





INTRODUCTION TO BUSINESS



Month Example Sept/Jan	Content Sub-Category or Strand	National Common Core Standards Code & Language	Michigan Standards High School Content Expectations (HSCEs) Code & Language	Essential Skills	Examples of Formative Assessments	Vocabulary
						
Sept	Introduction to BusinessCenter21				Selected-response, Short Answer questions, Unit test	bookmarks application suites
Sept	Marketing-- Career Development	Self-Awareness B. Person Strengths and Weaknesses II Career Research		A 1 Identify individual talents and interests A 3 Correlate personal physical and mental characteristics with various A 4 Assess and analyze personal talents, values, and interest as they A 5 Compare personal skills and aptitudes with various career options A 6 Correlate personal characteristics with the requirements of specific jobs A 8 Identify transferable competencies and job specific skills related to career B 1 Access and analyze strengths and weaknesses relative to a variety of B II A 2 Use a variety of research tools (e.g. computer-assisted programs, B II A 3 Use questionnaire to guide a career exploration interview to B II A 5 Explain the concept of transferable skills within and between	Design and assemble a juice box package, create a table Design a coupon Create a power point presentation Proofread and edit a resume Create a Career Plan Exploring Careers worksheet Selected-response, Short Answers Unit Test	Product life cycle convenience goods shopping goods specialty goods industrial products brand packaging prototype price

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		<p>D. Workplace Communication</p> <p>E. Continual Skills Improvement</p> <p>IV Career Strategy</p> <p>B. Short- and Long-Term Career Goals</p> <p>IV. C. Individual Career Plan</p>		<p>B II A 6 Evaluate several occupational interests, based on various criteria (egg., educational requirements, starting salaries, and career ladder opportunities)</p> <p>B II 7 Use available resources for projecting career opportunities and</p> <p>D 1 Express thoughts and ideas succinctly and correctly using various</p> <p>D 8 Demonstrate correct grammar, spelling, and technical writing skills</p> <p>E 2 Identify ways to improve skills</p> <p>B 1 Identify obstacles to achieving career goals</p> <p>B 8 Apply skills developed in academic and technical programs to</p> <p>C 1 Design a career plan that includes the investigation of career clusters, self-assessment, research, career alternatives, and high school course options</p>		<p>promotion</p> <p>retailer</p> <p>wholesaler</p> <p>distributor</p> <p>resume</p> <p>career plan</p>



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		V. School-to-Career Transition B. Career Development and Employment Portfolio VI. Lifelong Learning B. Career Growth COMMUNICATION I Foundations of Communication B. Informational Reading		C 2 Create and implement a career plan that includes the required steps to transition from high school to postsecondary education/training or the workplace C 3 Explore opportunities for appropriate employment and continuing education B. 2 Demonstrate the ability to describe personal skills B. 4 Prepare paper and electronic resumes and cover letters B 1 Identify trends in the changing workplace B. 2 Expand vocabulary to include simple business terms B. 6. Demonstrate basic research techniques to find print and electronic information B. Use corporate vocabulary appropriate for entry-level jobs		



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		C. Written Communication		<p>B. 9. Interpret information from manuals, computer printouts, and electronic sources</p> <p>B. 11. Research information using the internet and select appropriate materials for reports and presentations</p> <p>C. 2. Use acceptable standards for grammar, mechanics, and word usage</p> <p>C. 5. Write coherent business messages, instructions, descriptions, summaries, and reports using appropriate formats</p> <p>C. 6. Proofread documents to ensure correct grammar, spelling, and punctuation</p> <p>C. 12. Apply a variety of specific proofreading techniques to identify and correct errors</p> <p>C. 13. Compare drafts to final documents and make editorial changes</p> <p>C. 14. Proofread business documents to ensure that they are clear, correct, concise, complete, consistent and courteous</p>		



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		<p>III Technological Communications A. Technological Communications</p> <p>IV Employment Communication A. Employment Communication</p> <p>ENTREPRENEURSHIP I. Marketing B. Reaching the Market</p> <p>MANAGEMENT</p>		<p>C. 22. Compose and product a variety of business messages and reports using correct style, format and content</p> <p>A. 5. Use basic functions of databases, spreadsheets, and programming languages to format documents</p> <p>A. 6. Refine documents using electronic spell check, thesaurus, and grammar check tools</p> <p>A. 8. Use online databases and search engines to find basic business information</p> <p>A. 4. Discuss the assessment of interests, skills, and abilities as they relate to selecting a job/career</p> <p>B. 1 Discuss factors that affect pricing</p> <p>B. 4. Design a new product to meet unfilled consumer wants</p> <p>B. 6. Describe how the Internet and other emerging technologies have impacted the components of marketing</p>		



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		IV Personal Management Skills E. Relationship Building MARKETING I. Foundations of Marketing A. Foundations of Marketing III. External Factors D. Competitive Environment G. Technology IV. The Marketing Mix A. Products and Services		E. 2. Identify available resources inside and outside the school for making professional contacts A. 1. Explain ways companies show concern for customers A. 3. Recognize that a successful marketing strategy is built on positive customer relationships A. 4. Identify the elements of the marketing mix (e.g., product, price, plan, and promotion) A. 5. Describe the wide scope of marketing-business-to-customer, business-to-business, industrial, nonprofit, personal, government, and electronic D. 2. Describe ways competition affects marketing decision G. 3. Determine new ways of marketing products using emerging and evolving technologies A. 1. Classify products in consumer categories or industrial categories A. 2. Identify ways to improve existing products and services		



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Oct.	Management	III Agency and Employment CAREER DEVELOPMENT I. Self-Awareness		B.11 Describe the collective bargaining process A.1. Identify Individual talents and interests A.2. Identify personal physical, and mental characteristics A.3. Correlate person, physical, and mental characteristics with various career clusters A.4. Assess and analyze personal talents, values, and interest as they may relate to a future career based on the completion of standardized career interests and personality indicator assessment A.5. Compare personal skills and aptitudes with various career options A.6. Correlate personal characteristics with the requirements of specific jobs within career clusters	Create a mission statement banner Create a mission statement Complete a Gantt Chart Create a spreadsheet Evaluate information a Grievance Prepare a report based on their decision Create an employment ad Exploring Careers worksheet	Management goals decision-making process leadership motivation Hierarchy Equity Theory



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		II. Career Research		<p>A.8. Identify transferable competencies and job specific skills related to career and job options</p> <p>B.1. Assess and analyze strengths and weaknesses relative to a variety of career options</p> <p>A.2. Use a variety of research tools (e.g., computer-assisted programs, newspapers, books, professional and trade associations, informational interviews, job shadowing, career fairs, and the internet) in the career exploration process</p> <p>A.3. Use questionnaire to guide a career exploration interview to determine educational requirements, starting salaries, and career ladder opportunities</p> <p>A.5. Explain the concept of transferable skills within and between career clusters</p> <p>A.6. Evaluate several occupational interests, based on various criteria (educational requirements, starting salaries, and career ladder opportunities)</p>	<p>Selected-response,</p> <p>Short Answers</p> <p>Unit Test</p>	<p>Ethics</p> <p>Code of ethics</p> <p>Social responsibility</p> <p>Mission statement</p> <p>input</p> <p>output</p>



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		III. Workplace Expectations		<p>A.1. Demonstrate punctuality, dependability, and ability to work with others</p> <p>A.2. Describe how honesty and integrity affect relationships with others</p> <p>A.3. Discuss the importance of a job well done to an individual and to a business</p> <p>A.6. Describe appropriate time management techniques and their application in the work place</p> <p>D.1. Express thoughts and ideas succinctly and correctly using various forms of communications (written, oral and nonverbal)</p> <p>D.8. Demonstrate correct grammar, spelling, and technical writing skills</p> <p>E. 4. Identify resources for developing and strengthening workplace skills</p> <p>A. 5. Explain how decisions regarding education and work impact other major life decisions</p> <p>B.8. Apply skills developed in academic and technical programs to career goals</p>		<p>Gantt Chart</p> <p>inventory</p> <p>goods</p> <p>inventory control</p> <p>lead time</p> <p>human resources</p> <p>labor contract</p> <p>collective bargaining</p> <p>arbitration</p>
		IV. Career Strategy				



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		V. School-to-Career Transition V.1. Lifelong Learning COMMUNICATION I. Foundations of Communication		<p>C.1. Design a career plan that includes the investigation of career clusters, self-assessment, research, career alternatives, high school course options</p> <p>C.2. Create and implement a career plan that includes the required steps to transition from high school to postsecondary education/training or the workplace</p> <p>C.3. Explore opportunities for appropriate employment and continuing education</p> <p>C. 8. Apply skills developed in academic and technical programs to career goals</p> <p>B. 2.Demonstrate the ability to describe personal skills</p> <p>B.4. Prepare paper and electronic resumes and cover letters</p> <p>B.1. Identify trends in the changing workplace</p> <p>B.2. Expand vocabulary to include simple business terms</p>		recruitment



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				<p>B.6. Demonstrate basic research techniques to find print and electronic information</p> <p>B.7. Use corporate vocabulary appropriate for entry-level jobs</p> <p>B.11. Research information using the internet and select appropriate materials for reports and presentations</p> <p>C. 2. Use acceptable standards for grammar, mechanics, and work usage</p> <p>C.5. Write coherent business messages, instructions, descriptions, summaries, and reports using appropriate formats</p> <p>C.6. Proofread documents to ensure correct grammar, spelling, and punctuation</p> <p>C. 12 Apply a variety of specific proofreading techniques to identify and correct errors</p> <p>C.13. Compare drafts to final documents and make editorial changes</p> <p>C.14. Proofread business documents to ensure that they are clear, correct, concise, complete, consistent, and courteous</p>		



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		<p>III Technological Communications</p> <p>V. Organizational Communication ENTREPRENEURSHIP</p> <p>VI. Management</p>		<p>C. 15. Compose appropriate messages for specific audiences</p> <p>C.17 Use a variety of references and resources when writing business documents</p> <p>C. 22 Compose and produce a variety of business messages and reports using correct style format, and content</p> <p>A.5. Use basic functions of databases, spreadsheets, and programming languages to format documents</p> <p>A.6. Refine documents using electronic spell check, thesaurus, and grammar check tools</p> <p>A.8. Use online databases and research engines to find basic business information</p> <p>E.2. Define ethics and identify the process by which individuals develop the foundation for making ethical decisions</p> <p>A. 3. Develop the strategies for achieving the vision for a planned business</p>		

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		I. Management Functions		<p>A.1. Apply the decision making process to business applications</p> <p>A.2. Discuss the importance of vision, mission, and goal setting within the context of the business environment</p> <p>A.3. Describe the role of the strategic planning process</p> <p>A.4. Analyze a business Plan</p> <p>B.2. Explain how management uses various resources in the organizing process to accomplish goals</p> <p>C.1. Define leadership</p> <p>C.2. Explain the importance of leadership</p> <p>C.3. Differentiate between leading and managing</p> <p>A.2. Identify motivation theories that impact management</p> <p>B.1. Identify management levels</p> <p>B.2. Describe the interaction between management levels</p> <p>B.3. Differentiate between tall and flat organizational structures</p>		
		II. Management				
		III. Business Organization				



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		IV Personal Management Skills		A. 2. Design and implement a time management schedule as a result of a time management analysis		
		V. Ethics and Social Responsibility		D.3. Identify effective communication skills for the business environment E.2. Identify available resources inside and outside the school for making professional contacts		
		VI Human Resource Management		A.2. Examine a business code of ethics B.2. Identify ways in which a business organization demonstrates social responsibility		
				A.1 Identify activities of the human resource unit B.1 Identify recruitment sources		



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		VII. Organized Labor VIII Technology and information XI Operations Management		A.1. Describe the history of the labor movement and why unions were organized A.2. Describe the collective bargaining process A.2. Use electronic resources to access information B.1. Identify factors used in scheduling and the tools that assist in the process D.2. Identify methods of inventory control		
Nov.	BUSINESS LAW	Business Law I. Basics of the laws		A.1. Explain the relationship between law and ethics A.2. Describe the role of values in constructing an ethical and legal system	ethics into a 1 page Microsoft Word document Edit an existing contract	Ethics values



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				<p>A.3. Explain a person's responsibility under the law</p> <p>A.4. Identify consequences of unethical and illegal conduct</p> <p>A.5. Describe how to develop an ethical and legal lifestyle</p> <p>A.6. List the common sources of law</p> <p>A.7. Explain the way social forces may sometimes conflict</p> <p>B.1. Explain the Constitution and describe the branches of government as presented therein</p> <p>B.2. Define statutory law, identify the purposes of statutory law, and describe how a bill becomes a statute</p>	<p>Create a 6 slide PowerPoint listing and defining the different branches of government</p> <p>Edit an existing resume</p> <p>Explore two careers in Business Law</p> <p>Create a Career Plan Selected-response,</p> <p>Short Answers</p> <p>Unit Test</p>	<p>culture</p> <p>U.S. Constitution</p> <p>Bill of Rights law</p> <p>common law</p> <p>precedent</p> <p>judicial legislative</p> <p>executive</p> <p>statue</p> <p>administrative law</p> <p>regulations</p> <p>Uniform Commercial Code (UCC) court</p>



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				<p>B.3. Define regulations and explain how administrative agencies create regulations</p> <p>B.4. Describe the powers and limitations of the federal government as stated in the Constitution</p> <p>B.5. Identify the basic freedoms guaranteed by the Bill of Rights and describe several key constitutional amendments beyond the Bill of Rights</p> <p>B.6. Compare and contrast the national constitution with state, territory, and province constitution</p> <p>B.7. Determine how courts make law and explain the role of precedent in the legal system</p>		<p>dispute</p> <p>jurisdiction appellate courts</p> <p>juvenile court</p> <p>contract</p> <p>offer</p>

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				<p>C.1. Describe the Basic structure of the national and state, territory, and province court system]</p> <p>C.2. Distinguish between the roles of legal professionals</p> <p>C.4. Compare the role of the juvenile court with the role of other courts within a state, territory, or province</p> <p>C.5. Explain the role of the national and state, territory, and province appellate courts</p> <p>D,3, Explain the advantages, and disadvantages of arbitration, mediation, and conciliation</p> <p>D.4. Compare and contrast the steps in a civil law suit with the steps in a criminal prosecution</p>		<p>acceptance</p> <p>consideration</p> <p>roper form</p>



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		II Contract law, Law of Sales, and Consumer law		<p>D.7. Describe the appellate process in criminal and civil cases</p> <p>E.1. Distinguish between civil and criminal law</p> <p>A.1. List the element required to create a contract</p> <p>A.2. Differentiate between classes of contracts</p> <p>A.3. Explain how offer and acceptance</p> <p>A.5. Differentiate between the ways that assent can be undermined</p> <p>A.6. Define and distinguish between different types of consideration and list the exceptions to the requirements of consideration</p> <p>A.14. List the ways a contract can be discharged</p>		



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				<p>A.4. Assess and analyze personal talents, values, and interest as they may relate to a future career based on the completion of standardized career interests and personality indicator assessment</p> <p>A.5. Compare personal skills and aptitudes with various career options</p> <p>A.6. Correlate personal characteristics with the requirements of specific jobs within career clusters</p> <p>A.8. Identify transferable competencies and job specific skills related to career and job options</p> <p>B.1. Assess and analyze strengths and weaknesses relative to a variety of career options</p> <p>A.2. Use a variety of research tools (e.g., computer-assisted programs, newspapers, books, professional and trade associations, informational interviews, job shadowing, career fairs, and the internet) in the career exploration process</p>		



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				<p>A.3. Use questionnaire to guide a career exploration interview to determine educational requirements, starting salaries, and career ladder opportunities</p> <p>A.5. Explain the concept of transferable skills within and between career clusters</p> <p>A.6. Evaluate several occupational interests, based on various criteria (educational requirements, starting salaries, and career ladder opportunities)</p>		
Dec.	ACCOUNTING	Accounting I. The Accounting Cycle		<p>A.1. Define accounting and explain the purpose of the accounting system</p> <p>A.2. Define the concept of generally accepted accounting principles and ascertain the source of these standards</p>	<p>Complete an Income Statement</p> <p>Create formulas needed to calculate Gross Margin, Total Operating Exp. And Net income</p>	<p>Accounting</p> <p>Generally Accepted Accounting transaction</p>



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				<p>A.3. Demonstrate an understanding of the fundamental accounting equation</p> <p>A.4. Classify items as assets, liabilities, or owner's equity</p> <p>A.5. Describe the purpose of the revenue, expense, and drawing accounts and illustrate their effects on owner's equity</p> <p>A.6. Analyze business transactions using source documents and describe the effect on the accounting equation</p> <p>A.7. Analyze the relationship of the journal to the ledger</p>	<p>Create A Balance Sheet presentation explaining gross pay and net pay, and show payroll deductions using a pie chart</p> <p>Complete an employment application</p> <p>Create a Career Plan Selected-response,</p>	<p>assets</p> <p>cash</p> <p>notes receivable</p> <p>inventory</p> <p>liability</p>



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				<p>A.8. Explain the purpose of a ledger account and post information from the journal to the ledger</p> <p>A.9. Prepare a trial balance and explain its uses and limitations</p> <p>A.11. Analyze the trial balance to determine the necessary adjustments to prepare financial statements</p> <p>A.12. Prepare and explain the purposes of each financial statement and describe the way they articulate with each other</p> <p>A.14. Use spreadsheet and accounting software to maintain accounting records and describe the differences between manual and computerized accounting systems</p>	<p>Short Answers</p> <p>Unit Test</p>	<p>notes payable</p> <p>accounts payable</p> <p>accrued liabilities</p> <p>equity</p> <p>accounting equation</p>



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		II. The Accounting Process		<p>A.1. Define and identify current and long-term assets and explain their impact on financial statements</p> <p>A.3. Create and maintain the accounts receivable subsidiary ledger and an account for credit card sales</p> <p>A.8. Compare and evaluate inventory concepts and costing procedures and apply these concepts and procedures to merchandising and manufacturing businesses</p> <p>A.11. Use spreadsheet or accounting software to maintain accounting records for short-term and long-term assets</p> <p>A.19. Define natural resources and account for their acquisition, depletion, and disposal</p>		<p>sole proprietorship</p> <p>partnership</p> <p>corporation</p> <p>taxes</p> <p>capital</p>

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				<p>B.1 Define and identify current and long-term liabilities and explain their impact on financial statements</p> <p>B.3. Explain the purposes of notes payable, establish and maintain accounts for payables and related interest</p> <p>B.4. Use spreadsheet or accounting software to maintain accounting records for short-term and long-term liabilities</p> <p>C.1 Explain the purpose of the capital and drawing accounts for a sole proprietorship and partnership</p> <p>C.2. Explain the purpose of the capital stock and retained earnings accounts for a corporation</p>		<p>profits</p> <p>journal ledger</p> <p>posting</p> <p>trial balance</p> <p>Accounting information</p>



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	III. Financial Statement			<p>C.5. Apply appropriate accounting concepts and techniques to analyze and record investments by stockholders and the declaration and payment of dividends</p> <p>A.1. Analyze the income statement and balance sheet of a business by comparing a vertical analysis w with industry standards</p> <p>A.3. Use spreadsheet or accounting software to evaluate the impact of changes in operating procedures, accounting methods, and estimates on the financial statements and ratios</p>		<p>financial statements</p> <p>income statement</p> <p>gross pay</p>



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		Iv. Special Applications		<p>A.4. Use a spreadsheet or accounting software to prepare charts and graphs useful in analyzing the financial condition of the business</p> <p>B.2. Determine cost of goods sold and gross profit for a merchandising business</p> <p>B.3. Apply the revenue realization and matching principles in the preparation of an income statement or statement of operations for a manufacturing business</p> <p>A.1. Explain the advantages and disadvantages of the three forms of business ownerships , sole proprietorships, partnerships, and corporations</p>		<p>net pay</p> <p>payroll deductions</p> <p>payroll deductions</p> <p>wages</p>

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				B.1. Prepare and maintain payroll records using manual and computerized systems D.2. Describe and explain those costs and accounts that are unique to the manufacturing process and distinguish between product and period costs D.3. Prepare the statement of cost of goods manufactured and explain its purpose on the income statement of a manufacturing business		salary commission deductions