

Subject / Course Name: Introduction to Business (Mike Purdham, Todd Irvin) 2013-2014

Time Frame	SOL Objective/ Competency	Essential Understandings/ Questions	Essential Knowledge/Skills
1st Quarter (First 4½ Weeks)	22,23,24,25,26, 27,28,29	Examining All Aspects of an Industry <i>Rigor: A1-D6</i>	B6 Examine aspects of planning within an industry/organization. C4 Examine aspects of management within an industry/organization. C5 Examine aspects of financial responsibility within an industry/organization. C4 Examine technical and production skills required of workers within an industry/organization. B3 Examine principles of technology that underlie an industry/organization. C4 Examine labor issues related to an industry/organization. D3 Examine community issues related to an industry/organization. C2 Examine health, safety, and environmental issues related to an industry/organization.
	34,35,36,37, 38,39	Understanding the Role of Economics in a Global Economy <i>Rigor: A1-D6</i>	A4 Identify the differences between wants and needs. A4 Identify the differences between wants and needs. D4 Distinguish among the factors of production. B2 Explain the relevance of scarcity to economics. C6 Describe the decision-making process. B4 Identify characteristics of free enterprise.

Time Frame	SOL Objective/ Competency	Essential Understandings/ Questions	Essential Knowledge/Skills
2nd Quarter (Second 4½ Weeks)	18,19,20,21	Demonstrating Workplace Readiness Skills: Technology Knowledge and Skills <i>Rigor: A1-D6</i>	D5 Demonstrate proficiency with technologies common to a specific occupation. D6 Demonstrate information technology skills. C3 Demonstrate an understanding of Internet use and security issues. D6 Demonstrate telecommunications skills.
	45,48,49,52	Exploring the Core Concepts of Business and Marketing <i>Rigor: A1-D6</i>	B2 Compare major types of business ownership. B4 Explain the marketing concept. B3 Describe the marketing functions and their importance. C4 Describe the elements of the marketing mix. D2 Explain the impacts of technology on employment, business operations, and global activities.
	54, 55	Investigating Technological Trends in Business and Marketing <i>Rigor: A1-D6</i>	C2 Explain the impacts of electronic commerce on business and marketing.

Time Frame	SOL Objective/ Competency	Essential Understandings/ Questions	Essential Knowledge/Skills
3rd Quarter (Third 4½ Weeks)	63,66,69,70,71, 72,75,78,79,80	Making Consumer Choices <i>Rigor: A1-D6</i>	A2 Identify rights and responsibilities of consumers. C3 Identify the elements of a valid contract. C5 Determine the best buy among products and services. B2 Identify the major types of consumer taxation. D6 Complete personal income tax forms. D5 Compute gross and net pay. B4 Identify basic banking services. B4 Identify the elements of creditworthiness. C3 Compare the types of consumer credit. B2 Describe the advantages and disadvantages of consumer credit.

Time Frame	SOL Objective/ Competency	Essential Understandings/ Questions	Essential Knowledge/Skills
4th Quarter (Last 4½ Weeks)	56,59,60,62 83,84,87,91,93	Developing Communication and Interpersonal Skills <i>Rigor: A1-D6</i> Developing Employability Skills <i>Rigor: A1-D6</i>	C2 Describe communication media used in the business/marketing workplace. D4 Demonstrate listening and speaking skills important in the workplace. C2 Explain the importance of nonverbal communication in the workplace. C2 Explain the importance of teamwork in the workplace. D5 Explore careers in business and marketing. C2 Identify sources of employment information. C3 Complete an employment application form. C2 Identify characteristics of successful workers. C3 Identify the steps to follow in resigning from a position.

Time Frame	SOL Objective/ Competency	Essential Understandings/ Questions	Essential Knowledge/Skills
Ongoing- All Semester	1,2,3,4,5,6,7	Demonstrating Workplace Readiness Skills: Personal Qualities and People Skills <i>Rigor: A1-D6</i>	B3 Demonstrate positive work ethic. B5 Demonstrate integrity. C4 Demonstrate teamwork skills. C6 Demonstrate self-representation skills. B2 Demonstrate diversity awareness. C5 Demonstrate conflict-resolution skills. D6 Demonstrate creativity and resourcefulness. D6 Demonstrate effective speaking and listening skills.
	8,9,10,11,12, 13,14,15,16,17	Demonstrating Workplace Readiness Skills: Professional Knowledge and Skills <i>Rigor: A1-D6</i>	D6 Demonstrate effective reading and writing skills. D5 Demonstrate critical-thinking and problem-solving skills. C5 Demonstrate healthy behaviors and safety skills. C2 Demonstrate an understanding of workplace organizations, systems, and climates.
	30,31,32,33	Addressing Elements of Student Life <i>Rigor: A1-D6</i>	C6 Demonstrate lifelong-learning skills. C6 Demonstrate job-acquisition and advancement skills. C6 Demonstrate time-, task-, and resource-management skills. C6 Demonstrate job-specific mathematics skills. C6 Demonstrate customer-service skills. C3 Identify the purposes and goals of the student organization. B2 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult. D6 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects. C5 Identify Internet safety issues and procedures for complying with acceptable use standards.