

## Expectations and Outcomes

Grade Level/Course: 9-12

Content Area: Business

Unit Title	Guarantees
Unit 1: The Economy and You	<ul style="list-style-type: none"> <li>• Identify business activities that are used for products and services</li> <li>• List the two factors that motivate businesses</li> <li>• Explain the relationship between business and consumers</li> <li>• Define scarcity</li> <li>• List the four factors of production</li> <li>• Identify the differences between market and command economies</li> <li>• Explain why most countries prefer a mixed economy</li> <li>• Identify how economic activity is measured</li> <li>• Explain how inflation and deflation work</li> <li>• Discuss the four phases of the business cycle</li> <li>• Identify how economic activity is measured</li> <li>• Explain how inflation and deflation work</li> <li>• Discuss the four phases of the business cycle</li> </ul>
Unit 2: Owning and Operating a Business	<ul style="list-style-type: none"> <li>• Describe an entrepreneurship and a small business</li> <li>• List the advantages and disadvantages of an entrepreneurship</li> <li>• Recognize the advantages and disadvantages of a small business</li> <li>• Explain why small businesses may fail</li> <li>• Name business ownerships</li> <li>• Compare business ownerships</li> <li>• Describe alternative ways to do business</li> <li>• Identify the types of business</li> <li>• Explain how businesses organize for management</li> <li>• List three levels of management and compare their responsibilities</li> <li>• Name the four functions of management</li> <li>• Analyze if a managerial position is for you</li> </ul>

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Unit 3: Groups Affecting Business	<ul style="list-style-type: none"> <li>• Explain why nations need to trade with each other</li> <li>• Describe how currency exchange works</li> <li>• State the advantages of protectionism and free trade</li> <li>• name types of trade barriers</li> <li>• Identify some of the major trade alliances in the world today</li> <li>• Describe ways government protects business</li> <li>• Name some of the services government provides</li> <li>• Explain why the government collects taxes</li> <li>• State the ways the government promotes business</li> <li>• Describe the functions and characteristics of money</li> <li>• Explain the services that banks offer</li> <li>• Name the types of banks</li> <li>• Identify the functions of the Federal Reserve System</li> </ul>
Unit 4: Marketing	<ul style="list-style-type: none"> <li>• List the functions of marketing</li> <li>• Identify the importance of market research</li> <li>• Explain how channels of distribution work</li> <li>• Identify the different types of media that can be used to advertise projects</li> <li>• List advantages and disadvantages for each type of advertising media</li> <li>• Name factors in the cost of advertising</li> </ul>
Unit 5: Human Resources	<ul style="list-style-type: none"> <li>• Give examples of how businesses find new employees</li> <li>• Name ways employers are oriented, trained, and evaluated</li> <li>• List the ways an employee's status might change</li> <li>• Explain how cultural differences affect doing business internationally</li> <li>• Define the characteristics of a corporate culture</li> <li>• Describe the effect of population changes on business</li> <li>• Identify ways in which government and business deal with diversity</li> </ul>
Unit 6: Managing Financial Resources	<ul style="list-style-type: none"> <li>• The student will be able to explain the three important aspects of financial planning</li> <li>• Identify different types of budgets for managing business finances.</li> <li>• Describe the types of financial records businesses use.</li> </ul>
Unit 7: Project Based Learning	<ul style="list-style-type: none"> <li>• Explore personal business interests</li> <li>• Examine a business concept from class using a personal approach</li> </ul>

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	<ul style="list-style-type: none"><li data-bbox="682 245 1192 272">• Describe a business concept to a group</li></ul>