

Curriculum Map: Exploring Business 2022-23

Course: INTRO BUS Sub-topic: Uncategorized

Grade(s): 9 to 12

Course Description: Students will learn what it takes to manage a business within a small business community. You will be responsible for writing letters and memorandums, handling banking services, advertising, accounting, and paying bills.

Curriculum Guide:
Exploring Business is a class that is designed to give students the opportunity to learn about the variety of business classes offered at Wyalusing. This course will cover small sections of career exploration, marketing, accounting, desktop publishing, multi-media presentation, and a checkbook simulation. Students will gain "hands-on" experience with a variety of computer programs and be able to express their creativity through projects and assignments.

Course Textbooks, Workbooks, Materials Citations: Credit Basics - Practical Money Skills
- https://www.practicalmoneyskills.com/learn/credit/credit_basics

Zapitalism Business Simulation Game - <http://www.zapitalism.com/index.php>

Present It!, 2nd Edition, B.E. Publishing, copyright 2012 (Business Plan)

Word It!, 2nd Edition, B.E. Publishing, copyright 2011 (Business correspondence)

Unit: Unit 1 - Business Logos

Timeline: Week 1

Unit Description: This unit will focus on teaching students what business logos are, why they are important, and allow students to design a logo for a business of their choice.

Unit Essential Questions: What influences an entrepreneurial venture?

Unit Big Ideas: Logos are important to the success of businesses.

Unit Materials: Internet

Unit Assignments: Ten examples of good logos exercise
Create a logo for your business exercise

Unit Key Terminology & Definitions : logo

STANDARDS: STANDARDS
STATE: Pennsylvania SAS Academic Standards (2009-2013)
[15.9.12.I \(Advanced\)](#) Design a comprehensive promotion plan for a product or service.

Topic: Business Logos

Minutes for Topic: 132

Unit: Unit 2 - Advertisements

Timeline: Week 2

Unit Description: This unit will focus on teaching the students about the purpose of advertising, different types of advertising, and allow students to create their own advertisements for a business of their choice.

Unit Essential Questions: How do external factors influence the marketing process?
How does consumer behavior influence the marketing mix?
How do marketing strategies impact individuals, business, and society?

Unit Big Ideas: Advertising is important to the success of a business.

Unit Materials: The Influence of Advertising Slide presentation - www.practicalmoneyskills.com
Internet

Unit Assignments: Examples of good ads exercise
Student worksheets and quiz on advertising
Create an ad for your business exercise
Create the front cover for a cereal box exercise

Unit Key Terminology & Definitions : advertisement
brand advertising
direct sales advertising
relationship building advertising
negative option
unfinished comparison
perceptual contrast
bait and switch

STANDARDS: STANDARDS
STATE: Pennsylvania SAS Academic Standards (2009-2013)
[15.9.12.B \(Advanced\)](#) Analyze how marketing influences today's households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.

Topic: Advertising
Minutes for Topic: 264

Unit: Unit 3 - Exploring Business

Timeline: Week 3

Unit Description: This unit will focus on having small business owners from the local community speak to the students about running their small business. In the past, we have had owners of a bakery, a gift shop, a veterinary consulting business, a beekeeping business, and a construction company. Students learn how the business started, the pros and cons of running your own business, lessons learned from running your own business, and have the opportunity to ask questions to the business owners.

Unit Essential Questions: What influences an entrepreneurial venture?

Unit Big Ideas: Small business owners have a wealth of information about what it takes to run a small business.

Unit Assignments: written student reflections on lessons learned about running a small business

Unit Key Terminology & Definitions : entrepreneur

STANDARDS: STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[15.5.12.A \(Advanced\)](#) Analyze personal choices in preparation for entrepreneurship.

[15.5.12.B \(Advanced\)](#) Evaluate personal management and organizational abilities to succeed in entrepreneurship. Reference Career Education and Work 13.4.12 A - B

[15.5.12.M \(Advanced\)](#) Analyze funding sources for an entrepreneurship including, IPO, venture capital, loans, and owner capital

Topic: Guest Speakers
Minutes for Topic: 132

Unit: Unit 4 - Business Correspondence

Timeline: Week 4

Unit Description: This unit will focus on the common types of correspondence used in small businesses: letters, memos, and business cards. Students will learn the formats and when to use them. They will then create them for the small business of their choice.

Unit Essential Questions: What makes communication effective?

What decisions does a writer or a speaker make when considering topic, purpose, and audience?

What are the available communication tools to complete a task?

What is the relationship between communication and professionalism?

Unit Big Ideas: Written communication is important to the success of a small business.

Unit Materials: Internet

Unit Assignments: Letter and memo student assignments

Unit Key Terminology & Definitions : letter
memorandum

block, modified block, and semi-block format

STANDARDS: STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[15.3.12.B \(Advanced\)](#) Analyze business documents for content and effectiveness.

[15.3.12.D \(Advanced\)](#) Evaluate business materials (including web based resources) for value related to purpose, quality, and appropriateness

Topic: Letters

Minutes for Topic: 176

Topic: Memos

Minutes for Topic: 88

Topic: Business Cards

Minutes for Topic: 44

Unit: Unit 5 - Business Forms

Timeline: Week 5

Unit Description: This unit will focus on teaching students about invoices and purchase orders. Students will learn about the forms and when to use them. They will also create invoices and purchase orders for the business of their choice.

Unit Essential Questions: What makes communication effective?

What decisions does a writer or a speaker make when considering topic, purpose, and audience?

What are the available communication tools to complete a task?

Unit Big Ideas: Business forms are important to the success of a business.

Unit Materials: Internet

Unit Assignments: Invoice assignments

Purchase order assignments

Unit Key Terminology & Definitions : invoice

purchase order

STANDARDS: STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[15.3.12.A \(Advanced\)](#) Evaluate work product and make recommendations based on content. Reference English Language Arts CC.1.4.11-12.T

[15.3.12.B \(Advanced\)](#) Analyze business documents for content and effectiveness.

Topic: Invoices

Minutes for Topic: 88

Topic: Purchase Orders

Minutes for Topic: 88

Unit: Unit 6 - Checking Accounts

Timeline: Week 6 to 9

Unit Description: This unit will focus on teaching students about checking accounts. They will learn the purpose of checking accounts and how to use and maintain a checking account. They will learn about deposits, writing checks, endorsing checks, maintaining a check register, and balancing a checkbook. The unit will culminate in a simulation of running a checkbook for three months to include all transactions and balancing the checkbook each month.

Unit Essential Questions: How does organized record keeping impact finances?

Unit Big Ideas: Checking accounts are important to the financial success of a business.

Unit Assignments: Deposit ticket student exercises
Check student exercises
Check register student exercises
Balancing a checkbook student exercises
Checkbook simulation exercises
Checking Account Test

Unit Key Terminology & Definitions : checking account
joint checking account
individual checking account
signature card
deposit
withdraw
ATM
check
endorse
balance a checkbook
debit card
Automated Teller Machine (ATM) card
void a check
blank, restrictive, and full endorsement
overdraft
overdraft protection

STANDARDS: STANDARDS
STATE: Pennsylvania SAS Academic Standards (2009-2013)
[15.6.12.G \(Advanced\)](#) Identify strategies for personal financial management.

Topic: Checking Account Introduction
Minutes for Topic: 44

Topic: Deposit Tickets
Minutes for Topic: 44

Topic: Check Register
Minutes for Topic: 176

Topic: Bank Statement
Minutes for Topic: 44

Topic: Endorse Checks

Minutes for Topic: 44

Topic: Reconcile Checkbook

Minutes for Topic: 88

Topic: Budgeting

Minutes for Topic: 44

Topic: Checkbook Simulation

Minutes for Topic: 660

Unit: Unit 7 - Business Plan

Timeline: Week 10 to 11

Unit Description: This unit will focus on what a business plan is and why it is important to a business owner. Students will look at sample business plans and create a business plan for a business of their choice.

Unit Essential Questions: What influences an entrepreneurial venture?

Unit Big Ideas: A business plan is key to the success of a business.

Unit Materials: Internet

Unit Assignments: Sample Business Plans student exercise
Business plan for a business of the student's choice

Unit Key Terminology & Definitions : business plan
executive summary
financial position
marketing strategies
analysis of competition

STANDARDS: STANDARDS
STATE: Pennsylvania SAS Academic Standards (2009-2013)
15.5.12.D (Advanced) Create a business plan using appropriate data to support the business concept.

Topic: Overview of Business Plans

Minutes for Topic: 132

Topic: Create Business Plan

Minutes for Topic: 440

Unit: Unit 8 - Credit Basics

Timeline: Week 12 to 14

Unit Description: This unit will focus on credit. Students will learn about why credit is important, what credit ratings are and how they work, and how credit cards work.

Unit Essential Questions: What constitutes sound financial decision making?

Unit Big Ideas: Understanding and using credit is important to the success of a business.

Unit Assignments: Student Credit exercises
Credit test

Unit Key Terminology & Definitions :

- annual fee
- annual percentage rate (APR)
- balance
- credit bureau
- credit line
- credit rating
- credit score
- credit report
- grace period
- introductory rate
- annual fee
- transaction fee
- credit limit
- minimum payment
- average daily balance
- overdraft protection
- character
- capital
- capacity
- 20-10 rule
- secured credit card
- truth in lending act
- fair credit reporting act
- fair credit billing act
- fair debt collection practices act
- single payment credit
- installment credit
- revolving credit

STANDARDS: STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[15.6.12.G \(Advanced\)](#) Identify strategies for personal financial management.

[15.6.12.H \(Advanced\)](#) Evaluate payment methods for major purchases.

[15.6.12.K \(Advanced\)](#) Analyze the impact of a positive or negative credit history.

[15.6.12.L \(Advanced\)](#) Research major consumer credit laws and their impact on individuals in debt.

[15.6.12.M \(Advanced\)](#) Assess the impact of identity theft; develop a plan for correcting a negative credit report.

Topic: Credit Basics

Minutes for Topic: 572

Unit: Unit 9 - Accounting

Timeline: Week 15 to 16

Unit Description: Students will learn about the Accounting Equation: Assets = Liabilities + Owner's Equity. They will be given scenarios and will see how they affect the accounting equation.

Unit Essential Questions: Accounting is important to the success of a business.

Unit Big Ideas: How does financial information impact decisions?

Unit Assignments: Student accounting exercises

Unit Key Terminology & Definitions : asset
liability
owner's equity

STANDARDS: STANDARDSSTATE: [Pennsylvania SAS Academic Standards \(2009-2013\)](#)

[15.1.12.C \(Advanced\)](#) Analyze business transactions using Taccounts to determine their impact on a business

Topic: Accounting Equation

Minutes for Topic: 440

Unit: Unit 10 - Business Simulation

Timeline: Week 17

Unit Description: Students will work with a partner to run a business of their choice using the Zapitalism business simulation software and will see the effect of their decisions on the success of their business. Students will make choose what to sell, set prices, pay bills and taxes, make investments, take out loans, etc.

Unit Essential Questions: What influences an entrepreneurial venture?

Unit Big Ideas: Running a successful business involves knowledge of all areas of business.

Unit Materials: Zapitalism website and Internet

Unit Assignments: Zapitalism Business Simulation

Unit Key Terminology & Definitions : net cash
total debt
recurring expenses
loans
overhead

STANDARDS: STANDARDSSTATE: [Pennsylvania SAS Academic Standards \(2009-2013\)](#)

[15.5.12.B \(Advanced\)](#) Evaluate personal management and organizational abilities to succeed in entrepreneurship. Reference Career Education and Work 13.4.12 A - B

[15.5.12.I \(Advanced\)](#) Evaluate the functions of operations management as influenced by the business parameters.

[15.6.12.A \(Advanced\)](#) Evaluate the impact of internal and external influences on financial decisions.

Topic: Business Simulation

Minutes for Topic: 220