

# 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

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## Standards

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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

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

## Content / Skills

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### CONTENT

- Types of Business
- Functions of Business
- The Free Enterprise System

### SKILLS

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

