



SCHOOL DISTRICT OF THE CHATHAMS CURRICULUM PROFILE



CONTENT AREA(S): Business

COURSE/GRADE LEVEL(S): Principles of Business / 9th - 12th Grade

I. Course Overview

This course is designed to give students an introduction to the world of business. The course includes studies into profit motive, management decision-making and business ethics, cost-benefit analysis, financial-statement analysis, basic economic principles, marketing efforts, international business dynamics, and corporate law and structure. Students complete a variety of individual and team projects that include opening a franchise, developing a new product, researching global expansion plans, and analyzing relevant market trends. Current events are leveraged through a variety of business-focused news sources, including the Wall Street Journal, Bloomberg, and Forbes, to enhance classroom instruction.

II. Units of Study

- Unit 1: Business Basics
- Unit 2: Financial/Accounting Concepts
- Unit 3: Business Formation/Law
- Unit 4: Management and Leadership
- Unit 5: Marketing
- Unit 6: New Product Innovation
- Unit 7: International Business

III. Learning Objectives

New Jersey Student Learning Standards

21st-Century Life and Careers - All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.

Career Ready Practices:

- CRP1. Act as a responsible and contributing citizen and employee.
- CRP2. Apply appropriate academic and technical skills.
- CRP3. Attend to personal health and financial well-being.
- CRP4. Communicate clearly and effectively and with reason.
- CRP5. Consider the environmental, social and economic impacts of decisions.
- CRP6. Demonstrate creativity and innovation.
- CRP7. Employ valid and reliable research strategies.
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them.



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- CRP9. Model integrity, ethical leadership and effective management.
- CRP10. Plan education and career paths aligned to personal goals.
- CRP11. Use technology to enhance productivity.
- CRP12. Work productively in teams while using cultural global competence.

Business Management & Administration

- 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.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.

Finance

- 9.3.12.FN.2 Utilize tools, strategies and systems to plan, monitor, manage and maintain the use of financial resources.
- 9.3.12.FN.6 Plan, monitor and manage day-to-day activities to ensure effective and efficient finance operations.
- 9.3.12.FN.8 Describe and follow laws, regulations and ethical standards that affect finance operations and transactions.
- 9.3.12.FN.12 Access, evaluate and disseminate financial information to enhance financial decision-making processes.
- 9.3.12.FN.14 Employ financial risk-management strategies and techniques used to minimize business loss.
- 9.3.12.FN-BF.1 Describe and follow laws and regulations to manage business operations and transactions in corporate finance.
- 9.3.12.FN-BF.2 Manage the use of financial resources to ensure business stability.
- 9.3.12.FN-BF.3 Utilize career-planning concepts, tools and strategies to explore, obtain and/or develop in a corporate finance career.
- 9.3.12.FN-BF.4 Employ risk-management strategies and techniques in corporate finance to minimize business loss.



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Marketing:

- 9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.
- 9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
- 9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.
- 9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.
- 9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
- 9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.
- 9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.

8.1 Educational Technology - All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaboratively and to create and communicate knowledge.

- 8.1.12.A.2 Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.
- 8.1.12.A.4 Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.
- 8.1.12.C.1 Develop an innovative solution to a real world problem or issue in collaboration with peers and experts, and present ideas for feedback through social media or in an online community.

IV. Essential Questions

Unit 1: Business Basics

- What economic concepts need to be understood to understand business?
- What is the basic financial equation for businesses?
- What are the key social and economic roles that businesses serve?
- What factors affect supply and demand and how do they interact to affect pricing?

Unit 2: Financial/Accounting Concept

- All businesses need to be measured in financial terms. What are the basics?
- What do financial statements reveal? What do they obscure?
- How does knowledge of accounting and financial concepts impact a business?

Unit 3: Business Formation/Law



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- Sole proprietorships, various forms of partnership, various ways of incorporating and dealing with taxation and limiting liability.
- What are the advantages and disadvantages of sole proprietorships, partnerships, and corporations?
- What essential questions should be asked of every franchisor?

Unit 4: Management and Leadership

- A profit motive should not lead to wrong-doing or myopia. There are additional definitions of success. Look closely at ethics.
- Should business ethics be any different than personal ethics?
- Is moral hazard the opposite of self-reliance?

Unit 5: Marketing & New Product Innovation

- How do product, price, promotion, placement, and people interact with strengths, weaknesses, opportunities and threats to shape effective marketing?
- Is a product's image and packaging more important than its features?
- How can promotional strategies be evaluated?
- What essential questions must be answered before developing a successful new product?
- What are the most effective ways of presenting new product ideas
- What is more important, the new product, or how it's presented?

Unit 6: International Business

- What drives for globalization?
- How will globalization trends impact our future?
- Are the global markets for labor, goods and services the same?
- How do organizations build a global presence?
- What are the critical success factors of multinational businesses?

V. Key Performance and Benchmark Tasks

- Homework, classwork, and project assignment completion, timeliness, and quality
- Teacher-made tests and quizzes
- Class Presentations and participation
- Guest speaker reflections
- Project-based Assessment
- Formative and Summative evaluations

Franchise Project

Students research and analyze franchise opportunities, ultimately selecting one that they think they might be able to successfully operate in their own community. While making their choice, students consider a variety of factors including their personal interests and abilities, the reputation of the product or service, the franchisor's ability and willingness to assist the franchisee, and market factors such as consumer demand and anticipated competition.



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SME Role-Play

Students research a current business issue to become a Subject Matter Expert to make informed and effective presentation addressing a specific and accurate description of the issue, the major players involved and affected by the issue and their perspectives and interests, and, the opportunities available for others.

VI. Instructional Materials

Secondary Source Supplemental Readings and Media:

Selected articles from professional journals, teacher-reviewed online sources, book excerpts, podcasts, online videos and other media