Build a Business Plan? (Infographic)</li></ul>			
<b>Career and Life Skills</b>			
<ul style="list-style-type: none"><li>• Summarize the financial risks and benefits of entrepreneurship as a career choice.</li><li>• Evaluate the effects of entrepreneurship on economic stability and quality of living in local and global communities.</li><li>• Assess the impact of the global economy on entrepreneurial opportunities.</li><li>• Differentiate entrepreneurship opportunities as options for career planning, and identify</li></ul>			

the knowledge, skills, abilities, and resources required for owning a business.

- Create a personalized digital portfolio that contains exemplary projects and activities reflecting personal and academic interests, achievements, and career aspirations.
- Produce and edit a multi-page document for a commercial or professional audience using desktop publishing and/or graphic software.
- Construct a spreadsheet, enter data, and use mathematical or logical functions to manipulate data, generate charts and graphs and interpret the results.

### **Suggested Writing Assessments**

- Entrepreneurs can be any age. Research online a teen entrepreneur. Write a one-page paper about his or her business. Discuss whether or not you think the business is a good one. Make recommendations for expanding the business.
- Research the economic system of another country. Explain the type of economic system the country has and the effect it has on the lives of the people in the country. Describe how the economic system would affect entrepreneurs in the country.
- Explore and describe various business ideas based on personal hobbies and aptitudes, then after performing a SWOT (Strength, Weaknesses, Opportunities and Threats) analysis, select one business venture that you would want to start. Explain the reason(s) of your choice.
- Write a mission statement for your business idea that outlines what you will sell and to whom, and what will make your business different.
- Describe the location you choose for your business and the reasons of your choice.
- Describe the floor plan/ business layout design of your business idea.
- Describe the form of business ownership you choose for your business and prepare all the required legal documents.
- Create an organizational chart for your business then prepare a job description and compensation plan.

### **Resources**

- Entrepreneurship Magazines and Business-Related Publications (Check Blackboard)
- Entrepreneurship and Business Management websites (Check Blackboard)
- Blackboard
- Google Docs
- Google Sites
- Microsoft Office Applications
- Samples of Business Plans
- [http://www.highschoolplans.org/resources/2011\\_BUS\\_Winner.pdf](http://www.highschoolplans.org/resources/2011_BUS_Winner.pdf)
- [http://www.highschoolplans.org/resources/2010\\_HSBPC\\_Winner.pdf](http://www.highschoolplans.org/resources/2010_HSBPC_Winner.pdf)
- [http://www.highschoolplans.org/resources/2009\\_HSBPC\\_Winner.pdf](http://www.highschoolplans.org/resources/2009_HSBPC_Winner.pdf)
- <http://www.highschoolplans.org/resources/>

**Suggested Time Frame:**

10 Weeks

## PCTI Curriculum Unit 2 Planner

<b>Content Area:</b>	Introduction to Business	<b>Grade</b>	9
<b>Unit Plan Title:</b>	Introduction to Marketing Principles		
<b>CCS Standards Addressed</b>			
<ul style="list-style-type: none"> <li>• 9.4.12.A.(7).6</li> <li>• 9.4.12.N.(1).2</li> <li>• 9.4.12.N.(1).3</li> <li>• 9.4.12.N.(2).2</li> <li>• 9.4.12.N.(2).9</li> <li>• 9.4.12A.23</li> <li>• 9.4.12A.26</li> <li>• 8.1.12.A.1</li> <li>• 8.1.12.A2</li> <li>• 8.1.2.A.4</li> <li>• 9-10.RST.1</li> <li>• 9-10.RST.2</li> <li>• 9-10.RST.3</li> <li>• 9-10.RST.7</li> <li>• 9-10.WHST.4</li> <li>• 9-10.WHST.6</li> </ul>			
<b>Essential Questions</b>			
<ul style="list-style-type: none"> <li>• How is marketing essential to the success of a business?</li> <li>• What are the critical marketing skills?</li> <li>• What strategies do businesses use to determine price?</li> <li>• What skills are needed for success in the 21st Century?</li> <li>• How do ethics impact business decisions?</li> <li>• How can a visual tool enhance or detract from a marketing presentation?</li> </ul>			
<b>Anchor Text</b>			
<ul style="list-style-type: none"> <li>• <u>Entrepreneurship: Ideas in Action (5<sup>th</sup> Edition)</u>. Greene, Cynthia. South Western – Cengage Learning 2012. (ISBN: 978-0-538-49689-6)</li> </ul>			
<b>Informational Texts</b>			
<ul style="list-style-type: none"> <li>• <u>Sam Walton: Made In America</u> by Sam Walton</li> <li>• Power of PowerPoint (Achieve 3000)</li> <li>• <a href="http://www.entrepreneur.com/article/231851">http://www.entrepreneur.com/article/231851</a> , 14 Tools Every Entrepreneur Needs for Managing Social Media</li> <li>• <a href="http://www.knowthis.com/what-is-marketing/social-responsibility-in-marketing">http://www.knowthis.com/what-is-marketing/social-responsibility-in-marketing</a> Social Responsibility in Marketing</li> <li>• <a href="http://www.business2community.com/marketing/the-economics-of-marketing-0116716#!F3yLY">http://www.business2community.com/marketing/the-economics-of-marketing-0116716#!F3yLY</a> , The Economics of Marketing</li> <li>• <a href="http://www.forbes.com/sites/gregsatell/2013/04/16/4-principles-of-marketing-strategy-in-the-digital-age/">http://www.forbes.com/sites/gregsatell/2013/04/16/4-principles-of-marketing-strategy-in-the-digital-age/</a> , 4 Principles of Marketing Strategy In The Digital Age</li> <li>• <a href="http://www.forbes.com/sites/onmarketing/2014/02/04/six-trends-that-will-shape-consumer-behavior-this-year/">http://www.forbes.com/sites/onmarketing/2014/02/04/six-trends-that-will-shape-consumer-behavior-this-year/</a> , Six Trends That Will Shape Consumer Behavior This</li> </ul>			

Year

- <http://www.entrepreneur.com/article/223799> , 5 Ways Store Colors Can Influence Shoppers
- <http://www.sba.gov/content/do-your-market-research> , Understand Your Market
- <http://www.entrepreneur.com/article/233075> , Evolve or Die in the Age of the Consumer
- <http://www.entrepreneur.com/article/227766> , What Your Company Logo Says about Your Brand (Infographic)
- <http://www.entrepreneur.com/article/233362> , Why Small Businesses should Be Utilizing Customer-Loyalty Programs

### Career and Life Skills

- Describe sales and marketing principles common to organizations in this pathway to accomplish business objectives.
- Research the concepts and strategies marketers use to communicate information about products, services, images, and/or ideas to achieve desired outcomes.
- Analyze the concepts and strategies marketers use to determine and target marketing communications strategies to specific audiences.
- Demonstrate understanding of personalized communications strategies marketers use to determine client needs and want, and to develop responses intended to influence purchasing decisions and enhance future business opportunities.
- Apply concepts and strategies used in this industry to determine and adjust prices in order to maximize return and meet customers' perceptions of value.
- Describe the elements of a professional marketing plan.

### Suggested Writing Assessments

- Advertisement Creation Project:  
In teams, students will select any company currently in operation. As a team, students will then develop a portfolio of three different types of advertisements for this company's products. Students will then present these advertisements to the class.
- Marketing Plan Project:  
Students will develop a marketing plan for a business idea they've previously developed. Students may use the "Sample Marketing Plan" link found under Resources for guidance on the framework of a marketing plan.
- "New Coke" - A Marketing Failure Case Study:  
Students will watch the following clip on the New Coke marketing failure in 1985 (<https://www.youtube.com/watch?v=Tz-47sI-AYM>). Students will then prepare a response essay discussing the marketing mistakes made by the Coca-Cola Corporation in launching "New Coke". In their essays, students should discuss the steps that Coca-Cola should have taken to avoid the marketing failure, and what other companies can learn from Coca-Cola's mistakes.
- Sam Walton Biography:  
Students should read the *Sam Walton: Made in America* biography. When

finished, students should write a research paper addressing the following questions:

What were this person's talents? What were some experiences that might have foreshadowed that this person would become successful?

Describe the major accomplishments of this person. What did he/she do well?

What failures or obstacles did he/she encounter? What exactly did this person do that made him/her successful?

Write about the personality and character of this person. What are his/her well-known traits and ideals? What are some little-known qualities that you learned about? In your research is this person characterized as perfect, or did the author give you insights into this person's mistakes and faults?

If you could meet this person today, what two important questions would you like to ask him/her? How do you think he/she would answer each question?

### Resources

- Blackboard
- [www.Entrepreneur.com](http://www.Entrepreneur.com)
- Google Chrome Web Store
- Sample Marketing Plan:  
[http://college.cengage.com/business/pride/foundations/2e/resources/pf\\_found\\_sample\\_mkt\\_plan.pdf](http://college.cengage.com/business/pride/foundations/2e/resources/pf_found_sample_mkt_plan.pdf)
- <http://www.marketingteacher.com>
- [www.forbes.com](http://www.forbes.com)
- PCTI Media Center Teacher Resources: <http://library.pcti.tec.nj.us/page/teachers.htm>

**Suggested Time Frame:**

10 weeks

## PCTI Curriculum Unit 3 Planner

<b>Content Area:</b>	<b>Introduction to Business</b>	<b>Grade</b>	<b>9</b>
<b>Unit Plan Title:</b>	<b>Principles of Finance</b>		
<b>CCS Standards Addressed</b>			
<ul style="list-style-type: none"> <li>• 9.2.12.A.2.A.8</li> <li>• 9.2.12.A.2.A.9</li> <li>• 9.2.12.A.2.A.10</li> <li>• 9.2.12.B.1</li> <li>• 9.2.12.B.10</li> <li>• 9.4.12A.23</li> <li>• 9.4.12A.26</li> <li>• 9-10.RST.1</li> <li>• 9-10.RST.2</li> <li>• 9-10.RST.3</li> <li>• 9-10.RST.7</li> <li>• 9-10.WHST.4</li> <li>• 9-10.WHST.6</li> <li>• 9-10.WHST.7</li> </ul>			
<b>Essential Questions</b>			
<ul style="list-style-type: none"> <li>• What is the role of financial institutions in an economic system and what are the advantages of saving, investing, and using credit?</li> <li>• How do taxes and the cost of employee benefits affect disposable income?</li> <li>• What strategies and tools are used for an effective money management plan?</li> <li>• What role does educational achievement, career choice, and entrepreneurial skills play in achieving a desired lifestyle?</li> <li>• How do computer applications assist in analyzing financial results?</li> </ul>			
<b>Anchor Text</b>			
<ul style="list-style-type: none"> <li>• <u>Entrepreneurship: Ideas in Action (5<sup>th</sup> Edition)</u>. Greene, Cynthia. South Western – Cengage Learning 2012. (ISBN: 978-0-538-49689-6)Junior Achievement Finance Park program</li> <li>• Personal Financial Literacy2e by Joan S. Ryan</li> <li>• Microsoft Office 2013 Introduction by Shelly Cashman</li> </ul>			
<b>Informational Texts</b>			
<ul style="list-style-type: none"> <li>• <a href="http://www.consumer.ftc.gov/articles/0018-understanding-mobile-apps">http://www.consumer.ftc.gov/articles/0018-understanding-mobile-apps</a> (7) "Understanding Mobile Apps" by the FTC</li> <li>• Visit <a href="http://www.creditcards.com/credit-card-news/help/7-things-to-know-about-credit-cards-6000.php">http://www.creditcards.com/credit-card-news/help/7-things-to-know-about-credit-cards-6000.php</a> and read the article on the <u>7 things you must know about credit cards</u>.</li> <li>• Personal Finance for Complete Beginners: Series Introduction</li> <li>• <a href="http://voices.yahoo.com/personal-finance-complete-beginners-series-introduction-1839484.html">http://voices.yahoo.com/personal-finance-complete-beginners-series-introduction-1839484.html</a></li> <li>• <a href="#">What are Stocks and Bonds, and how do They Work?</a></li> <li>• <a href="#">What is a Market Index? The Dow Demystified</a></li> </ul>			

- [What are Mutual Funds? A Beginner's Guide](#)
- [What is an IRA? A Beginner's Guide](#)
- [IRAs vs. Mutual Funds: What's the Difference?](#)
- [What is an Investment Account? A Beginner's Guide](#)
- [Where Should I Open an IRA?](#)
- [What are Asset Classes?](#)

### Career and Life Skills

- Understand the fundamental role of income in managing personal finances.
- Explore savings and compare investments as part of overall financial literacy.
- Compare financial institutions and their services.
- Discover the importance of spending money wisely.
- Recognize a budget as a valuable financial tool.

### Suggested Writing Assessments

- Research how computer technology has changed the way that checks are processed and cleared. Write a report on your findings. Include data on the amount of time and labor involved in routing checks before high speed computers existed.
- Research the basics of wireless banking and explain how customers can access accounts using a mobile phone or a personal digital assistant instead of computers. Students should be able to explain the importance of a web-ready or web-enabled PDA or mobile phone to access wireless banking.
- Interview parents, relatives, or an older friend about income tax forms that they fill out. Collect information on whether they received a refund, how many allowances did they claim, what forms did they use, what deductions and credits they claimed and report your findings in a brief written description of the interviews.
- Research recommendations from the Securities Exchange commission (SEC) on what online investors should know. Write a report on the trade-offs of online investing versus traditional investment practices.
- Research careers that are considered fastest growing and those that are declining. Write a report on the changes in the labor market that affect personal decision making about careers. Begin research with the most recent *Occupational Outlook Handbook* by visiting the U.S. Department of Labor website at [www.bls.gov/oco](http://www.bls.gov/oco).

### Resources

#### Financial Resource websites:

- This Web site contains videos and PowerPoint slides for a full-day financial education training program for teachers. Printed PowerPoint handouts to accompany the videotaped presentations can be downloaded free of charge. <http://njaes.rutgers.edu/money/bootcamp/>
- Junior Achievement (JA) is the world's largest organization dedicated to educating young people about business, economics and free enterprise. Through a dedicated volunteer network, JA offers in-school and after-school programs for students in grades K-12. JA programs focus on seven key content areas: business, citizenship, economics, entrepreneurship, ethics/character, financial literacy, and career development.

[http://janj.org/about\\_janj](http://janj.org/about_janj)

- The federal government's website that serves as the one-stop shop for federal financial literacy and education programs, grants and other information. A comprehensive, no cost collection of curricula, guides, publications, classroom activities and adult learning materials covering such topics as credit, consumer resources, money, and banking are available for download. MyMoney.gov is available in English and Spanish.

<http://www.mymoney.gov/Pages/default.aspx>

- **Building Your Future** helps students easily grasp the essentials of personal finance, gives them multiple opportunities to practice core skills and showcases the real-world impact of the financial decisions they make. Each chapter is classroom ready, with a Teacher's Guide that provides handouts and answer keys, instruction and assessment suggestions, definitions, and resources that align with national mathematics and personal financial education standards.

<http://www.actuarialfoundation.org/programs/youth/getonthelist.shtml>

- This Council for Economic Education Web site includes curriculum materials (downloadable activities and visuals) for 21 personal finance lessons on saving, investing, and related topics. Print materials are also available for purchase. <http://www.hsfp.org/>
- [www.practicalmoneyskills.com](http://www.practicalmoneyskills.com).
- [www.bls.gov/OCO](http://www.bls.gov/OCO) for an annually updated report by the U.S. Department of labor, Bureau of Labor Statistics.

#### **Financial Resource magazines/publications:**

- Consumer Reports
- Investor's Business Daily
- Kiplinger's Personal Finance
- The Wall Street Journal Student Edition
- Money Magazine

#### **Other resources:**

- Blackboard
- Presentations
- Guest Speaker

**Suggested Time Frame:**

10 weeks

## PCTI Curriculum Unit 4 Planner

<b>Content Area:</b>	<b>Introduction to Business</b>	<b>Grade</b>	<b>9</b>
<b>Unit Plan Title:</b>	<b>Careers in Logistics and Supply Chain Management</b>		
<b>CCS Standards Addressed</b>			
<ul style="list-style-type: none"> <li>• 9.3.12.C.4</li> <li>• 9.4.12.D.52</li> <li>• 9.4.12.D37</li> <li>• 9.2.12.G1</li> <li>• 9.2.12.G2</li> <li>• 9.2.12.G3</li> <li>• 9.2.12.G4</li> <li>• 9.2.12.G5</li> <li>• 9.2.12.G6</li> <li>• 9.2.12.G7</li> <li>• 9.2.12.G8</li> </ul>	<ul style="list-style-type: none"> <li>• 9.2.12.G9</li> <li>• 9.2.12.G10</li> <li>• 9.4.12A.23</li> <li>• 9.4.12A.27</li> <li>• 9-10.RST.1</li> <li>• 9-10.RST.2</li> <li>• 9-10.RST.3</li> <li>• 9-10.RST.7</li> <li>• 9-10.WHST.4</li> <li>• 9-10.WHST.6</li> <li>• 9-10.WHST.7</li> </ul>		
<b>Essential Questions</b>			
<ul style="list-style-type: none"> <li>• What is logistics and supply chain management?</li> <li>• What careers are available in logistics and supply chain management?</li> <li>• Why do businesses need to have an operation management plan?</li> <li>• How to effectively manage human resources?</li> <li>• How do businesses manage risk?</li> </ul>			
<b>Anchor Text</b>			
<ul style="list-style-type: none"> <li>• <u>Entrepreneurship: Ideas in Action (5<sup>th</sup> Edition)</u>. Greene, Cynthia. South Western – Cengage Learning 2012. (ISBN: 978-0-538-49689-6)</li> </ul>			
<b>Informational Texts</b>			
<ul style="list-style-type: none"> <li>• <a href="http://academic.rcc.edu/logisticsmanagement/PDF/Careers%20In%20Logistics%20by%20CSCMP.pdf">http://academic.rcc.edu/logisticsmanagement/PDF/Careers%20In%20Logistics%20by%20CSCMP.pdf</a></li> <li>• <a href="http://online.wsj.com/news/articles/SB10001424127887324423904578523591792789054">http://online.wsj.com/news/articles/SB10001424127887324423904578523591792789054</a> The hot new MBA supply chain management</li> <li>• <a href="http://cscmp.org/">http://cscmp.org/</a> - Supply Chain Management Organization</li> <li>• <a href="http://www.logisticsnetwork.net/articles/What%20is%20Logistics.pdf">http://www.logisticsnetwork.net/articles/What%20is%20Logistics.pdf</a> what is logistics?</li> <li>• <a href="http://www.prism-magazine.org/mar12/refractions.cfm">http://www.prism-magazine.org/mar12/refractions.cfm</a></li> <li>• <a href="http://owl.english.purdue.edu/owl/resource/675/1/">http://owl.english.purdue.edu/owl/resource/675/1/</a>- tutorial on how to cite using proper MLA format.</li> </ul>			
<b>Career and Life Skills</b>			
<ul style="list-style-type: none"> <li>• Develop the following academic and career skills as they relate to home, school, community, and employment; Communication, Punctuality, Time management, Organization, Decision making, Goal setting, Resources allocation, Fair and equitable competition, Safety, Employment application skills, Teamwork.</li> <li>• Use online resources to examine licensing, certification, and credentialing requirements at the local, state, and national levels to maintain compliance with industry requirements in areas of career interest.</li> <li>• Describe management’s responsibility to know and abide by laws and regulations that</li> </ul>			

affect business operations.

- Identify methods that businesses use to recruit, train, and develop human resources
- Identify common financial risks and ways to manage risk.
- Create a personalized digital portfolio that contains exemplary projects and activities reflecting personal and academic interests, achievements, and career aspirations.

### Suggested Writing Assessments

- After researching internet and print sources and conducting interviews on logistic careers, create a written resource that describes the field of logistics, available career paths, what it takes to obtain those roles, and how the roles interact with others in the field. Support your writing with evidence from your research.
- Reflection: Use a letter format to write a brief introduction of this project for next year's students who will complete the same project. Address the letter as Dear Future Student and be sure to include following:
  - The most important things you learned
  - The best part of the project
  - The hardest part of the project
  - Potential pitfalls/problems
  - Tips for getting the project done well and on time
  - What the student can expect to learn from completing the project

### Resources

- <http://www.youtube.com/watch?v=Mi1QBxVjZAw> Video – Water bottle example of supply chain management
- <http://www.mynextmove.org/> Website for career research
- <http://www.bls.gov/ooh/> Occupational Outlook Handbook
- <http://www.jobsinlogistics.com/> Search for jobs in logistics
- <http://academic.rcc.edu/logisticsmanagement/PDF/Careers%20In%20Logistics%20by%20CSCMP.pdf>
- Inside the FedEx Memphis “Super Hub” (2:05)  
<http://www.youtube.com/watch?v=iYzQ7JSBIGU>
- Inside UPS (3:17) <http://www.youtube.com/watch?v=VQReRnmCaqA>
- How UPS Works <http://www.youtube.com/watch?v=pcsk9nEKPGM>
- National Geographic Ultimate Factories UPS Worldport (Three Video Series)  
<http://www.youtube.com/watch?v=KWAwL3Rlbjo>  
<http://www.youtube.com/watch?v=5-7KjIRM8a4>  
<http://www.youtube.com/watch?v=dc9jVYqoES8>
- Logistics and Supply Chain Career Field (10:07)  
<http://www.youtube.com/watch?v=XaGOqIrUjwQ>
- New Jersey Global Logistics and Supply Chain Management program of study curricula
- Careers in Supply Chain Management <http://careersinsupplychain.org/>
- Company/Organization Websites  
[\(CSCMP\) Council of Supply Chain Management Professionals](http://www.cscmp.org/)  
[\(APICS\) American Operations Association](http://www.apics.org/)

[\(WERC\) Warehouse Educational Resource Council](#)  
[American Trucking Association](#)  
[National Industrial Transportation League](#)  
[UPS](#)  
[FEDEX](#)

**Suggested Time Frame:** 10 weeks

### **III. Methods of Student Evaluation (including assessment and evaluation)**

To determine whether the learning objectives have been met, a combination of formal and informal assessment methods is used.

Formal Assessment:

- Multiple choice exam.
- Calculations.
- Essays.
- Short-answer or problem solving exam.
- Research paper.
- Performance based.
- Oral presentations.
- Comprehensive portfolio.
- Projects.

Informal Assessment:

- Teacher observations.
- Questioning.
- Do Now and Exit Slip tickets.
- Peer teaching.
- 5 Minute Quiz.
- Notebook/Journal reflections.

### **IV. Instructional Strategies Based on Instructional Goals (Applying Universal Design for Learning)**

A combination of various instructional strategies is used based on students learning styles and the subject content. Examples of those strategies are:

- Collaborating with teammates to complete projects.
- Discussing text materials, newspaper articles, supplementary materials, PowerPoint presentations and videos.
- Reading materials from a variety of reliable sources.
- Interviewing industry experts.
- Role playing authentic situations: business meeting, job interview, customer complaints, etc.
- Watching and responding to videos and presentations.
- Brainstorming to solve critical issues in the project.
- Journal writing.
- Free writing in response to written, visual materials and oral presentations.
- Researching current economic, finance, and marketing events.
- Researching solutions to authentic problems.
- Debating business ethics crisis.
- Providing peer with constructive feedback.

## V. SCOPE AND SEQUENCE

<b>SKILLS TO BE LEARNED</b>	<b>I = Introduce</b> <b>D = Develop in Depth</b> <b>R = Reinforce</b> <b>M = Master</b>
<ul style="list-style-type: none"> <li>• Define entrepreneurship and identify the characteristics and skills of successful entrepreneurs.</li> <li>• Explore business ideas and opportunities based on personal goals and aptitudes.</li> </ul>	<b>I</b>
<ul style="list-style-type: none"> <li>• Determine the role of entrepreneurs in a market economy.</li> <li>• Determine how economic decisions are made.</li> <li>• Identify factors affecting prices.</li> </ul>	<b>I</b>
<ul style="list-style-type: none"> <li>• Describe the importance of a business plan in the success of a business.</li> <li>• Write a company description.</li> <li>• Describe product or service.</li> <li>• Write a company's mission.</li> </ul>	<b>I</b>
<ul style="list-style-type: none"> <li>• Compare and contrast different business ownership legal form.</li> <li>• Decide to purchase, join , or start a business.</li> <li>• Recognize the regulations and legal issues that affect business ownership.</li> </ul>	<b>I</b>
<ul style="list-style-type: none"> <li>• Produce and format business communication documents using Microsoft Office applications.</li> <li>• Begin creating a personalized digital portfolio that contains exemplary projects and activities reflecting personal and academic interests, achievements, and career aspirations using various computer applications</li> </ul>	<b>I, D,R</b>
<ul style="list-style-type: none"> <li>• Research demographic and psychographic profile of the company.</li> <li>• Describe the target market behaviors and market opportunity.</li> </ul>	<b>I</b>

<ul style="list-style-type: none"> <li>• Prepare a competitive analysis</li> </ul>	
<ul style="list-style-type: none"> <li>• Explain the importance of marketing a business.</li> <li>• Develop a marketing plan for a business.</li> <li>• Define and describe the importance of marketing mix: Product and Price.</li> </ul>	<b>I</b>
<ul style="list-style-type: none"> <li>• Define and describe the importance of marketing mix: Place (Distribution) and Promotion.</li> <li>• Explain the role of selling and promoting.</li> <li>• Evaluate the effectiveness of promotional campaigns.</li> </ul>	<b>I</b>
<ul style="list-style-type: none"> <li>• Produce and edit a multi-page document for a commercial or professional audience using desktop publishing and/or graphic software.</li> <li>• Construct a spreadsheet, enter data, and use mathematical or logical functions to manipulate data, generate charts and graphs and interpret the results.</li> <li>• Continue building a personalized digital portfolio that contains exemplary projects and activities reflecting personal and academic interests, achievements, and career aspirations using various computer applications.</li> </ul>	<b>I,D</b>
<ul style="list-style-type: none"> <li>• Compare and contrast the financial benefits of different products and services offered by financial institutions.</li> <li>• Prepare bank reconciliation and understand account fees and choices.</li> <li>• Identify the impact interest rates have on savings and investment values.</li> <li>• Evaluate the risks and benefits of saving and investing.</li> <li>• Explain the advantages and disadvantages of using credit.</li> </ul>	<b>I</b>
<ul style="list-style-type: none"> <li>• Demonstrate how exemptions and deductions can reduce taxable income.</li> <li>• Explain the relationship between government programs and services</li> </ul>	<b>I</b>

<p>and taxation.</p> <ul style="list-style-type: none"> <li>• Explain how compulsory government programs provide insurance against loss of income.</li> </ul>	
<ul style="list-style-type: none"> <li>• Plan and track personal and business finances.</li> <li>• Design and utilize a budget to monitor progress of financial plans.</li> <li>• Analyze processes and vehicles for buying and selling investments.</li> <li>• Compare the risk, return, and liquidity of various savings and investment alternatives.</li> </ul>	<b>I</b>
<ul style="list-style-type: none"> <li>• Analyze the relationship between various careers and personal earning goals.</li> <li>• Identify a career goal and develop a plan and timetable for achieving it, including educational/training requirements, costs, and possible debt.</li> <li>• Describe successful job application and interview strategies.</li> </ul>	<b>I</b>
<ul style="list-style-type: none"> <li>• Prepare financial statement using excel.</li> <li>• Create a budget and balance a checkbook in an excel worksheet.</li> <li>• Continue building a personalized digital portfolio that contains exemplary projects and activities reflecting personal and academic interests, achievements, and career aspirations using various computer applications.</li> </ul>	<b>D</b> <b>R</b>
<ul style="list-style-type: none"> <li>• Define the five functions of management.</li> <li>• Appreciate the importance of a detailed management plan.</li> <li>• Determine inventory management plan.</li> <li>• Describe strategies for managing cash flow.</li> <li>• Describe strategies for managing human resources.</li> <li>• Describe the importance of a risk management plan.</li> </ul>	<b>I</b>
<ul style="list-style-type: none"> <li>• Explain what a supply chain is and the importance of logistics as one of its main drivers.</li> <li>• Explore the careers available in logistics and supply chain management.</li> </ul>	<b>I</b>

<ul style="list-style-type: none"><li>• Continue building a personalized digital portfolio that contains exemplary projects and activities reflecting personal and academic interests, achievements, and career aspirations using various computer applications.</li><li>• Present a business Plan.</li><li>• Present Logistics and Supply Chain careers project.</li></ul>	<b>D, R</b>

## **VI. Introduction to Business Student Proficiencies Handout**

### **Course Description**

Business is the economic pulse of a nation and the world of business needs skilled people who can think critically, analyze information, make decisions, and who are technologically savvy. This course provides students with a comprehensive framework to learn about the fundamental and technical concepts of business and its main functions; entrepreneurship, marketing, finance, and Logistics and Supply Chain, by engaging them in authentic projects that require critical thinking, decision making, and the use of various forms of technology and computer applications.

**Entrepreneurship:** provides an introduction to the main theoretical and practical aspects of entrepreneurship; students gain an understanding of how the free enterprise system plays a role in business, evaluate the rewards and risks of business ownership, recognize the differences between different types of business organizations, and develop their communication and problem solving skills through real-life examples and project based activities.

**Marketing:** This course aims to introduce and develop an understanding of the principles of marketing. Students will apply the marketing concepts and techniques learned to identify the target market for a service or product, evaluate the competition, develop a marketing plan, and use technology to create various types of advertisement.

**Principles of Finance:** The purpose of this course is to help students acquire the knowledge and skills necessary to make sound financial decision and achieve a financially successful life. Relevant topics related to finance such as budgeting, saving, investing, and managing credit are introduced with an emphasis on how to keep track of a business finance.

**Global Logistics and Supply Chain Management:** Global logistics and supply chain management is a field with continuous growing job opportunities, prospects for advancement and a variety of specializations. This why New Jersey Department of Education, Office of Career and Technical Education and the Southern Regional Education Board (SREB) and Advanced Career consortium of states are developing a program of study that provides high school students with the knowledge and tools to acquire the necessary skills to start a career in this field.

# Introduction to Business

## Proficiencies

Upon successful completion of this course, the student will be able to:

1. Understand the concept of Entrepreneurship.
2. Identify Entrepreneurial Skills.
3. Identify and examine business organizations.
4. Identify basic Economics concepts.
5. Compare and contrast different legal forms of business ownership.
6. Develop a business plan.
7. Identify and analyze a target market.
8. Develop a marketing plan.
9. Estimate business startup cost.
10. Identify sources of equity capital.
11. Identify sources of debt capital.
12. Prepare pro-forma financial statements.
13. Define business operating procedures.
14. List and identify the steps in the hiring process.
15. Describe compensation packages for employees.
16. Identify business risks and risk management options.
17. Analyze the relationship between various careers and personal earning goals.
18. Understand the fundamental role of income in managing personal finances.
19. Explore savings and compare investments as part of overall financial literacy.
20. Compare financial institutions and their services.
21. Develop an understanding of the factors and strategies involved in personal financial planning.
22. Identify the various forms of good financial record keeping.
23. Develop a personal budget.
24. Format various types of business correspondence including letters, memorandums and reports.
25. Evaluate the following academic and career skills as they relate to home, school, community, and employment. (9.1) (Communication, Punctuality, Time management, Organization, Decision making, Goal setting, Resources allocation, Fair and equitable competition, Safety, Employment application skills, Teamwork).
26. Master the manipulation of various computer applications; Word, PowerPoint, Excel, Access and Desktop Publishing.