

## General Business

Terms: 1 (9 weeks for 90 minutes a day)

Grade Level: 9-12

Text Used: Introduction to Business: Our Business and Economic World, Glencoe, 2008.

### After completing General Business, students should be able to:

1. Understand basic business concepts.
  - A. Explain the difference between wants and needs.
  - B. Discuss what businesses do to provide goods and services.
  - C. Explain the steps in the decision making process.
  
2. Explain economic challenges facing business.
  - A. Identify the four factors of production.
  - B. Explain the concept of scarcity.
  - C. List the three questions every society must answer regarding the production and distribution of goods and services.
  - D. Explain the circular flow of economic activity.
  
3. Explain how we measure economic performance.
  - A. Describe the four phrases of the business cycle.
  - B. Explain how economic activity is measured.
  - C. Explain how the federal gov't tries to maintain stability in our economy.
  - D. Explain what inflation is and how it affects the economy.
  
4. Describe the motivations of business.
  - A. Describe the private enterprise system.
  - B. Explain what motivates business.
  - C. Describe some benefits businesses provide to communities.
  
5. Understand how a market economy works.
  - A. Explain how prices affect consumers and producers.
  - B. Discuss how prices are determined.
  - C. Identify several circumstances that will cause prices of goods or services to change.
  - D. Describe the cause-and-effect relationship of consumers and producers in our market economy.

- E. List the four stages the American economy has gone through.
6. Describe the private enterprise environment.
    - A. Describe the rise of business in the U.S.
    - B. Enumerate the five basic types of businesses.
    - C. Explain how consumers benefit from bs. Competition.
  7. Understand the building blocks a business organization—management.
    - A. Explain the ways in which a businesses organize.
    - B. Describe the three levels of management.
    - C. Identify and give example so the four functions of management.
    - D. List the qualities that are essential for all managers.
    - E. Describe the advantages and disadvantages of being a manger.
  8. Describe how to manage a diverse workforce.
    - A. Describe the steps in the employment process.
    - B. List the leadership traits of effective human resource mangers.
    - C. Compare the advantages and disadvantages of using different types of communication in managing a workforce.
    - D. Describe virtual reality and explain how it can be used to train certain types of workers.
  9. Understand how to manage business finances.
    - A. Explain the accounting equation.
    - B. Name two kinds of financial statements and describe the information each provides.
    - C. Describe the role of the financial manger within a business.
    - D. Discuss the three main responsibilities of financial management.
  10. Describe how goods and services are produced worldwide.
    - A. Identify three element of an operations system.
    - B. Explain how quality control, maintenance, and cost control contribute to the efficient production of goods and services.
    - C. Describe how goods and services are distributed.
  11. Explain marketing as it applies to today's economy.
    - A. Identify the four elements that make up the marketing mix.
    - B. Define the life cycle of a product.
    - C. Discuss the needs and motivations of consumers.
    - D. Describe the role of pricing, packaging, and promotion in marketing goods and services.

Course Outline:

Learn about the basics of economics and business. Also, challenge yourself for the term by playing the online Stock Market Game. Places 1-5 will earn bonus points or a school store gift certificate.

Introduction to Business Online Resources ([Glencoe](#))

Chapter Review Assignments are completed via the network here:  
[Sdaapps-business-GeneralBusiness-ChapterReviewAssignments](#)

Business Information, Interactive Quizzes, and more at [Investopedia University](#)

Announcements:

Week 1

Class Introductions

Syllabus

Stock Basics

Stock Basics Review Questions

[Stock Market Basics Quiz](#)

VSE ([Stock Market Simulation](#))

Research stocks, make trades

[Did You Know 4.0](#)

Introduction to Business Online Resources ([Glencoe](#))

Read Chapter 1 Basic Economic Concepts

Take Chapter 1 Notes

Chapter 1 Review Handout

Chapter 1 Portfolio

Chapter 1 Quiz (on network)

Week 2

[The Crisis of Credit Video](#)

Video: Introduction to Economics

WSJ Classroom Edition: [BP's Brand Takes a Spill](#)

Chapter 2 Economic Resources and Systems

Take Chapter 2 Notes

Chapter 2 Review Handout

[WSJ: The End of Wall Street Videos](#)

Chapter 2 Portfolio

Chapter 2 Quiz

[Economics Basics Quiz](#)

Week 3

Unit 1 Research Project

Chapter 3 Economic Activity in a Changing World

Chapter 3 Review Handout

Economic Indicators Activity

Local Company Hits the Jackpot with Squinkies

Chapter 3 Portfolio

Chapter 3 Quiz

Economic Indicators Overview

Economy at a Glance (bls.gov)

Week 4

Finish Chapter 3 Portfolio

Chapter 4 Business Ethics & Social Responsibility (Notes & Review)

Chapter 4 Review Handout

Social Responsibility & Green Business Activity

Week 5

Chapter 4 Portfolio

Chapter 4 Quiz

Green Products Activity

Trends in Business = Green (Extra Credit)

"It's Getting Easier to be Green" Article (Extra Credit)

Kilowatt Ours Video

How to Reduce Your Carbon Footprint Activity

Unit 1 Review

Week 6

Review for Exam Using--Introduction to Business Online Resources (Glencoe)

Unit Exam (Chapters 1-4)

Read the WSJ Classroom Edition Article:

A Career Crystal Ball What Will the Jobs of the Future Be? and POST TO THE MESSAGE BOARD FOR THIS CLASS

Visit the Census Articles on USA Today and POST TO THE MESSAGE BOARD FOR THIS CLASS

PBS Inside the Meltdown DVD

Stimulus Package [www.recovery.gov](http://www.recovery.gov)

WSJ Classroom Edition December 2010: Special Issue The iSpies (Internet Privacy and Security)

WSJ The Tracking Ecosystem

WSJ Track Your Own Exposure

Week 7

Chapter 10 Business in a Global Economy

Chapter 10 Notes

Chapter 10 Review Handout

Chapter 10 Portfolio

Chapter 10 Quiz

Chapter 11 The Role of Government in our Economy

Chapter 12 Money & Banking

Weeks 8 & 9

Downtown Economics

The Local Costs and Benefits of Wal-Mart Study

Criticism of Wal-Mart

Sprawl-Busters

Main Street vs. The Megastore

Should communities act to protect local business from megastores?

Sam Walton DVD

PBS Frontline: Is Walmart Good for America DVD

Store Wars DVD

Project Work Time (Yes/No/Reaction)

Wal-Mart the High Cost of Low Price DVD

Fixing the Future DVD

Turn in books

Clean N: Drive

Extras:

DVD: Explaining the Stock Market

Stock Market Simulation [www.vse.marketwatch.com](http://www.vse.marketwatch.com)

Wall Street Journal Classroom Edition [www.wsjclassroom.com](http://www.wsjclassroom.com)

Bureau of Labor Statistics [www.bls.gov](http://www.bls.gov)

Glencoe Resources [www.glencoe.com](http://www.glencoe.com)

