

Unit 2: Business & Society

Content Area: **21st Century Life & Careers**
Course(s): **Business and Consumer Math**
Time Period: **Semester 1**
Length: **3 Weeks**
Status: **Published**

Unit Introduction

Standards

9.4.N.(1); 9.4.N.(2); 9-12.9.2.12.F

BUS.9-12.I.1	Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
BUS.9-12.II	Consumers and Their Behavior
BUS.9-12.II.1.A	Characteristics of Consumer Behavior
BUS.9-12.III.1.F	Culture

Essential Questions

1. Why do we need knowledge of the free enterprise system?
2. How do ethics and social responsibility impact society?

Content / Skills

CONTENT

- Types of Business ^[1]_[SEP]
- Functions of Business ^[1]_[SEP]
- The Free Enterprise System ^[1]_[SEP]

SKILLS ^[1]_[SEP]

- Compare for-profit and nonprofit organizations
- Distinguish between public and private sectors ^[1]_[SEP]
- List the major types of businesses in the organizational market ^[1]_[SEP]
- List the major functions of business

