# **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 [I]
- Functions of Business SEP
- The Free Enterprise System [SEP]

# SKILLS SEP

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