

Teacher: Core  
Fundamentals of  
Business Year: 2017-18  
Course:  
Fundamentals of  
Business Month: All Months

A Business  
Ownership and  
Entrepreneurship

u	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
g	What is entrepreneurship and different types	Types of Businesses	Develop an understanding of business entity selection	entrepreneur				MG.VII.A-Describe the role of organized labor and its influence on government and business.
u	of business ownership?	Small Businesses & Franchises		entrepreneurship				MG.XI.A-Apply operations management principles and procedures to the design of an operations plan.
s			Explore small businesses and franchises	industry economy business plan competition prototype				
t			Discuss the challenges and opportunities of these entities	sole proprietorship partnership corporation liability dissolution franchise nonprofit cooperative intermediary wholesale retail manufacturer				

O Technology and Ethics

c	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
t	How has technology changed the way people do business?	Types of technology used in business	Describe how technology effects business	e-workforce				IB.IV.A-Describe the factors that define what is considered ethical and socially responsible business behavior in a global business environment.
o	What is ethical behavior?	Technology trends in business	Give examples of how technology has changed jobs in business	e-commerce				IT.XIII.A-Plan the selection and acquisition of information technologies.
b	How do companies practice social responsibility?	Ethical viewpoints	Identify ways information technology has changed the workplace	digital workflow				IT.XV.A-Describe, analyze, develop, and follow policies for managing ethical and legal issues in organizations and in a technology-based society.
e		Corporate social responsibility	Describe the internet and its components	CAD				
r			Identify tools for managing threats when using the Internet	telecommunication s				
			Define ethics	virtual reality				
			List steps for dealing with an ethical dilemma	code of ethics				
			Define corporate social responsibility	OSHA				
				utilitarian				
				individualism				
				morals-rights				
				justice				
				whistleblower				
				CSR				
				stakeholders				
				accountability				
				governance				
				lobbying				

N International  
Business and  
Economics

	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
v	What is economics?	Economics	Define economics	economics				EC.I.A-Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.
e	What is government's role in business?	Anti-trust laws	Understand government's role in business	factors of production				EC.II.A-Explain why societies develop economic systems, identify the basic features of different economic systems, and analyze the major features of the U.S. economic system.
m	What is a global marketplace?	Intellectual properties	Explain why the world has become a global economy	market economy				EC.VII.A-Analyze the role of government in economic systems, especially the role of government in the U.S. economy.
b	How does cultural diversity impact business?	International business	Describe the effect of culture on doing business globally	command ecoomy				EC.VIII.A-Examine the role of trade, protectionism, and monetary markets in the global economy.
e		Trade organizations		mixed economy				IB.VI.A-Relate balance of trade concepts to the import/export process.
r		Business etiquette		capitalist				IB.I.A-Explain the role of international business; analyze how it impacts business at all levels, including the local, state, national, and international levels.
		Diversity		communist				IB.IV.A-Describe the factors that define what is considered ethical and socially responsible business behavior in a global business environment.
		Globalization		socialist monopoly oligopoly trust antitrust breach patent trademark copyright subsidy comparative advantage protectionism				

free trade  
embargo  
tariff  
etiquette  
stereotype  
diversity  
ageism  
discrimination

## D Management and Organization

e	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
c	How are businesses managed and organized?	Management Process	Facilitate understanding of the management function within a business and the management process	organizational structure				MG.I.A-Analyze the management functions and their implementation and integration within the business environment.
e		Managerial Traits		decentralized				MG.II.A-Analyze management theories and their application within the business environment.
m		Threats to the Management Process		centralized				MG.III.A-Analyze the organization of a business.
b			Identify successful manager traits	lattice				MG.IX.A-Analyze a business organization's competitive position within the industry.
e				departmentalized				MG.IV.A-Develop personal management skills to function effectively and efficiently in a business environment.
r			Discuss potential issues facing different levels of management	interpersonal				

## Marketing

	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
	What is marketing?	Customer Service	Understand the importance of customer relationship building through effective marketing	market				MK.I.A-Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

Product  
Development and  
Pricing  
Marketing  
Communications

marketing

MK.VI.A-Describe the elements, design, and  
purposes of a marketing plan.

target market

MK.IV.A-Analyze the elements of the marketing  
mix, their interrelationships, and how they are  
used in the marketing process.

Types of Distribution  
Entities

Explore product  
development and pricing  
issues

marketing mix

demographics  
distribution  
infomercial

Research integrated  
marketing  
communications

banner ads  
screen ads  
relationship  
marketing

Explain the different type  
of entities, wholesalers vs.  
retailers

## Human Resources

Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
What are the aspects of human resources?	Hiring Process	Develop an understanding of attracting and hiring employees	HR management				MG.VI.A-Describe human resource functions and their importance to an organization's successful operation.
	Motivation and Employee Teams		compensation				
	HR Laws	Demonstrate ways to motivate and develop employee teams and groups	job description qualifications				
		Analyze human resource laws/acts	recruitment resume objective orientation promotion transfer termination interview				

	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
analyzing business finances?	How do businesses analyze their finances?	Financial Management	Explore financial management issues of businesses	monetary system				MG.X.A-Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.
		Money, Banking, Credit		financial institution				
		Investment Overview		deposit				
		Accounting	Formulate concepts regarding money, banking, and credit	withdrawal				
				interest				
			Apply above concepts by constructing an investment overview	EFT direct deposit				
				collateral mortgage				
			Promote an understanding of the importance of accounting	budget				
				capital GAAP asset liability equity expense revenue account receivable				
				account payable				