

Curriculum Map: Introduction to Business 2020-2021

Course: INTRO BUS Sub-topic: Uncategorized

Grade(s): 9 to 12

Course Description: Introduction to Business is a course that combines business and economic concepts with practical applications to help students explore business opportunities and to learn to make informed economic decisions in our global economy. This course will contribute to a student's economic citizenship and economic environment through knowledge of skills in selecting and using goods and services. Students will become knowledgeable and appreciative of the American business system and its integral role in the global economic society. Students are required to develop a business plan to present to the class.

Course Textbooks, Workbooks, Materials Citations: *Introduction to Business*, Dr. Betty Brown and Dr. John Clow

Unit: The Economy and You

Timeline: Week 1 to 10

Unit Description: Students will research trends in the world of business to find out how they can affect business and workers.

Unit Essential Questions: How does a citizen evaluate information to make responsible financial decisions?
How do economic systems and conditions impact individuals, business, and society?

Unit Big Ideas: Finance and Economics is managing personal and business assets to make informed decisions about the acquisition, production, and consumption of goods and services.

Unit Materials: Students will use their chromebook, textbook, and the Fast File and workbook pages to complete assignments.

Unit Assignments:

CHAPTER 1

- Fast File 1-1 and 1-2
- Workbook 1-1 and 1-2
- Chapter 1 Review Key Concepts
- Chapter 1 BusinessWeek Reader Case Study
- Role Play-The Importance of Business

CHAPTER 2

- Fast File 3-1 and 3-2
- Workbook 3-1 and 3-2
- Chapter 3 Review Key Concepts
- Chapter 3 BusinessWeek Reader Case Study
- Role Play-The Advantages of Market Economies

CHAPTER 3

- Fast File 3-1 and 3-2
- Workbook 3-1 and 3-2
- Chapter 3 Review Key Concepts
- Chapter 3 BusinessWeek Reader Case Study
- Role Play-Analyzing Economic Indicators

CHAPTER 4

- Fast File 4-1 and 4-2
- Workbook 4-1 and 4-2
- Chapter 4 Review Key Concepts
- Chapter 4 BusinessWeek Reader Case Study
- Role Play-Building on a Historic Site

Unit Key Terminology & Definitions :

CHAPTER 1		
wants	needs	goods
services	resources	business
profit	competition	market research
consumer		

CHAPTER 2		
scarcity	factors of production	natural resources
labor resources	capital resources	entrepreneurial resources
entrepreneurship	entrepreneur	economics
economic systems	market economy	price
supply	demand	equilibrium price
command economy	mixed economy	

CHAPTER 3		
gross domestic product (GDP)	standard of living	inflation
deflation	budget deficit	national debt
budget surplus	business cycle	prosperity
recession	depression	recovery

CHAPTER 4		
ethics	business ethics	sweatshop
code of ethics	conflict of interest	social responsibility

STANDARDS: STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

- [6.1.K.A \(Advanced\)](#) Identify how scarcity influences choice.
- [6.1.2.C \(Advanced\)](#) Explain how choice has consequences.
- [6.1.3.A \(Advanced\)](#) Define scarcity and identify examples of resources, wants, and needs.
- [6.1.3.B \(Advanced\)](#) Identify needs and wants of people. Identify examples of natural, human, and capital resources.
- [6.1.3.D \(Advanced\)](#) Identify reasons why people make a choice.
- [6.1.4.B \(Advanced\)](#) Recognize the difference between basic needs and wants. Explain the role of producers in making goods and providing services.
- [6.1.5.A \(Advanced\)](#) Explain how limited resources and unlimited wants cause scarcity.
- [6.1.5.B \(Advanced\)](#) Explain ways in which people meet their basic needs and wants. Demonstrate the use of human and capital resources in the production of a specific good.
- [6.1.5.D \(Advanced\)](#) Demonstrate how availability of resources affects choices.
- [6.1.6.A \(Advanced\)](#) Explain how limited resources and unlimited wants cause scarcity.
- [6.1.6.B \(Advanced\)](#) Compare ways that people meet their needs with how they meet their wants. Describe how resources are combined to produce different goods and services.
- [6.1.6.D \(Advanced\)](#) Identify incentives that affect personal choices.
- [6.1.7.A \(Advanced\)](#) Explain how limited resources and unlimited wants cause scarcity.
- [6.1.9.A \(Advanced\)](#) Analyze how choices are made because of scarcity.
- [6.1.U.A \(Advanced\)](#) Analyze how choices are made because of scarcity.
- [6.1.C.B \(Advanced\)](#) Evaluate the economic reasoning behind a choice.

6.2.K.A (Advanced)	Identify goods and consumers.
6.2.1.D (Advanced)	Explain the role of money in determining price.
6.2.2.E (Advanced)	Identify the impact on a community when a business closes.
6.2.3.B (Advanced)	Identify competing sellers in the local market.
6.2.3.E (Advanced)	Describe the effect of local businesses opening and closing.
6.2.4.B (Advanced)	Determine how sellers compete with one another.
6.2.4.G (Advanced)	Explain the three basic questions all economic systems must answer.
	• What to produce? • How? • For whom?
6.2.5.A (Advanced)	Describe how goods and services are distributed.
6.2.5.G (Advanced)	Describe various economic systems.
	• Traditional • Market • Command
6.2.6.B (Advanced)	Explain why and how market competition takes place.
6.2.6.G (Advanced)	Examine how various economic systems address the three basic questions.
	• What to produce? • How? • For whom?
6.2.7.B (Advanced)	Explain why and how market competition takes place.
6.2.8.B (Advanced)	Identify positive and negative effects of market competition.
6.2.9.D (Advanced)	Explain the laws of supply and demand and how these affect the prices of goods and services.
6.2.9.E (Advanced)	Analyze the characteristics of economic expansion, recession, and depression.
6.2.12.D (Advanced)	Predict how changes in supply and demand affect equilibrium price and quantity sold.
6.2.12.E (Advanced)	Evaluate the health of an economy (local, regional, national, global) using economic indicators.
6.2.W.E (Advanced)	Analyze the impact of the business cycle on individual and group behavior over time. Analyze the characteristics of economic expansion, recession, and depression.
6.3.1.A (Advanced)	Identify examples of goods and services.
6.3.7.A (Advanced)	Explain the impact of public goods and services on the local community and state.
6.5.6.D (Advanced)	Explain how profits and losses serve as incentives.
15.6.12.F (Advanced)	Evaluate criteria for personal spending in relation to the economic climate.
15.6.12.I (Advanced)	Analyze the functions of the Federal Reserve and other financial institutions.
15.8.5.C (Advanced)	Explain the importance of ethical behavior in various situations.
15.8.8.C (Advanced)	Discuss ethical and unethical behaviors and their impact on business and organizations. Reference Economics 6.5.8.C
15.8.12.C (Advanced)	Critique major social and ethical decisions made by business and organizations throughout history. Reference Economics 6.5.12.C

(* standards consolidated from Topic level)

Topic: Chapter 1-Basic Economic Concepts

Minutes for Topic: 88

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

6.1.K.A (Advanced)	Identify how scarcity influences choice.
6.1.2.C (Advanced)	Explain how choice has consequences.
6.1.3.A (Advanced)	Define scarcity and identify examples of resources, wants, and needs.
6.1.3.D (Advanced)	Identify reasons why people make a choice.
6.1.4.B (Advanced)	Recognize the difference between basic needs and wants. Explain the role of producers in making goods and providing services.
6.1.5.A (Advanced)	Explain how limited resources and unlimited wants cause scarcity.
6.1.5.D (Advanced)	Demonstrate how availability of resources affects choices.
6.1.6.A (Advanced)	Explain how limited resources and unlimited wants cause scarcity.
6.1.6.D (Advanced)	Identify incentives that affect personal choices.
6.1.7.A (Advanced)	Explain how limited resources and unlimited wants cause scarcity.

6.1.9.A (Advanced)	Analyze how choices are made because of scarcity.
6.1.U.A (Advanced)	Analyze how choices are made because of scarcity.
6.1.C.B (Advanced)	Evaluate the economic reasoning behind a choice.
6.2.K.A (Advanced)	Identify goods and consumers.
6.2.2.E (Advanced)	Identify the impact on a community when a business closes.
6.2.3.B (Advanced)	Identify competing sellers in the local market.
6.2.3.E (Advanced)	Describe the effect of local businesses opening and closing.
6.2.4.B (Advanced)	Determine how sellers compete with one another.
6.3.1.A (Advanced)	Identify examples of goods and services.
6.3.7.A (Advanced)	Explain the impact of public goods and services on the local community and state.
6.5.6.D (Advanced)	Explain how profits and losses serve as incentives.

Topic: Chapter 2-Economic Resources and Systems

Minutes for Topic: 88

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

6.1.3.B (Advanced)	Identify needs and wants of people. Identify examples of natural, human, and capital resources.
6.1.5.B (Advanced)	Explain ways in which people meet their basic needs and wants. Demonstrate the use of human and capital resources in the production of a specific good.
6.1.5.D (Advanced)	Demonstrate how availability of resources affects choices.
6.1.6.A (Advanced)	Explain how limited resources and unlimited wants cause scarcity.
6.1.6.B (Advanced)	Compare ways that people meet their needs with how they meet their wants. Describe how resources are combined to produce different goods and services.
6.2.1.D (Advanced)	Explain the role of money in determining price.
6.2.4.G (Advanced)	Explain the three basic questions all economic systems must answer.
	<ul style="list-style-type: none"> • What to produce? • How? • For whom?
6.2.5.A (Advanced)	Describe how goods and services are distributed.
6.2.5.G (Advanced)	Describe various economic systems.
	<ul style="list-style-type: none"> • Traditional • Market • Command
6.2.6.B (Advanced)	Explain why and how market competition takes place.
6.2.6.G (Advanced)	Examine how various economic systems address the three basic questions.
	<ul style="list-style-type: none"> • What to produce? • How? • For whom?
6.2.7.B (Advanced)	Explain why and how market competition takes place.
6.2.8.B (Advanced)	Identify positive and negative effects of market competition.
6.2.9.D (Advanced)	Explain the laws of supply and demand and how these affect the prices of goods and services.
6.2.12.D (Advanced)	Predict how changes in supply and demand affect equilibrium price and quantity sold.

Topic: Chapter 3-Economic Activity in a Changing World

Minutes for Topic: 88

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

6.2.9.E (Advanced)	Analyze the characteristics of economic expansion, recession, and depression.
6.2.12.E (Advanced)	Evaluate the health of an economy (local, regional, national, global) using economic indicators.
6.2.W.E (Advanced)	Analyze the impact of the business cycle on individual and group behavior over time. Analyze the characteristics of economic expansion, recession, and depression.
15.6.12.F (Advanced)	Evaluate criteria for personal spending in relation to the economic climate.
15.6.12.I (Advanced)	Analyze the functions of the Federal Reserve and other financial institutions.

Topic: Chapter 4-Business Ethics and Social Responsibility

Minutes for Topic: 88

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

15.8.5.C (Advanced)	Explain the importance of ethical behavior in various situations.
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[15.8.8.C \(Advanced\)](#)

Discuss ethical and unethical behaviors and their impact on business and organizations. Reference Economics 6.5.8.C

[15.8.12.C \(Advanced\)](#)

Critique major social and ethical decisions made by business and organizations throughout history. Reference Economics 6.5.12.C

Unit: Owning and Operating a Business

Timeline: Week 11 to 23

Unit Description: Unit 2-Owning and Operating a Business, focuses on entrepreneurship, business ownership and operations, business management, leadership in management, and technology and business.

Unit Essential Questions: What factors can encourage and/or inhibit entrepreneurship?

How does an entrepreneur transfer a vision or perceived need into a successful business venture?

Unit Big Ideas: Entrepreneurship integrates creativity, motivation, and business principles to establish and maintain a business venture to meet a need.

Unit Materials: Students will use their chromebook, textbook, and Fast-File and workbook pages to complete assignments.

Unit Assignments: CHAPTER 5

- Fast File 5-1 and 5-2
- Workbook 5-1 and 5-2
- Chapter 5 Review Key Concepts
- Chapter 5 BusinessWeek Reader Case Study
- Role Play-Submitting a Business Plan

CHAPTER 6

- Fast File 6-1 and 6-2
- Workbook 6-1 and 6-2
- Chapter 6 Review Key Concepts
- Chapter 6 BusinessWeek Reader Case Study
- Role Play-Functional Areas of Business

CHAPTER 7

- Fast File 7-1 and 7-2
- Workbook 7-1 and 7-2
- Chapter 7 Review Key Concepts
- Chapter 7 BusinessWeek Reader Case Study
- Role Play-Interviewing for a Management Job

CHAPTER 8

- Fast File 8-1 and 8-2
- Workbook 8-1 and 8-2
- Chapter 8 Review Key Concepts
- Chapter 8 BusinessWeek Reader Case Study
- Role Play-Choosing a Management Style

CHAPTER 9

- Fast File 9-1 and 9-2
- Workbook 9-1 and 9-2
- Chapter 9 Review Key Concepts
- Chapter 9 BusinessWeek Reader Case Study
- Role Play-Clicks-And-Mortar Companies

Unit Key Terminology & Definitions :

CHAPTER 5		
small business	virtual business (dot-com company)	business plan
executive summary	vision statement	mission statement



CHAPTER 6		
sole proprietorship	unlimited liability	partnership
corporation	limited liability	cooperative
nonprofit organization	franchise	producer
processor	manufacturer	intermediary
wholesaler	retailer	production
production	procurement	marketing
management	finance	accounting

CHAPTER 7		
management	planning	organizing
organizational chart	top-level manager	middle manager
operational manager	leading	controlling
line authority	line and staff authority	centralized organization
decentralized organization	departmentalization	entry-level job

CHAPTER 8		
leadership	initiative	human relations
integrity	autocratic leadership	democratic leadership
free-rein leadership	delegating	self-managed teams

STANDARDS: STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

- [6.2.1.A \(Advanced\)](#) Identify goods, consumers, and producers.
- [6.2.2.A \(Advanced\)](#) Identify goods, services, consumers, and producers in the local community.
- [6.2.2.C \(Advanced\)](#) Define personal choice as related to buying an item.
- [6.2.2.D \(Advanced\)](#) Explain how demand for a consumer good impacts price.
- [6.2.4.A \(Advanced\)](#) Explain how a product moves from production to consumption.
- [6.5.2.F \(Advanced\)](#) Explain the responsibilities of a business owner.
- [6.5.5.F \(Advanced\)](#) Define entrepreneurship and its role in the local community.
- [6.5.7.C \(Advanced\)](#) Not covered for this grade.
- [6.5.8.F \(Advanced\)](#) Explain the role of entrepreneurship across the nation.
- [6.5.9.C \(Advanced\)](#) Identify and explain the characteristics of sole proprietorship, partnership, and corporation.
- [6.5.9.D \(Advanced\)](#) Analyze how risks influence business decision-making.
- [6.5.U.F \(Advanced\)](#) Examine leading entrepreneurs in the United States in terms of the risks they took and the rewards they received.
- [15.5.12.C \(Advanced\)](#) Analyze the impact of entrepreneurship in the domestic economy.
- [15.5.12.D \(Advanced\)](#) Create a business plan using appropriate data to support the business concept.
- [15.5.12.E \(Advanced\)](#) Evaluate legal forms of business entities when considering entrepreneurship (e.g., existing business, franchise, new business, corporation, LLC, partnership, sole proprietorship).
- [15.8.12.B \(Advanced\)](#) Analyze the costs and benefits of organizing a business as a sole proprietorship, partnership, or corporation.
- [15.8.12.E \(Advanced\)](#) Evaluate how businesses are organized to achieve desired goals.
- [15.8.12.G \(Advanced\)](#) Analyze leadership skills necessary for leading at various management levels.
- [15.8.12.J \(Advanced\)](#) Analyze the use and purpose of various technology tools used by management.
- [15.8.12.L \(Advanced\)](#) Explain the purpose and activities of a human resource

department in a business or organization.

[15.9.12.L \(Advanced\)](#) Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.

(* standards consolidated from Topic level)

Topic: Chapter 5-Entrepreneurship

Minutes for Topic: 88

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

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|--------------------------------------|---|
| 6.5.2.F (Advanced) | Explain the responsibilities of a business owner. |
| 6.5.5.F (Advanced) | Define entrepreneurship and its role in the local community. |
| 6.5.7.C (Advanced) | Not covered for this grade. |
| 6.5.8.F (Advanced) | Explain the role of entrepreneurship across the nation. |
| 6.5.9.D (Advanced) | Analyze how risks influence business decision-making. |
| 6.5.U.F (Advanced) | Examine leading entrepreneurs in the United States in terms of the risks they took and the rewards they received. |
| 15.5.12.C (Advanced) | Analyze the impact of entrepreneurship in the domestic economy. |
| 15.5.12.D (Advanced) | Create a business plan using appropriate data to support the business concept. |
| 15.5.12.E (Advanced) | Evaluate legal forms of business entities when considering entrepreneurship (e.g.,existing business, franchise, new business,corporation, LLC, partnership, sole proprietorship). |

Topic: Chapter 6-Business Ownership and Operations

Minutes for Topic: 88

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

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|--------------------------------------|--|
| 6.2.1.A (Advanced) | Identify goods, consumers, and producers. |
| 6.2.2.A (Advanced) | Identify goods, services, consumers, and producers in the local community. |
| 6.2.2.C (Advanced) | Define personal choice as related to buying an item. |
| 6.2.2.D (Advanced) | Explain how demand for a consumer good impacts price. |
| 6.2.4.A (Advanced) | Explain how a product moves from production to consumption. |
| 6.5.9.C (Advanced) | Identify and explain the characteristics of sole proprietorship, partnership, and corporation. |
| 15.8.12.B (Advanced) | Analyze the costs and benefits of organizing a business as a sole proprietorship, partnership, or corporation. |

Topic: Chapter 7-Business Management

Minutes for Topic: 88

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

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|--------------------------------------|--|
| 15.8.12.E (Advanced) | Evaluate how businesses are organized to achieve desired goals. |
| 15.8.12.G (Advanced) | Analyze leadership skills necessary for leading at various management levels. |
| 15.8.12.L (Advanced) | Explain the purpose and activities of a human resource department in a business or organization. |

Topic: Chapter 8-Leadership in Management

Minutes for Topic: 88

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

- | | |
|--------------------------------------|--|
| 15.8.12.G (Advanced) | Analyze leadership skills necessary for leading at various management levels. |
| 15.8.12.L (Advanced) | Explain the purpose and activities of a human resource department in a business or organization. |

Topic: Chapter 9-Technology and Business

Minutes for Topic: 88

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[15.8.12.J \(Advanced\)](#)

Analyze the use and purpose of various technology tools used by management.

[15.9.12.L \(Advanced\)](#)

Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.

Unit: Influences on Business

Timeline: Week 24 to 31

Unit Description: Unit 3-Influences on Business, will focus on business in a global economy, the role of government in our economy, and money and financial institutions.

Unit Essential Questions: How can economic and environmental factors influence domestic and international business?

What role do political and legal systems play in global economics?

How do world views impact business?

Unit Big Ideas: Global business is the relationship among cultural, political, legal, economic, and ethical systems that drive the decisions regarding what, how, and for whom to produce.

Unit Materials: Students will use a chromebook, textbook, and workbook pages to complete assignments.

Unit Assignments: CHAPTER 10

- Fast File 10-1 and 10-2
- Workbook 10-1 and 10-2
- Chapter 10 Review Key Concepts
- Chapter 10 BusinessWeek Reader Case Study
- Role Play-Examining Free Trade

CHAPTER 11

- Fast File 11-1 and 11-2
- Workbook 11-1 and 11-2
- Chapter 11 Review Key Concepts
- Chapter 11 BusinessWeek Reader Case Study
- Role Play-A Case for or Against Public Good or Services

CHAPTER 12

- Fast File 12-1 and 12-2
- Workbook 12-1 and 12-2
- Chapter 12 Review Key Concepts
- Chapter 12 BusinessWeek Reader Case Study
- Role Play-Currency for an Island Economy

Unit Key Terminology & Definitions :

CHAPTER 10		
global economy	international trade	multinational corporation
trade	imports	exports
comparative advantage	exchange rate	balance of trade
protectionism	tariff	quota
embargo	free trade	

CHAPTER 11		
interstate commerce	intrastate commerce	monopoly
oligopoly	trust	antitrust laws
contract	breach of contract	copyright
patent	trademark	revenue
privatization	subsidies	tax
tax incentive		

CHAPTER 12

money	monetary system	financial institution
bank account	deposit	withdrawal
interest	electronic funds transfer (EFT)	direct deposit
collateral	mortgage	safe-deposit box
commercial banks	savings and loan associations	credit unions
mortgage companies	finance companies	insurance companies
brokerage firms	Federal Reserve System	reserves

STANDARDS: STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

- [6.2.2.F \(Advanced\)](#) Describe the role of financial institutions as related to consumers' financial needs.
- [6.3.5.A \(Advanced\)](#) Describe the cost and benefits of government economic programs.
- [6.3.6.A \(Advanced\)](#) Examine government's role in providing public goods and services.
- [6.3.6.D \(Advanced\)](#) Explain the benefits of international trade.
- [6.3.12.A \(Advanced\)](#) Evaluate the costs and benefits of government decisions to provide public goods and services.
- [6.3.12.D \(Advanced\)](#) Evaluate the role that governments play in international trade.
- [6.3.C.D \(Advanced\)](#) Explain why governments limit or promote international trade.
- [6.4.2.A \(Advanced\)](#) Identify local examples of specialization of work.
- [6.4.2.C \(Advanced\)](#) Identify products that come from many different countries.
- [6.4.3.A \(Advanced\)](#) Identify local examples of specialization and
- [6.4.3.B \(Advanced\)](#) Identify examples of trade, imports, and exports in the local community.
- [6.4.4.A \(Advanced\)](#) List and explain factors that promote specialization and division of labor.
- [6.4.4.B \(Advanced\)](#) Explain why nations trade.
- [6.4.5.B \(Advanced\)](#) Explain the growth in international trade.
- [6.4.6.B \(Advanced\)](#) Explain how trade affects standards of living.
- [6.4.7.B \(Advanced\)](#) Analyze how changes in trade affect standards of living.
- [6.4.12.A \(Advanced\)](#) Evaluate the comparative advantage of nations in the production of goods and services.
- [6.4.12.B \(Advanced\)](#) Assess the growth and impact of international trade around the world.
- [6.5.2.H \(Advanced\)](#) Describe why people save money in the local bank.
- [6.5.3.H \(Advanced\)](#) Identify the role of banks in our local community.
- [15.7.12.A \(Advanced\)](#) Assess the impact of political and economic changes on global business
- [15.7.12.D \(Advanced\)](#) Analyze how political environments affect international business.
- [15.7.12.F \(Advanced\)](#) Examine economic issues in a country that engages in international business activities.
- [15.7.12.M \(Advanced\)](#) Identify strategies employed to promote global business opportunities.

(* standards consolidated from Topic level)

Topic: Chapter 10-Business in a Global Economy

Minutes for Topic: 88

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

6.3.6.D (Advanced)	Explain the benefits of international trade.
6.3.12.D (Advanced)	Evaluate the role that governments play in international trade.
6.3.C.D (Advanced)	Explain why governments limit or promote international trade.
6.4.2.A (Advanced)	Identify local examples of specialization of work.
6.4.2.C (Advanced)	Identify products that come from many different countries.
6.4.3.A (Advanced)	Identify local examples of specialization and
6.4.3.B (Advanced)	Identify examples of trade, imports, and exports in the local community.
6.4.4.A (Advanced)	List and explain factors that promote specialization and division of labor.
6.4.4.B (Advanced)	Explain why nations trade.
6.4.5.B (Advanced)	Explain the growth in international trade.
6.4.6.B (Advanced)	Explain how trade affects standards of living.
6.4.7.B (Advanced)	Analyze how changes in trade affect standards of living.
6.4.12.A (Advanced)	Evaluate the comparative advantage of nations in the production of goods and services.
6.4.12.B (Advanced)	Assess the growth and impact of international trade around the world.
15.7.12.A (Advanced)	Assess the impact of political and economic changes on global business
15.7.12.D (Advanced)	Analyze how political environments affect international business.
15.7.12.F (Advanced)	Examine economic issues in a country that engages in international business activities.
15.7.12.M (Advanced)	Identify strategies employed to promote global business opportunities.

Topic: Chapter 11-The Role of Government in Our Economy

Minutes for Topic: 88

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

6.3.5.A (Advanced)	Describe the cost and benefits of government economic programs.
6.3.6.A (Advanced)	Examine government's role in providing public goods and services.
6.3.12.A (Advanced)	Evaluate the costs and benefits of government decisions to provide public goods and services.

Topic: Chapter 12-Money & Financial Institutions

Minutes for Topic: 88

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

6.2.2.F (Advanced)	Describe the role of financial institutions as related to consumers' financial needs.
6.5.2.H (Advanced)	Describe why people save money in the local bank.
6.5.3.H (Advanced)	Identify the role of banks in our local community.

Unit: Buying Goods and Services

Timeline: Week 32 to 39

Unit Description: Unit 3-Buying Goods and Services, will focus on making consumer decisions, consumer rights and responsibilities, and protecting consumers.

Unit Essential Questions: How do economic systems and conditions impact individuals, business, and society?

Unit Big Ideas: Finance and Economics is managing personal and business assets to make informed decisions about the acquisition, production, and consumption of goods and services.

Marketing is the processing of creating, communicating, delivering, and exchanging products or services that have value for customers, clients, and society.

Unit Materials: Students will use a chromebook, textbook, and workbook pages to complete assignments.

Unit Assignments: CHAPTER 22

- Fast File 22-1 and 22-2
- Workbook 22-1 and 22-2
- Chapter 22 Review Key Concepts

- Chapter 22 BusinessWeek Reader Case Study
- Role Play-Shopping for a New Computer

CHAPTER 23

- Fast File 23-1 and 23-2
- Workbook 23-1 and 23-2
- Chapter 23 Review Key Concepts
- Chapter 23 BusinessWeek Reader Case Study
- Role Play-Practice Customer Service Skills

CHAPTER 24

- Fast File 24-1 and 24-2
- Workbook 24-1 and 24-2
- Chapter 24 Review Key Concepts
- Chapter 24 BusinessWeek Reader Case Study
- Role Play-What Should You Do?

Unit Key Terminology & Definitions :

CHAPTER 22		
consumer	brand name	generic products
comparison shopping	promotional sale	clearance sale
loss leaders	impulse buying	warranty

CHAPTER 23		
consumer rights	consumer movement	product liability
bait and switch	pollution	conservation
recycling	boycott	

CHAPTER 24		
consumer advocates	grade labels	recall
legal monopoly	licenses	price discrimination
warranty	express warranty	full warranty
limited warranty	Better Business Bureau (BBB)	

STANDARDS: STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[10.2.6.B \(Advanced\)](#) Explain the relationship between health-related information and consumer choices.

- dietary guidelines/food selection
- sun exposure guidelines/sunscreen selection

[11.1.3.D \(Advanced\)](#) Explain consumer rights and responsibilities.

- To be safe
- To be informed
- To be heard
- To choose
- To redress

[11.1.9.D \(Advanced\)](#) Explain how consumer rights and responsibilities are protected (e.g., government agencies, consumer protection agencies, consumer action groups).

- [11.1.12.D \(Advanced\)](#) Evaluate the role of consumer rights and responsibilities in the resolution of a consumer problem through the practical reasoning process
- [11.3.12.B \(Advanced\)](#) Evaluate the role of Government agencies in safeguarding our food supply (e.g., USDA, FDA, EPA and CDC).
- [15.5.8.K \(Advanced\)](#) Identify government agencies and regulations that impact business.

(* standards consolidated from Topic level)

Topic: Chapter 22-Making Consumer Decisions

Minutes for Topic: 88

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

- [10.2.6.B \(Advanced\)](#) Explain the relationship between health-related information and consumer choices.
- dietary guidelines/food selection
 - sun exposure guidelines/sunscreen selection

Topic: Chapter 23-Consumer Rights & Responsibilities

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

- [11.1.3.D \(Advanced\)](#) Explain consumer rights and responsibilities.
- To be safe
 - To be informed
 - To be heard
 - To choose
 - To redress
- [11.1.9.D \(Advanced\)](#) Explain how consumer rights and responsibilities are protected (e.g., government agencies, consumer protection agencies, consumer action groups).
- [11.1.12.D \(Advanced\)](#) Evaluate the role of consumer rights and responsibilities in the resolution of a consumer problem through the practical reasoning process

Topic: Chapter 24-Protecting Consumers

Minutes for Topic: 88

STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

- [11.3.12.B \(Advanced\)](#) Evaluate the role of Government agencies in safeguarding our food supply (e.g., USDA, FDA, EPA and CDC).
- [15.5.8.K \(Advanced\)](#) Identify government agencies and regulations that impact business.