

# Introduction to Business Overview

Content Area: **Computer Science & Business**  
Course(s): **Math , BUSINESS AND CONSUMER LAW**  
Time Period:  
Length: **90 Days**  
Status: **Published**

## Cover

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### **EAST BRUNSWICK PUBLIC SCHOOLS**

**East Brunswick New Jersey**

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Course Adoption: 11/17/16

Curriculum Adoption: 11/17/16

Date of Last Revision Adoption: 9/1/2017

## Course Overview

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## COURSE DESCRIPTION

Introduction to Business is a half-year course designed to introduce the student to the environment of business today. Students will examine the world of business and how it can and does affect their lives. Ethical and social responsibility issues will be discussed, as well as the increasing importance of international (global) business. The course is designed to be an introduction to the business electives offered at the high school level. It incorporates marketing, accounting, economics, business ownership/entrepreneurship, management/organization, human resources, finance, investment, and legal aspects of the business environment.

## COURSE SCOPE AND SEQUENCE

Sequential Unit Description	Associated NJ SLS	Other Pacing Guide References	Proficiency Assessments
			Do Nows
Unit 1 - The Economy & You	CRP1.		Class Discussions/ student led questioning
• Chapter 1 Basic Economic Concepts	CRP2.		
• Chapter 2 Economic Resources and Systems	CRP4		
• Chapter 3 Economic Activity in a Changing World	9.3.12.BM-BIM.3 9.3.12.BM-BIM.4 9.3.12.BM-BIM.5	4 weeks	Classwork assignments
• Chapter 4 Business Ethics and Social Responsibility	9.3.21.BM-MGT.1 9.3.12.BM-MGT.2		Current Event
			Projects
			Tests
Unit 2 - Owning and Operating a Business	CRP1.		Do Nows
• Chapter 5 Entrepreneurship and Small Business	CRP2.		
• Chapter 6 Business Ownership and Operations	CRP4		Class Discussions/ student led questioning
• Chapter 7 Business Management	9.3.12.BM-BIM.3 9.3.12.BM-BIM.4 9.3.12.BM-BIM.5	4 weeks	

	9.3.21.BM-MGT.1			
	9.3.12.BM-MGT.2			Classwork assignments
				Current Event
				Projects
				Tests Do Nows
				Class Discussions/ student led questioning
Unit 3 - Influences on Business	CRP1.			
• Chapter 10 Business in a Global Economy	CRP2.			
• Chapter 11 The Role of Government in Business	CRP4	2 weeks		Classwork assignments
• Chapter 12 Money and Financial Institutions	9.3.12.BM-BIM.3 9.3.12.BM-BIM.4 9.3.12.BM-BIM.5			Current Event
				Projects
				Tests Do Nows
Unit 4 - Marketing	CRP1.			
	CRP2.			
• Chapter 13 Marketing in Today's World	CRP4	2 weeks		Class Discussions/ student led questioning
• Chapter 14 Advertising	9.3.12.BM-BIM.3 9.3.12.BM-BIM.4 9.3.12.BM-BIM.5			

			Classwork assignments
			Current Event
			Projects
			Tests Do Nows
	CRP1.		Class Discussions/
	CRP2.		student led questioning
	CRP4		
	9.3.12.BM-HR.1		
Unit 5 - Human Resources	9.3.12.BM-BIM.3		
• Chapter 15 Human Resources Management	9.3.12.BM-BIM.4	2 weeks	Classwork assignments
	9.3.12.BM-BIM.5		
	9.3.21.BM-MGT.1		
	9.3.12.BM-MGT.2		Current Event
	9.3.21.BM-MGT.1		
	9.3.12.BM-MGT.2		Projects
			Tests Do Nows
	CRP1.		
	CRP2.		
Unit 6 - Financial and Technological Resources	CRP4		Class Discussions/
• Chapter 17 Managing Business Finances	9.3.12.FN-ACT.1	2 weeks	student led questioning
• Chapter 18 Technology in the Workplace	9.3.12.FN-ACT.2		
	9.3.12.FN-ACT.3		Classwork

9.3.12.FN-ACT4	assignments
9.3.12.BM-BIM.3	
9.3.12.BM-BIM.4.	Current Event
9.3.12.BM-BIM.5	
9.3.21.BM-MGT.1	Projects
9.3.12.BM-MGT.2	
	Tests

## CONTENT FOCUS AREA AND COURSE NAME

***Course Name: Introduction to Business***

Course Number	School Numbers	Course Level	Grads(s)	Credits	Min. Per Week	Elective/Required	Initial Course Adopted
1401	055 050	S	9-12	2.50	210	E	10/2016

## Textbooks and Other Resources

Introduction to Business - McGraw-Hill

Online resources (ConnectED) through McGraw-Hill

## Standards

9.3.12.BM.1	Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
9.3.12.BM.2	Describe laws, rules and regulations as they apply to effective business operations.
9.3.12.BM.3	Explore, develop and apply strategies for ensuring a successful business career.
9.3.12.BM.4	Identify, demonstrate and implement solutions in managing effective business customer relationships.
9.3.12.BM.5	Implement systems, strategies and techniques used to manage information in a business.

9.3.12.BM.6	Implement, monitor and evaluate business processes to ensure efficiency and quality results.
9.3.12.BM-BIM.3	Access, evaluate and disseminate information for business decision making.
9.3.12.BM-BIM.4	Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
9.3.12.BM-BIM.5	Plan, organize and manage an organization/department to achieve business goals.
9.3.12.BM-HR.1	Describe and follow laws and regulations affecting human resource operations.
9.3.12.BM-MGT.2	Access, evaluate and disseminate information for business decision making.
9.3.12.FN-ACT.1	Describe and follow laws and regulations to manage accounting operations and transactions.
9.3.12.FN-ACT.3	Process, evaluate and disseminate financial information to assist business decision making.
9.3.12.FN-ACT.4	Utilize career-planning concepts, tools and strategies to explore, obtain and/or develop an accounting career.
9.3.12.FN-ACT.2	Utilize accounting tools, strategies and systems to plan, monitor, manage and maintain the use of financial resources.
9.3.21.BM-MGT.1	Describe and follow laws and regulations affecting business operations and transactions.
CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.2	Modify Personalized Student Learning Plans to support declared career goals.
CAEP.9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.

## **Grading and Evaluation Guidelines**

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### **GRADING POLICY**

Projects 25%

Classwork 25%

Tests/Quizzes 25%

Class Participation 15%

Current Events 10%

### **COURSE EVALUATION**

Course achievement will be evaluated based on the percent of all pupils who achieve the minimum level of proficiency (final average grade) in the course. Student achievement levels above minimum proficiency will also be reported. Final grades, and where relevant mid-term and final exams, will be analyzed by staff for the total cohort and for sub-groups of students to determine course areas requiring greater support or modification.)

## **Other Details**

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### **12051 Introductory Business**

Introductory Business courses survey an array of topics and concepts related to the field of business. These courses introduce business concepts such as banking and finance, the role of government in business, consumerism, credit, investment, and management. They usually provide a brief overview of the American economic system and corporate organization. Introductory Business courses may also expose students to the varied opportunities in secretarial, accounting, management, and related fields.