

Syracuse City School District

Career and Technical Education Program

Business Technology Pathway

Summary Overview



Program Overview

The Business Technology program offers students the skills necessary to pursue business or finance degrees in college and learn about running a successful business. Students will have opportunities to earn college credits, participate in work-based learning experiences and receive industry credentials. In 9th and 10th grades, students will learn about a wide variety of business concepts and practices. While learning about financial management, accounting, computer applications and other business fundamentals, students will meet local business professionals, visit college programs, and see successful local businesses in action. In 11th and 12th grades, students will focus on specific topics in business including personal financial literacy, entrepreneurship, marketing, and other areas of student interest.

Level	Quarter	Units of Study
100 9th Grade	1	<ul style="list-style-type: none"> • Introduction to Classroom Expectations • Introduction to Computer Skills: Office 365, Microsoft Documents and Using the Internet • Self-Exploration • Researching Potential Careers • Work-Based Learning: Career Coaching • Making Career Decisions
	2	<ul style="list-style-type: none"> • Finding and Applying for a Job • Pre-Employment Assessments • Interviewing for Jobs • Teamwork and Problem-Solving Skills • Effective Communication • Math in the Workplace • Using Technology in Careers • Understanding Work-Based Learning • Work-Based Learning: Career Coaching • Work and a Healthy Lifestyle
	3	<ul style="list-style-type: none"> • Safety on the Job • Leadership in the Workplace • Participating in Meetings • Digital Citizenship • A First Job • Employer Expectations • Diversity in the Workplace • Succeeding in Our Economic System • Overview of Entrepreneurship • Work-Based Learning: Career Coaching
	4	<ul style="list-style-type: none"> • Understanding Income Tax • Managing Spending • Using Credit Banking, Savings, and Investing • Insurance • Family • Work-Based Learning: Career Coaching • Final Projects and Presentations

Level	Quarter	Units of Study
200 10th Grade	1	<ul style="list-style-type: none"> • Introduction to Classroom Expectations • Development of Computer Skills: Office 365, Microsoft Documents and Using the Internet • Review of Effective Communication Skills • Planning for Success • Preparing for a Career • Career Research • Work-Based Learning: Career Coaching
	2	<ul style="list-style-type: none"> • Business Basics • Introduction to Marketing • Introduction to Marketing Plans • Branding • Work-Based Learning: Career Coaching
	3	<ul style="list-style-type: none"> • Economic Principles and Systems • Market Forces and Economic Indicators • Business Cycles and the Role of Government • Global Trade • Management Skills • Work-Based Learning: Career Coaching
	4	<ul style="list-style-type: none"> • Managing Business Finances • Introduction to Basic Accounting Concepts • Entrepreneurship • Risk Management • Work-Based Learning: Career Coaching • Projects and Presentations
300 11th Grade	1	<ul style="list-style-type: none"> • Entrepreneurship <ul style="list-style-type: none"> ◦ Introduction to Entrepreneurship ◦ Recognizing Opportunities and Generating Ideas ◦ Feasibility Analysis ◦ Developing and Effective Business Model ◦ Industry and Competitor Analysis ◦ Writing a Business Plan ◦ Preparing the Proper Ethical and Legal Foundation ◦ Assessing a New Venture's Financial Strengths and Viability ◦ Work-Based Learning: Career Coaching
	2	<ul style="list-style-type: none"> • Entrepreneurship <ul style="list-style-type: none"> ◦ Building a New Venture Team ◦ Obtaining Financing or Funding ◦ Unique Marketing Issues ◦ The Importance of Intellectual Property ◦ Preparing for and Evaluating the Challenges of Growth ◦ Strategies for Firm Growth ◦ Franchising ◦ Work-Based Learning: Career Coaching ◦ Entrepreneurship Projects and Presentations
	3	<ul style="list-style-type: none"> • Personal Finance <ul style="list-style-type: none"> ◦ Expectations ◦ Introduction to Personal Finance ◦ The Financial Planning Process ◦ Using Budgets and Financial Statements ◦ Preparing Taxes ◦ Managing Cash and Savings ◦ Making Automobiles Decisions ◦ Making Housing Decisions ◦ Work-Based Learning: Career Coaching ◦ Using Credit • Using Consumer Loans
	4	<ul style="list-style-type: none"> • Personal Finance <ul style="list-style-type: none"> ◦ Insurance – Life, Health and Property ◦ Investing – Planning, Stocks and Bonds, Mutual Funds, EFTs, and Real Estate ◦ Planning for Retirement ◦ Estate Planning ◦ Work-Based Learning: Career Coaching • Personal Finance Projects and Presentations

Level	Quarter	Units of Study
400 12th Grade	1	LEADERSHIP AND MANAGEMENT <ul style="list-style-type: none"> • Management • History of Management • Planning • Managing with Information • Organizing and Staffing • Staffing • Relationship Management • Leading • Managing Communications • Soft Skills for Management • Controlling • Work-Based Learning: Career Coaching
	2	LEADERSHIP AND MANAGEMENT <ul style="list-style-type: none"> • Operations Management • Environment of Management • Managing in a Business Environment • Managing in the Economic Environment • Managing in a Global Environment • Small Business Management • Risk Management • Marketing • Career Planning • Employment Documents • Work-Based Learning: Career Coaching
	3	<ul style="list-style-type: none"> • Work-Based Learning: Internship
	4	<ul style="list-style-type: none"> • Year-End Capstone: Problem-Solving for a Business • Work-Based Learning: Career Coaching

**Syracuse City School District
Career and Technical Education Program
Course Syllabus
BUS 100: Business Technology 100**



Program Overview

The Business Technology program offers students the skills necessary to pursue business or finance degrees in college and learn about running a successful business. Students will have opportunities to earn college credits, participate in work-based learning experiences and receive industry credentials. In 9th and 10th grades, students will learn about a wide variety of business concepts and practices. While learning about financial management, accounting, computer applications and other business fundamentals, students will meet local business professionals, visit college programs, and see successful local businesses in action. In 11th and 12th grades, students will focus on specific topics in business including personal financial literacy, entrepreneurship, marketing, and other areas of student interest.

Course Description

In Business Technology 100, students will investigate the career opportunities available in the field and be introduced to the fundamentals of a wide variety of business concepts and practices, including computer applications, effective communication skills, financial management, and entrepreneurship. Students will also have the opportunity to meet with local business professionals, visit college programs, and visit successful local businesses in action.

Work-Based Learning

Students will be connected with working business professionals through Career Coaching which could lead to further opportunities for direct job training and real-world experience. Students will create and maintain a portfolio of their work-based learning experiences throughout the program to document the development of their skills.

Pre-Requisites

N/A

Course Objectives

1. Students will develop an awareness of business technology career opportunities.
2. Students will understand and use the basic software used in business.
3. Students will understand and apply basic business terminology.
4. Students will learn about effective business communication skills and create various business documents, including Microsoft Office documents, email correspondence, business letters, memorandums, and reports.

Integrated Academics

N/A

Equipment and Supplies

- **School will provide:** Computers with industry standard software, digital textbook access
- **Students will provide:** N/A

Textbook

Littrell, J. J., James H. Lorenz and Harry T. Smith. *School to Career, 11th Edition*. Tinley Park, Illinois: Goodheart-Willcox Company, Inc., 2018. (Digital Access)

Grading

10%	Homework
10%	Work Journal (DIN and Ticket Out the Door)
20%	Daily Class Work and Assignments
60%	Projects, Presentations, Tests and Quizzes

Additional Course Policies

Students are expected to:

- Meet all deadlines and be on time for class. Deadlines and being on time are a major part of being a business professional.
- Produce their best work, including being prepared for in-class presentations.

- Participate in class including contributing to discussions and critiquing their own and others' work, as well as diligently working on their own projects during the class period.
- Seek help when needed. Students who need to make up work or tests are responsible for getting their work from the instructor.
- Be attentive during class, ask questions if they do not understand something, and offer their opinions.
- Use Microsoft Office 365 for preparing and sharing all work.
- Type all work to be handed in with proper citations for all research.
- Adhere to the district's code of conduct regarding academic dishonesty including plagiarism, copying another's work, cheating, or altering records.

Course Calendar

Quarter	Units of Study
1	<ul style="list-style-type: none"> • Introduction to Classroom Expectations • Introduction to Computer Skills: Office 365, Microsoft Documents and Using the Internet • Self-Exploration • Researching Potential Careers • Work-Based Learning: Career Coaching • Making Career Decisions
2	<ul style="list-style-type: none"> • Finding and Applying for a Job • Pre-Employment Assessments • Interviewing for Jobs • Teamwork and Problem-Solving Skills • Effective Communication • Math in the Workplace • Using Technology in Careers • Understanding Work-Based Learning • Work-Based Learning: Career Coaching • Work and a Healthy Lifestyle
3	<ul style="list-style-type: none"> • Safety on the Job • Leadership in the Workplace • Participating in Meetings • Digital Citizenship • A First Job • Employer Expectations • Diversity in the Workplace • Succeeding in Our Economic System • Overview of Entrepreneurship • Work-Based Learning: Career Coaching
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Syracuse City School District
Career and Technical Education Program
Scope and Sequence
BUS 100: Business Technology 100



Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Week 1 Introduction to Classroom Expectations	<ul style="list-style-type: none"> What are the expectations for students in the business technology class? What is the importance of learning style and why is understanding one's style important? What methods can enhance understanding of new information? What is the employability profile for the Business Technology program and how is it used to assess student achievement? 	<ul style="list-style-type: none"> Identify and describe classroom policies and procedures. Explain the importance of learning styles and identify personal learning style. Identify strategies for developing effective study habits. Describe the purpose of the Business Technology Employability Profile. 	<ul style="list-style-type: none"> Observation of Class Expectations Learning Style Self-Assessment Interest Inventory Employability Profile for the Business Technology Program 	Career Ready Practices CRP 1,2,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
				Cluster Standards BM 3	
				Pathway Standards BM-ADM 1 BM-HR 5	
Weeks 2-6 Introduction to Computer Skills: Office 365, Microsoft Documents and Using the Internet	<ul style="list-style-type: none"> Why are keyboarding skills important? How are business documents created? How does technology improve productivity? What do I need to know about proper email messages? How can work be shared with others? What is the school policy on internet use? How is the authenticity of websites evaluated? How can research be conducted safely on the internet? How can social media be used to share information? What is "intellectual property" and why is it important in researching information? 	<ul style="list-style-type: none"> Apply proper keyboarding techniques. Identify home row keys. Apply basic functions of Microsoft Office, including Word, Excel, PowerPoint, Publisher, and Office 365. Identify and explain the parts of business letters, memorandums, and reports. Format and type business letters, memorandums, and reports. Apply basic skills in spreadsheet development. Distinguish between appropriate and inappropriate correspondence. Demonstrate how to share work with others using Office 365. Explain the school internet policy. Discuss why internet policies and ethical use are important. Evaluate and compare authenticity of websites and internet information. List and describe ways the internet can be a useful tool for conducting research. Perform research using the internet. Select appropriate search engines. Use digital media to convey ideas and information. 	Written <ul style="list-style-type: none"> Assignment: Letters, Reports, Emails, Shared with Teacher 365 Demo Website Comparison Copyright, Trademark and Patent Chart Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
				Cluster Standards BM 2,3,5	
				Pathway Standards BM-ADM 3 BM-BIM 1 BM-MGT 1 BM-HR 1 BM-OM 1	

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
		<ul style="list-style-type: none"> Explain and compare copyrights, trademarks, and patents. Describe the dark web and internet scams. 			
Week 7 Self-Exploration	<ul style="list-style-type: none"> Why is it important to understand one's personal interests? How can a person's values change as he/she gets older? 	<ul style="list-style-type: none"> Explain the importance of self-concept. Describe the components of making a self-assessment. Identify how personalities might influence life choices. Explain how values influence behavior. Describe the importance of creating goals. Brainstorm short- and long-term goals. 	Written <ul style="list-style-type: none"> Summary of Short- and Long-Term Goals Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 3	
				Pathway Standards BM-ADM 1 BM-HR 5	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Weeks 8-9 Researching Potential Careers Work-Based Learning: Career Coaching	<ul style="list-style-type: none"> How have job sources changed over the last decade? In what ways do additional training and certifications help in a job search? What can be learned from business professionals? 	<ul style="list-style-type: none"> Compare jobs vs. careers. Identify different types of career research sources. Explain the benefits of an informal interview. Participate in in-class interview simulation. Describe various educational and training opportunities. Evaluate a career based on work hours, work conditions, pay, and personal goals. Participate in Career Coaching. 	Written <ul style="list-style-type: none"> Assignment: Comparison Chart of Jobs vs. Careers Research Project Quiz Career Coaching Self-Assessment Performance <ul style="list-style-type: none"> Role-Play of Interview with Student Evaluators Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11,12	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 3,5	
				Pathway Standards BM-ADM 1 BM-HR 1	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 10 Making Career Decisions	<ul style="list-style-type: none"> How does the decision-making process factor into choosing a career? Why is it important to research careers before choosing one? 	<ul style="list-style-type: none"> Explain the difference between routine decisions and major decisions. Explain the seven steps to the decision-making process. Explain how the decision-making process can be used to make additional life choices. Explain the various ways a career decision can influence one's future. Describe how to create a career plan. Explain the difference between a career plan and a career ladder. 	Written <ul style="list-style-type: none"> Assignment: Rough Draft of Career Plan Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 3,5	
				Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2 BM-HR 2	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 11 Finding and Applying for a Job	<ul style="list-style-type: none"> How can a job turn into a career? How important is an online presence when applying for job? 	<ul style="list-style-type: none"> Explain how to find job openings. Use the internet to find job openings. Explain the importance of preparing a personal fact sheet. Identify the parts of a well-prepared resume. Describe a job portfolio and its importance. 	Written <ul style="list-style-type: none"> Assignments: Personal Fact Sheet, Resume, Cover Letter, Reference Sheet, Thank You Letter, Job Application Research Project: Online Portfolios and Job Application 	Career Ready Practices CRP 1,2,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 3,5	
				Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
		<ul style="list-style-type: none"> List ways to share job-related profiles online. Describe how to prepare for a telephone interview with a prospective employer. Explain the purpose of a letter of application. Describe tips for completing an application form. 	<ul style="list-style-type: none"> Quiz Self-Assessment Performance <ul style="list-style-type: none"> Online Portfolio and Job Applications Phone Interview Role-Play Class Presentation Teacher Observation 	BM-HR 2	
Week 12 Pre-Employment Assessments	<ul style="list-style-type: none"> How are pre-employment screenings important to a company's success? How do aptitude and skills tests help predict on-the-job performance? 	<ul style="list-style-type: none"> Explain the purpose of a psychological test when given to a prospective employee. Identify cases when an employer is permitted to use a polygraph test and explain the legal implications. Explain why an employer might require a physical examination prior to employment. Explain why an employer might give a pre-employment skill test. Identify two types of aptitude tests. Explain the purpose of a situational test. Research the requirements and process of taking Civil Service Exams. 	Written <ul style="list-style-type: none"> Assignment Research Project: Psychological Test, Polygraph Tests, Civil Service Tests Quiz Self-Assessment Performance <ul style="list-style-type: none"> Aptitude Test Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 2,3,5	
				Pathway Standards BM-ADM 2 BM-BIM 1,3 BM-MGT 1,2 BM-HR 1,2 BM-OM 1	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 13 Interviewing for Jobs	<ul style="list-style-type: none"> What is the most important thing to remember during a job interview? Why would someone reject a job offer? 	<ul style="list-style-type: none"> Explain how to prepare for an interview. Demonstrate appropriate attire and demeanor for an interview. Explain how to make a good impression in an interview. Describe the factors to consider before accepting or rejecting a job offer. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Interview Role-Play with Student Evaluators Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 2,3,5	
				Pathway Standards BM-ADM 1 BM-HR 5	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 14 Teamwork and Problem-Solving Skills	<ul style="list-style-type: none"> How is a team's success measured? What happens if a problem cannot be solved? 	<ul style="list-style-type: none"> Describe how the workplace has changed. Describe teams and their role in the workplace. Identify the stages of team development. Explain the characteristics of an effective team. Summarize how teams work together to solve problems in the workplace. Explain how conflict can be managed when working as a team. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Team Work Problem-Solving Simulation and Evaluation Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11,12	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 3	
				Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2 BM-HR 2,3	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 15			Written	Career Ready Practices	ELA

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Effective Communication	<ul style="list-style-type: none"> What is the importance of effective communication? How can poor grammar affect the message of written communication? 	<ul style="list-style-type: none"> Describe the communication process. Explain why listening skills are important for job success. List four ways to improve reading and comprehension skills. Explain why writing is an important work skill. Describe the importance of speaking skills. Explain the importance of non-verbal communication. Explain how formal communication is used in the workplace. Describe how informal communication takes place on the job. List how communication barriers can be overcome. 	<ul style="list-style-type: none"> Assignment: Argumentative Essay, Informative Essay Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation: How To, Friend Conversation Teacher Observation 	CRP 1,2,4,6,7,8,10,11	9-10R 1,2,4,7,8,9
				Cluster Standards BM 2,3,5	9-10W 1,2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2 BM-HR 2	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 1,2,4,5,6,7 Math
Week 16 Math in the Workplace	<ul style="list-style-type: none"> Why is a basic understanding of math necessary to success in business? How does data analysis translate to workplace success? 	<ul style="list-style-type: none"> Explain how to count money correctly. Describe the necessary steps to use a calculator. Perform mathematical computations using fractions, decimals, and percentages. Read linear measurements and determine area measurements. Explain how data is analyzed using mean, median, and mode, as well as through charts and graphs. State examples using probability. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Making Change Activity Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9
				Cluster Standards BM 1,2,3,5	9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2 BM-HR 2	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 17 Using Technology in Careers	<ul style="list-style-type: none"> How can data security breach affect a company? Why are skills in technology necessary in a person's personal and professional lives? How has technology changed over the last decade? How has GPS impacted society? 	<ul style="list-style-type: none"> Describe ethical use of the internet material and software. List security problems users face while exploring the internet. Describe the essential components of a computer as well as popular business software. Research forms of wireless technology frequently used in business today. Explain the differences between various types of electronic communication. Research ways technology has affected the workplace. Describe changes presented by advancements in technology. 	Written <ul style="list-style-type: none"> Assignment: Article Summary, Chart of Types of Electronic Communication Research Project: Article on Security Issues in the Workplace; Wireless Technology, Advancements in Technology Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation: Wireless Technology, Advancements in Technology Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9
				Cluster Standards BM 2,3,5	9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Pathway Standards BM-ADM 2 BM-BIM 1,3 BM-MGT 1,2 BM-HR 1,2 BM-OM 1	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Weeks 18-19 Understanding Work-Based Learning Work-Based Learning: Career Coaching	<ul style="list-style-type: none"> How does work-based learning help in career preparation? Why must employees understand employment laws? How do study skills help someone in the workplace? What can be learned from business professionals? 	<ul style="list-style-type: none"> Explain how a work-based training program is organized. List the benefits of work-based training programs. Describe a training station. Explain the purpose of a training agreement. Describe the importance of following a training plan. Explain employment laws that must be followed in the workplace. Describe study skills that will help someone become prepared for college and career and strategies to build effective study skills. Participate in Career Coaching. 	Written <ul style="list-style-type: none"> Assignment: Employment Laws Research Project: Training Station, Study Skills Strategies Quiz Career Coaching Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation: Training Station, Study Skills Strategies Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11,12 Cluster Standards BM 3 Pathway Standards BM-MGT 4	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 20 Work and a Healthy Lifestyle	<ul style="list-style-type: none"> How can stress from work and home affect a person's health? What impact does a healthy lifestyle have on personal and professional success? 	<ul style="list-style-type: none"> Explain how health and eating habits influence appearance and the way others see an individual. Learn how to select and build a healthy diet. Apply the principles of being physically active. Describe the effect sleep has on overall well-being. Describe strategies to manage stress. Describe the grooming habits a person should practice to stay neat and clean. Explain the importance of dressing appropriately for the job. Describe ways to properly care for clothes. 	Written <ul style="list-style-type: none"> Assignment: Summary of Effects of Stress Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation: Demonstration of Appropriate Dress Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11 Cluster Standards BM 3 Pathway Standards BM-ADM 1 BM-HR 5	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 21 Safety on the Job	<ul style="list-style-type: none"> Whose responsibility is it to enforce and ensure workplace safety? How can workplace safety translate to workplace success? 	<ul style="list-style-type: none"> Describe the causes of accidents on the job. Explain how the costs of accidents can affect the employee, the employer, and the economy. Identify safety rules that workers can follow to avoid and prevent accidents. Identify procedures to follow when an accident occurs. Define workplace violence and describe possible steps for prevention. Explain the role of the government in supporting a safe work environment. 	Written <ul style="list-style-type: none"> Assignment: Chart of Laws to Protect Workers' Rights Research Project: OSHA and On-the-Job Laws to Protect Workers' Rights Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11 Cluster Standards BM 2,5 Pathway Standards BM-BIM 1 BM-MGT 1 BM-HR 1,6,7 BM-OM 1	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 22			Written	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11	ELA 9-10R 1,2,4,7,8,9

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Leadership in the Workplace	<ul style="list-style-type: none"> How is a leader's success measured? How do career and technical student organizations prepare students for life after high school? 	<ul style="list-style-type: none"> Describe group dynamics and the related benefits. Explain the different types of authority leaders possess. Identify four different types of leadership styles. Explain ways to develop leadership skills in school. Describe the different types of career and technical student organizations and summarize their benefits. 	<ul style="list-style-type: none"> Assignment: Summary of Leadership Styles Research Project: Career and Technical Student Organizations Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Cluster Standards BM 2,3,5	9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Pathway Standards BM-ADM 1 BM-BIM 4,5 BM-MGT 4,6,7 BM-OM 4	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 23 Participating in Meetings	<ul style="list-style-type: none"> How do formal and informal meetings differ? How does parliamentary procedure maintain order in group meetings? 	<ul style="list-style-type: none"> Explain the importance of group meetings at work and school. Explain the purpose of remote meetings. Explain the relationship between <i>Robert's Rules of Order</i> and parliamentary procedure. Describe the role parliamentary procedure plays in conducting formal meetings. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Meeting Simulation Using Parliamentary Procedure/Robert's Rules of Order Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11,12	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 3,5	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 24 Digital Citizenship	<ul style="list-style-type: none"> How does digital citizenship impact society as a whole? How can unacceptable internet use by an employee affect a company as a whole? 	<ul style="list-style-type: none"> Describe the elements of digital communication. Explain intellectual property and what it includes. Explain the importance of the Electronic Users Bill of Rights. Research how employers ensure appropriate use of the internet in a professional setting and explain why it is necessary. Describe the importance of digital security. 	Written <ul style="list-style-type: none"> Assignment: Article Summary on Electronic Users Bill of Rights, Research Project: How Employers Ensure Appropriate Use of the Internet; Digital Communication Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 2,3,5	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 25 A First Job	<ul style="list-style-type: none"> How can workplace success be measured? For what reasons would a person change jobs? How have labor unions changed occupational regulations and laws? 	<ul style="list-style-type: none"> Explain the importance of being prepared for the first day on the job. Describe how to create a positive relationship with one's supervisor and coworkers. Explain how good work habits are related to job success. Identify the effects of job stress at work. Explain strategies for coping with stress. 	Written <ul style="list-style-type: none"> Assignment: Comparison of Good and Bad Work Habits Research Project: Types of Performance Evaluation; Career-Related Laws; Union Types, Membership Requirements and Collective Bargaining 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 2,3,5	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
				Pathway Standards BM-ADM 1,2 BM-BIM 3 BM-MGT 2 BM-HR 2,3,5,7	

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
		<ul style="list-style-type: none"> Explain the process of a performance evaluation. List and describe various ways one's job status could change. Explain the process of making a job change. Describe various career-related laws. Explain the purpose of a labor union. Explain when union membership is required. Describe the basic types of unions. Explain the process of collective bargaining. 	<ul style="list-style-type: none"> Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 		
Week 26 Employment Expectations	<ul style="list-style-type: none"> How does a positive attitude affect one's work? Why are ethics in the workplace important? 	<ul style="list-style-type: none"> Explain the importance of positive personal qualities in an employee/employer relationship. Describe how a good employee works as part of a team. Explain the importance of ethics in the workplace. Explain the importance of constructive criticism. 	Written <ul style="list-style-type: none"> Assignment: List of Personal Qualities Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Ethical Scenarios Role-Play Constructive Criticism Role-Play Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 2,3,5	
				Pathway Standards BM-ADM 1 BM-HR 3	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 27 Diversity in the Workplace	<ul style="list-style-type: none"> What are the benefits of having a diverse workplace? What can be determined by the way a company treats its employees? 	<ul style="list-style-type: none"> Explain the benefits of diversity in the workplace. Describe ways that employers and employees can promote diversity in the workplace. Provide examples of discrimination in the workplace. Identify laws that prohibit discrimination. Explain how to take action against sexual harassment or other forms of workplace discrimination. 	Written <ul style="list-style-type: none"> Assignment Research Project: Laws on Discrimination in the Workplace Quiz Self-Assessment Performance <ul style="list-style-type: none"> Dealing with Discrimination Role-Play Class Presentation: Laws on Discrimination in the Workplace Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11,12	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 2,3,5	
				Pathway Standards BM-BIM 1 BM-MGT 1 BM-HR 1 BM-OM 1	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 28 Succeeding in Our Economic System	<ul style="list-style-type: none"> How does a society's work force reflect society as a whole? How do business owners choose a form of ownership? 	<ul style="list-style-type: none"> Explain how the patent system influenced economic growth in the United States. Describe the free enterprise system in the United States. Name the three main types of business organization. 	Written <ul style="list-style-type: none"> Assignment: Three Types of Business Organization and Examples Research Project: Free Enterprise System and 	Career Ready Practices CRP 1,2,4,5,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 2,5	
				Pathway Standards BM-BIM 4,5 BM-MGT 3,4,6,7	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
		<ul style="list-style-type: none"> Explain the organizational structure of most businesses and give examples of each. Describe the importance of the management function of business. 	Countries Who Use It; Organizational Structures of One For-Profit and One Nonprofit Business <ul style="list-style-type: none"> Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	BM-HR 6 BM-OM 4	Math
Weeks 29-30 Overview of Entrepreneurship Work-Based Learning: Career Coaching	<ul style="list-style-type: none"> What is the advantage of entrepreneurship over traditional employment? What resources are available for people who need help starting a business? What can be learned from business professionals? 	<ul style="list-style-type: none"> Explain the impact of small businesses to the U.S. economy. Describe the factors to consider when planning a small business. Describe legal matters an entrepreneur should know when starting a small business. Identify sources used to finance a business and the methods used to keep financial records. Participate in Career Coaching. 	Written <ul style="list-style-type: none"> Assignment: Summary of Article on Importance of Small Business to U.S. Economy, List of Factors to Consider When Planning a Small Business Research Project Quiz Career Coaching Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11,12	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 2,3,5	
				Pathway Standards BM-ADM 2 BM-BIM 1,2 BM-MGT 1,2,3,8 BM-HR 1,2 BM-OM 1	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 31 Understanding Income Tax	<ul style="list-style-type: none"> Why should someone keep a paycheck stub instead of discarding it? Why are taxes essential? 	<ul style="list-style-type: none"> Describe common ways in which employees are paid. Explain how earned pay is affected by deductions. Explain various benefits available to a person who disabled or unemployed. Explain the various types of taxes that most people pay. Describe the forms commonly used when filing income taxes. Summarize the process when completing a tax return. 	Written <ul style="list-style-type: none"> Assignment: Tax Computation Practice Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 1,2,3,5	
				Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2 BM-HR 2,7	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 32 Managing Spending	<ul style="list-style-type: none"> What is the most difficult aspect of budgeting? What does it mean to be an informed consumer? 	<ul style="list-style-type: none"> Explain the difference between wants and needs. Describe the process of creating a budget to help manage money wisely. Describe the steps for managing spending. Explain the importance of awareness of consumer fraud. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 1,2,3	
				Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2 BM-HR 2,7	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 33			Written	Career Ready Practices	ELA

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Using Credit	<ul style="list-style-type: none"> How is good credit established? How can a person avoid credit problems? 	<ul style="list-style-type: none"> Explain the consequences of using credit. Analyze the features of different types of credit. Explain how to establish credit. Describe the federal laws that govern credit. Describe how to use credit wisely. Summarize ways consumers can maintain a good credit rating. Explain strategies to identify and remedy credit related problems. 	<ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	CRP 1,2,3,4,6,7,8,10,11	9-10R 1,2,4,7,8,9
				Cluster Standards BM 1,2,3,5	9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2 BM-HR 2,7	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 34 Banking, Savings, and Investing	<ul style="list-style-type: none"> What should be considered when choosing a bank? What is the most effective way to save money? 	<ul style="list-style-type: none"> Describe the features of different financial institutions. Explain how electronic banking services work. Describe how checking accounts may be used. Describe the special types of checks that can be used in place of personal checks and cash. Explain how safety deposit boxes are used. Explain the types of savings products available to financial institutions. Compare different types of investments. Describe ways to invest wisely. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9
				Cluster Standards BM 1,2,3,5	9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2 BM-HR 2,7	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 35 Insurance	<ul style="list-style-type: none"> Is having insurance worth the cost involved? What information must be considered when selecting insurance? 	<ul style="list-style-type: none"> Explain the purpose of insurance. Describe factors to consider when selecting an insurance company and agent. Describe the features of employer-sponsored insurance programs. Explain the purpose of property and casualty insurance. Describe the types of health insurance. Explain the purpose of life insurance. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9
				Cluster Standards BM 1,2,3,5	9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2 BM-HR 2,7	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 36 Family	<ul style="list-style-type: none"> How can an individual find a balance between work life and family life? What are an individual's obligations as a citizen? 	<ul style="list-style-type: none"> Explain the responsibilities of the role of family members. Describe several strategies for balancing family and work roles. List factors that contribute to a family friendly workplace. Explain the responsibilities of citizenship. Describe the two major types of law in the U.S. legal system. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9
				Cluster Standards BM 2,3	9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2 BM-HR 2,7 BM-OM	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
		<ul style="list-style-type: none"> Explain why a person might seek legal assistance. 			
Weeks 37-40 Work-Based Learning: Career Coaching Final Projects and Presentations	<ul style="list-style-type: none"> What can be learned from business professionals? What topics in personal finance will be researched and presented? How will research and presentations be assessed? 	<ul style="list-style-type: none"> Participate in Career Coaching. Research a topic in personal financial planning, create and present research findings. Assess in-class presentations and provide growth-producing feedback. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Career Coaching Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11,12	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 1,2,3,5	
				Pathway Standards BM-ADM 1,2,3 BM-BIM 1,3,4,5 BM-MGT 1,2,3,4,6,7 BM-HR 1,2,3,5,6,7 BM-OM 1,4	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math

**Syracuse City School District
Career and Technical Education Program
Course Syllabus
BUS 200: Business Technology 200**



Program Overview

The Business Technology program offers students the skills necessary to pursue business or finance degrees in college and learn about running a successful business. Students will have opportunities to earn college credits, participate in work-based learning experiences and receive industry credentials. In 9th and 10th grades, students will learn about a wide variety of business concepts and practices. While learning about financial management, accounting, computer applications and other business fundamentals, students will meet local business professionals, visit college programs, and see successful local businesses in action. In 11th and 12th grades, students will focus on specific topics in business including personal financial literacy, entrepreneurship, marketing, and other areas of student interest.

Course Description

In Business Technology 200, students will further their investigation of the career opportunities available in the field and continue to develop their understanding of the fundamentals of a wide variety of business concepts and practices, including computer applications, effective communication skills, financial management, marketing, accounting, business management, economics, and entrepreneurship. Students will also have the opportunity to meet with local business professionals, visit college programs, and visit successful local businesses in action.

Work-Based Learning

Students will be connected with working business professionals through Career Coaching which could lead to further opportunities for direct job training and real-world experience. Students will create and maintain a portfolio of their work-based learning experiences throughout the program to document the development of their skills.

Pre-Requisites

BUS 100: Business Technology 100

Course Objectives

1. Students will develop an awareness of business technology career opportunities.
2. Students will understand and use the basic software used in business.
3. Students will understand and apply basic business terminology.
4. Students will learn about effective business communication skills and create various business documents, including Microsoft Office documents, email correspondence, business letters, memorandums, and reports.
5. Students will explore and research topics in economics, marketing, business management and entrepreneurship.

Integrated Academics

N/A

Equipment and Supplies

- **School will provide:** Computers with industry standard software.
- **Students will provide:** N/A

Textbook

Clark, Brenda, et al. *Marketing Dynamics, 4th Edition*. Tinley, IL: Goodheart-Willcox Company, Inc., 2019.
Robert III, Henry, Daniel H. Honemann and Thomas H. Balch. *Robert's Rules of Order Newly Revised 11th Edition*. Philadelphia, PA: Da Capo Press, 2011.

Grading

- | | |
|-----|--|
| 10% | Homework |
| 10% | Work Journal (DIN and Ticket Out the Door) |
| 20% | Daily Class Work and Assignments |
| 60% | Projects, Presentations, Tests and Quizzes |

Additional Course Policies

Students are expected to:

- Meet all deadlines and be on time for class. Deadlines and being on time are a major part of being a business professional.

- Produce their best work, including being prepared for in-class presentations.
- Participate in class including contributing to discussions and critiquing their own and others' work, as well as diligently working on their own projects during the class period.
- Seek help when needed. Students who need to make up work or tests are responsible for getting their work from the instructor.
- Be attentive during class, ask questions if they do not understand something, and offer their opinions.
- Use Microsoft Office 365 for preparing and sharing all work.
- Type all work to be handed in with proper citations for all research.
- Adhere to the district's code of conduct regarding academic dishonesty including plagiarism, copying another's work, cheating, or altering records.

Course Calendar

Quarter	Units of Study
1	<ul style="list-style-type: none"> • Introduction to Classroom Expectations • Development of Computer Skills: Office 365, Microsoft Documents and Using the Internet • Review of Effective Communication Skills • Planning for Success • Preparing for a Career • Career Research • Work-Based Learning: Career Coaching
2	<ul style="list-style-type: none"> • Business Basics • Introduction to Marketing • Introduction to Marketing Plans • Branding • Work-Based Learning: Career Coaching
3	<ul style="list-style-type: none"> • Economic Principles and Systems • Market Forces and Economic Indicators • Business Cycles and the Role of Government • Global Trade • Management Skills • Work-Based Learning: Career Coaching
4	<ul style="list-style-type: none"> • Managing Business Finances • Introduction to Basic Accounting Concepts • Entrepreneurship • Risk Management • Work-Based Learning: Career Coaching • Projects and Presentations

Syracuse City School District
Career and Technical Education Program
Scope and Sequence
BUS 200: Business Technology 200



Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Week 1 Introduction to Classroom Expectations	<ul style="list-style-type: none"> What are the expectations for students in the business technology class? What is the importance of learning style and why is understanding one's style important? What is the employability profile for the Business Technology program and how is it used to assess student achievement? 	<ul style="list-style-type: none"> Identify and describe classroom policies and procedures. Explain the importance of learning styles and identify personal learning style. Describe the purpose of the Business Technology Employability Profile. 	<ul style="list-style-type: none"> Observation of Class Expectations Learning Style Self-Assessment Employability Profile for the Business Technology Program 	Career Ready Practices CRP 1,2,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
				Cluster Standards BM 3	
				Pathway Standards BM-ADM 1 BM-HR 5	
Weeks 2-5 Development of Computer Skills: Digital Media and Marketing	<ul style="list-style-type: none"> How does technology improve productivity? How can social media be used to share information? What is the process for creating, publishing updating, and maintaining a website? How are digital imagery projects, and websites designed, created and edited? How are the principles of design applied to digital imagery projects and websites? How is digital design used in marketing and promotion? How are emerging technologies affecting digital design? 	<ul style="list-style-type: none"> Apply basic functions of Microsoft Office, including Word, Excel, PowerPoint, Publisher, and Office 365. Demonstrate how to share work with others using Office 365. Review the school internet policy. Use digital media to convey ideas and information. Describe the process for creating, publishing, updating, and maintaining a website. Research new and emerging trends and technologies in web development. Explain the use of websites for marketing purposes. Evaluate a website according to design principles. Select appropriate software for a digital media project, including digital imagery and websites. Apply principles of design to a digital media project. Create and manipulate digital images, and graphics using a variety of techniques and software applications. Identify the types of promotional designs used in various industries. Explain the various technologies associated with digital design, advertising, and associated industries. Compare and contrast the security and privacy issues associated with different 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
				Cluster Standards BM 2,3,5	
				Pathway Standards BM-ADM 3 BM-BIM 1 BM-MGT 1 BM-HR 1 BM-OM 1	

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
		media, particularly regarding social media.			
Week 6 Review of Effective Communication Skills	<ul style="list-style-type: none"> What is the importance of effective communications? 	<ul style="list-style-type: none"> Describe the six elements of the communication process. Explain barriers to effective communication. Explain the importance of written communication skills. Describe verbal communication skills that are important in the workplace. Identify the role non-verbal communication plays in business. Explain listening skills and why they are important to the workplace. Explain what it means to read with a purpose. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11,12	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 2,3,5	
				Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2,4 BM-HR 2	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Weeks 7 Planning for Success	<ul style="list-style-type: none"> How can planning help individuals achieve their career goals? How can individuals learn about themselves? 	<ul style="list-style-type: none"> Explain how planning can help individuals achieve their career goals. Describe how individuals can learn about themselves through a process of self-assessment. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 3	
				Pathway Standards BM-ADM 1 BM-MGT 8 BM-HR 3,5	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 8 Preparing for a Career	<ul style="list-style-type: none"> What are the roles of education and training in career preparation? Why is an ongoing career plan important? What does it mean to market oneself? How can someone find job leads? What documents are needed when preparing to apply for jobs? What is the job application process? What is the interview process? 	<ul style="list-style-type: none"> Explain the roles of education and training in career preparation. Describe why an ongoing career plan is important. Explain what it means to market oneself. Explain how to find job leads. Journal the steps taken when tracking job leads. Describe the documents needed when preparing to apply for jobs. Explain the job application process. Describe the interview process. 	Written <ul style="list-style-type: none"> Assignments: Self-Marketing, Resume, Cover Letter, Letters of Recommendation, Thank You Letters Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Role-Play Interviews Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 2,3	
				Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2 BM-HR 2	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 9-10 Career Research	<ul style="list-style-type: none"> Identify and use different types of career research sources. 	<ul style="list-style-type: none"> Identify and use different types of career research sources. Describe various educational and training opportunities. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz 	Career Ready Practices CRP 1,2,4,6,7,8,10,11,12	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
				Cluster Standards BM 2,3,5	
				Pathway Standards	Literacy

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Work-Based Learning: Career Coaching	<ul style="list-style-type: none"> In what ways can additional training and certifications help in a job search? What can be learned from business professionals? 	<ul style="list-style-type: none"> Evaluate two different careers based on work hours, work conditions, pay, and personal goals. Participate in Career Coaching. 	<ul style="list-style-type: none"> Career Coaching Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	BM-ADM 2 BM-BIM 3 BM-MGT 2,4 BM-HR 2	9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 11-13 Business Basics	<ul style="list-style-type: none"> What is business and its function? What are the forms of business ownership? What is utility? How are not-for-profit businesses different from for-profit businesses? What are the challenges faced by not-for-profit businesses? 	<ul style="list-style-type: none"> Describe the purpose of a business. Chart several functions of business. Compare and contrast three types of business ownership. Describe how businesses provide utility. Differentiate between the two different markets for products. Explain the difference between a consumer and a customer. Explain the differences between not-for-profit businesses and for-profit businesses. Describe the challenges faced by not-for-profit businesses. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11 Cluster Standards BM 2,3,4,5 Pathway Standards BM-BIM 4,5 BM-MGT 6,7	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Weeks 14-16 Introduction to Marketing	<ul style="list-style-type: none"> What is marketing and why is it important? What are four functions of a business? What are two parts of planning? What are five marketing career pathways? What is marketing concept? 	<ul style="list-style-type: none"> Define the function of marketing. Explain the importance of marketing. Describe a marketing professional. Explain why marketing is dynamic. State how marketing is focused. Identify and describe the 4Ps of marketing. Summarize the steps necessary for creating a successful marketing mix. Explain the marketing concept in business. Describe the seven functions of marketing and related activities. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11 Cluster Standards BM 2,3,5 Pathway Standards BM-ADM 2 BM-BIM 3,4,5 BM-MGT 2,6,7	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Weeks 17-18 Introduction to Marketing Plans	<ul style="list-style-type: none"> What is the importance of a marketing plan? What is the marketing mix? What is the purpose of a marketing plan template? What are the sections of a marketing plan? 	<ul style="list-style-type: none"> Explain the importance of a marketing plan. Define the marketing mix. Describe the purpose of a marketing plan template. Summarize the sections of a marketing plan. Format a marketing plan. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11 Cluster Standards BM 2,3,5 Pathway Standards BM-ADM 2 BM-BIM 3,4,5 BM-MGT 2,6,7,8	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Weeks 19-20 Branding	<ul style="list-style-type: none"> What are the elements of a brand? What are three types of product brands? 	<ul style="list-style-type: none"> Describe the elements of a brand. Explain the three types of product brands. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz 	Career Ready Practices CRP 1,2,4,6,7,8,10,11 Cluster Standards BM 2,3,5	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Work-Based Learning: Career Coaching	<ul style="list-style-type: none"> How does branding relate to product identity? In what ways can a brand be protected? What is personal branding? What can be learned from business professionals? 	<ul style="list-style-type: none"> Explain how branding relates to product identity. Explain ways to protect a brand. Describe personal branding. Participate in Career Coaching. 	<ul style="list-style-type: none"> Career Coaching Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Pathway Standards BM-ADM 2 BM-BIM 3,4,5 BM-MGT 2,6,7	Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Weeks 21 Economic Principles and Systems	<ul style="list-style-type: none"> What is meant by the term economics and why is it important? How does scarcity affect individuals and nations making economic choices? What are the major factors of production? What are economic systems? 	<ul style="list-style-type: none"> Explain the term economics and why it is important. Describe how scarcity affects individuals and nations making economic choices. Chart four major factors of production and give examples of each. Define economic systems. Compare and contrast the various economic systems. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11 Cluster Standards BM 2,3,5 Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2,3	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Weeks 22-23 Market Forces and Economic Indicators	<ul style="list-style-type: none"> How do market forces affect an economy? What is the principle of supply and demand? What strategies can a business use to increase profits and grow? How does competition result in better products and lower prices? What is the role of the consumer in determining which products are sold? How is the economy measured using economic indicators? How can the stock market be an unreliable indicator? 	<ul style="list-style-type: none"> Explain how market forces affect an economy. Describe the principle of supply and demand. Identify three ways that a business can increase profits. Describe how competition results in better products and lower prices. Explain the role of the consumer in determining which products are sold. Summarize how the economy is measured using economic indicators. Explain how the stock market can be an unreliable indicator. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11 Cluster Standards BM 1,2,3,5 Pathway Standards BM-ADM 2 BM-BIM 2,3,5 BM-MGT 2,3,5,7	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 24 Business Cycles and the Role of Government	<ul style="list-style-type: none"> What are the four stages of the business cycle? How can economic indicators be used to analyze the business cycle? How has the role of the U.S. government grown since the nation was founded? What are the various ways the government is involved in the economy today? 	<ul style="list-style-type: none"> Identify the four stages of the business cycle. Explain how economic indicators can be used to analyze the business cycle. Explain how the role of the U.S. government has grown since the nation was founded. Explain the various ways the government is involved in the economy today. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11 Cluster Standards BM 2,3,5 Pathway Standards BM-ADM 2 BM-BIM 2,3,5 BM-MGT 2,3,5,7	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Weeks 25-26		<ul style="list-style-type: none"> Explain the concept of globalization. 	Written	Career Ready Practices CRP 1,2,4,6,7,8,10,11,12	ELA 9-10R 1,2,4,7,8,9

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Global Trade	<ul style="list-style-type: none"> What is the concept of globalization? What are the reasons for global trade? What are exports, imports, and the balance of trade? What are foreign exchange rates and their impact on global trade? What are the purposes of trade regulations, trade agreements, and trade blocks? 	<ul style="list-style-type: none"> Identify reasons for global trade. Define exports, imports, and the balance of trade. Explain foreign exchange rates and their impact on global trade. Explain the reasons for trade regulations and identify three different types. Describe the purposes of trade agreements and trade blocks. 	<ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Cluster Standards BM 2,3,5	9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6
Weeks 27-30 Management Skills Work-Based Learning: Career Coaching	<ul style="list-style-type: none"> What are ways to achieve workplace success as a manager? What is the importance of the workplace environment? What skills are essential for successful team dynamics? What are ways an individual can advance a career? What are the five elements of management function? How do businesses manage proprietary information? How do marketers use financial planning tools? What is the purpose of financial reports? What can be learned from business professionals? 	<ul style="list-style-type: none"> Describe ways to achieve workplace success as a manager. Explain the importance of the workplace environment. Identify two types of basic teams. Identify the skills that are essential for successful teams. Explain how team leaders can conduct effective meetings. Describe effective team meetings. Describe ways an individual can advance a career. Identify the five elements of management function. Summarize how businesses manage proprietary information. Describe effective management styles. Explain how marketers use financial planning tools. Identify how to monitor a budget. Identify and explain financial reports. Participate in Career Coaching. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Career Coaching Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11,12 Cluster Standards BM 2,3,5,6 Pathway Standards BM-ADM 3 BM-BIM 4,5 BM-MGT 4,6,7 BM-HR 6 BM-OM 4	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Weeks 31-33 Managing Business Finances Introduction to Basic Accounting Concepts	<ul style="list-style-type: none"> What are the reasons for creating a financial plan? What is a budget and how is it used? What is the purpose and importance of accounting? What are the three components of the accounting equation? What are the forms of business ownership and how do they affect accounting? 	<ul style="list-style-type: none"> Identify the six reasons for creating a financial plan. Explain what a budget is and how it is used. Describe accounting, including its purpose and importance. Define the three components of the accounting equation. Identify the forms of business ownership and ways they affect accounting. Identify the basic financial statements. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11 Cluster Standards BM 1,2,3,5,6 Pathway Standards BM-ADM 2 BM-BIM 2,3 BM-MGT 2,5,8 BM-HR 2,4	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
	<ul style="list-style-type: none"> What are the basic financial statements? What are generally accepted accounting principles (GAAP)? What are the differences between net income and net loss? What are internal control procedures? What are the essential characteristics of professional conduct for accountants? 	<ul style="list-style-type: none"> Explain generally accepted accounting principles (GAAP). Examine the differences between net income and net loss. Reconcile a bank statement. Identify security considerations related to internal control procedures. Describe confidentiality concepts and policies for accounting. Identify essential characteristics of professional conduct for accountants. 			
Weeks 34-35 Entrepreneurship	<ul style="list-style-type: none"> What are the traits and skills necessary to become an entrepreneur? Why might a person choose to become an entrepreneur? What are the ownership options for starting a business? What is the process of starting a business? What is the importance of a business plan? 	<ul style="list-style-type: none"> Describe the traits and skills necessary to become an entrepreneur. Explain reasons why a person might choose to become an entrepreneur. Explain the ownership options for starting a business. Explain the process of starting a business. Explain three options for creating a business. Describe the importance of a business plan. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11 Cluster Standards BM 2,3,5 Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2,8 BM-HR 2	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Week 36-37 Risk Management	<ul style="list-style-type: none"> What is the nature of risk? What are four types of risk? What is the importance of risk management? How can market and human risks be avoided or reduced? Describe how to transfer risk? What does it mean to assume risk? 	<ul style="list-style-type: none"> Explain the nature of risk. Describe the four types of risk. Summarize the importance of risk management. Explain how market and human risks can be avoided or reduced. Describe how to transfer risk. Explain what it means to assume risk. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11 Cluster Standards BM 2,3,5,6 Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2 BM-HR 2	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math
Weeks 38-40 Work-Based Learning: Career Coaching Projects and Presentations	<ul style="list-style-type: none"> What can be learned from business professionals? What topics in business technology will be researched and presented? How will research and presentations be assessed? 	<ul style="list-style-type: none"> Participate in Career Coaching. Research a topic in business technology, create and present research findings. Assess in-class presentations and provide growth-producing feedback. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Career Coaching Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation 	Career Ready Practices CRP 1,2,4,6,7,8,10,11,12 Cluster Standards BM 1,2,3,5,6 Pathway Standards BM-ADM 1,2,3 BM-BIM 1,2,3,4,5 BM-MGT 1,2,3,4,5,6,7,8 BM-HR 1,2,3,4,5,6,7 BM-OM 1,4	ELA 9-10R 1,2,4,7,8,9 9-10W 2,5,6,7 9-10SL 1,2,3,4,5,6 9-10L 1,2,3,4,5,6 Literacy 9-10RST 1,2,4,6,7,8,9 9-10WHST 2,4,5,6,7 Math

**Syracuse City School District
Career and Technical Education Program
Course Syllabus
BUS 300: Business Technology 300**



Program Overview

The Business Technology program offers students the skills necessary to pursue business or finance degrees in college and learn about running a successful business. Students will have opportunities to earn college credits, participate in work-based learning experiences and receive industry credentials. In 9th and 10th grades, students will learn about a wide variety of business concepts and practices. While learning about financial management, accounting, computer applications and other business fundamentals, students will meet local business professionals, visit college programs, and see successful local businesses in action. In 11th and 12th grades, students will focus on specific topics in business including personal financial literacy, entrepreneurship, marketing, and other areas of student interest.

Course Description

In Business Technology 300, students will experience in-depth learning experiences in Personal Finance and Entrepreneurship, with an emphasis on research and presentation. Students will explore topics in all areas of personal finances including budgeting, banking, making informed financial decisions about automobiles and housing, and important details of credit, loans and planning for the future. Students will learn about what it takes to be an entrepreneur and the requirements for turning an idea into a successful business. Throughout the year, students will meet with financial professionals and entrepreneurs from the community to apply their learning and further develop their understanding. Students will have the opportunity to earn up to six college credits upon successful completion of the course.

Pre-Requisites

BUS 100: Business Technology 100

BUS 200: Business Technology 200

Course Objectives

1. Students will utilize advanced research techniques.
2. Students will apply their knowledge of the terminology, techniques, and processes of business.
3. Students will understand the importance of personal financial literacy and the process for effectively managing income and expenses.
4. Students will understand what is required to become an entrepreneur and the processes and potential challenges of starting a new business.

Integrated Academics

1 CTE Integrated Math Credit

Equipment and Supplies

- **School will provide:** Computers with industry standard software, textbooks.
- **Students will provide:** N/A

Textbook

Barringer, Bruce R. and R. Duane Ireland. *Entrepreneurship: Successfully Launching New Ventures, 5th Edition*. Boston: Pearson, 2016.

Billingsley, Randall S., Lawrence J. Gitman and Michael D. Joehnk. *PFIN7: Personal Finance*. Boston: Cengage, 2020.

Osterwalder, Alexander and Yves Pigneur. *Business Model Generation*. Hoboken: John C. Wiley & Sons, Inc., 2010. (Teacher Resource only)

Grading

10%	Homework
10%	Work Journal (DIN and Ticket Out the Door)
20%	Daily Class Work and Assignments
60%	Projects, Presentations, Tests and Quizzes

Additional Course Policies

Students are expected to:

- Meet all deadlines and be on time for class. Deadlines and being on time are a major part of being a business professional.
- Produce their best work, including being prepared for in-class presentations.
- Participate in class including contributing to discussions and critiquing their own and others' work, as well as diligently working on their own projects during the class period.
- Seek help when needed. Students who need to make up work or tests are responsible for getting their work from the instructor.
- Be attentive during class, ask questions if they do not understand something, and offer their opinions.
- Use Microsoft Office 365 for preparing and sharing all work.
- Type all work to be handed in with proper citations for all research.
- Adhere to the district's code of conduct regarding academic dishonesty including plagiarism, copying another's work, cheating, or altering records.

Course Calendar

Quarter	Units of Study
1	<ul style="list-style-type: none"> • Entrepreneurship <ul style="list-style-type: none"> ○ Expectations ○ Introduction to Entrepreneurship ○ Recognizing Opportunities and Generating Ideas ○ Feasibility Analysis ○ Developing and Effective Business Model ○ Industry and Competitor Analysis ○ Writing a Business Plan ○ Preparing the Proper Ethical and Legal Foundation ○ Assessing a New Venture's Financial Strengths and Viability ○ Work-Based Learning: Career Coaching
2	<ul style="list-style-type: none"> • Entrepreneurship <ul style="list-style-type: none"> ○ Building a New Venture Team ○ Obtaining Financing or Funding ○ Unique Marketing Issues ○ The Importance of Intellectual Property ○ Preparing for and Evaluating the Challenges of Growth ○ Strategies for Firm Growth ○ Franchising ○ Work-Based Learning: Career Coaching ○ Entrepreneurship Projects and Presentations
3	<ul style="list-style-type: none"> • Personal Finance <ul style="list-style-type: none"> ○ Introduction to Personal Finance ○ The Financial Planning Process ○ Using Budgets and Financial Statements ○ Preparing Taxes ○ Managing Cash and Savings ○ Making Automobiles Decisions ○ Making Housing Decisions ○ Work-Based Learning: Career Coaching ○ Using Credit ○ Using Consumer Loans
4	<ul style="list-style-type: none"> • Personal Finance <ul style="list-style-type: none"> ○ Insurance – Life, Health and Property ○ Investing – Planning, Stocks and Bonds, Mutual Funds, EFTs, and Real Estate ○ Planning for Retirement ○ Estate Planning ○ Work-Based Learning: Career Coaching ○ Personal Finance Projects and Presentations

Syracuse City School District
Career and Technical Education Program
Scope and Sequence
BUS 300: Business Technology 300



Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Week 1 Expectations Entrepreneurship: Introduction to Entrepreneurship	<ul style="list-style-type: none"> What are the expectations for this class? What is entrepreneurship? What are three reasons people decide to become entrepreneurs? What are four characteristics of successful entrepreneurs? What are common myths regarding entrepreneurship? What are three types of start-up businesses? How have the demographics of entrepreneurs changed in the United States? What are the positive effects of entrepreneurship on global economies and societies? What is the entrepreneurial process? What can be learned from a local entrepreneur? 	<ul style="list-style-type: none"> Explain expectations for class and follow classroom rules. Describe entrepreneurship, corporate entrepreneurship, and the characteristics of entrepreneurial businesses. Explain three main reasons people decide to become entrepreneurs. Identify four main characteristics of successful entrepreneurs. Explain five common myths regarding entrepreneurship. Describe the three types of start-up businesses. Describe the changing demographics of entrepreneurs in the United States. Explain the positive effects of entrepreneurship and entrepreneurial businesses on global economies and societies. Explain the entrepreneurial process. Interview a local entrepreneur. 	Written <ul style="list-style-type: none"> Assignment: Interview-Based Entrepreneurship Essay Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11 Cluster Standards BM 1,2,3,5 Pathway Standards BM-ADM 1,2 BM-BIM 1,3 BM-MGT 1,2,3,8 BM-HR 1,2 BM-OM 1	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Weeks 2-3 Entrepreneurship: Recognizing Opportunities and Generating Ideas	<ul style="list-style-type: none"> What is the difference between opportunities and ideas? What are three general approaches entrepreneurs use to identify opportunities? What are the personal characteristics of entrepreneurs that contribute to their ability to recognize business opportunities? What are techniques entrepreneurs use to generate ideas? What are actions that encourage continuous 	<ul style="list-style-type: none"> Explain the difference between opportunities and ideas. Describe three general approaches entrepreneurs use to identify opportunities. Chart the personal characteristics of entrepreneurs that contribute to their ability to recognize business opportunities. Identify and describe techniques entrepreneurs use to generate ideas. Describe actions to encourage continuous development of new ideas in entrepreneurial businesses. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11 Cluster Standards BM 1,2,3,5 Pathway Standards BM-ADM 1,2 BM-BIM 1,3 BM-MGT 1,2,3,8 BM-HR 1,2 BM-OM 1	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
	development of new ideas in entrepreneurial businesses?				
Week 4 Entrepreneurship: Feasibility Analysis	<ul style="list-style-type: none"> What is a feasibility analysis and why is it important? What is a product/service feasibility analysis? What is an industry/market feasibility analysis? What is an organizational feasibility analysis? What is a financial feasibility analysis? Why is it important for entrepreneurs to use a feasibility analysis template? 	<ul style="list-style-type: none"> Explain what a feasibility analysis is and why it is important. Describe a product/service feasibility analysis, explain its purpose, and identify two primary issues that a proposed business should consider in this area. Describe an industry/market feasibility analysis, explain its purpose, and identify the two primary issues to consider when competing this analysis. Explain what an organizational feasibility analysis is and its purpose and identify two primary issues to consider when competing this analysis. Describe what a financial feasibility analysis is, explain its importance, and identify the most critical issues to consider when completing this analysis. Describe a feasibility analysis template and explain why it is important for entrepreneurs to use this template. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11 Cluster Standards BM 1,2,3,5 Pathway Standards BM-ADM 1,2 BM-BIM 1,3 BM-MGT 1,2,3,8 BM-HR 1,2 BM-OM 1	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 5 Entrepreneurship: Developing and Effective Business Model	<ul style="list-style-type: none"> What are business models and why are they important? What are two general types of business models? How can PEST (Politics, Economics, Society, Technology) impact business? What is a SWOT (Strengths, Weakness, Opportunities, Threats) Analysis? 	<ul style="list-style-type: none"> Describe business models and explain their importance. Identify and describe the two general types of business models – standard and disruptive business models. Explain the components of the Barringer/Ireland Business Model Template that entrepreneurs can use to develop a business model for their business. Explain a PEST Analysis and the impact on a business. Explain the importance of a SWOT Analysis. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11 Cluster Standards BM 1,2,3,5 Pathway Standards BM-ADM 1,2 BM-BIM 1,3 BM-MGT 1,2,3,8 BM-HR 1,2 BM-OM 1	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 6 Entrepreneurship: Industry and Competitor Analysis	<ul style="list-style-type: none"> What is the purpose of an industry analysis? What are the five competitive forces that determine industry profitability? What are the five primary industry types? 	<ul style="list-style-type: none"> Explain the purpose of an industry analysis. Identify and explain the five competitive forces that determine industry profitability. Explain the value that entrepreneurial businesses create by successfully using the five forces model. Identify the five primary industry types and the opportunities they offer. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11 Cluster Standards BM 1,2,3,5 Pathway Standards BM-ADM 1,2 BM-BIM 1,3 BM-MGT 1,2,3,8 BM-HR 1,2	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
	<ul style="list-style-type: none"> What is the purpose of a competitor analysis and competitive analysis grid? 	<ul style="list-style-type: none"> Explain the purpose of a competitor analysis and competitive analysis grid. 		BM-OM 1	
Week 7 Entrepreneurship: Writing a Business Plan	<ul style="list-style-type: none"> What is the purpose of a business plan? Who reads a business plan and what are they looking for? What are the guidelines for writing an effective business plan? What is a suggested outline of a business plan? How can an entrepreneur effectively present a business plan to potential investors? 	<ul style="list-style-type: none"> Explain the purpose of a business plan. Describe who reads a business plan and what they are looking for. Identify the guidelines to follow to write an effective business plan. Identify and describe a suggested outline of a business plan. Explain and demonstrate how to effectively present a business plan to potential investors. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11 Cluster Standards BM 1,2,3,5 Pathway Standards BM-ADM 1,2 BM-BIM 1,3,5 BM-MGT 1,2,3,7,8 BM-HR 1,2 BM-OM 1	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 8 Entrepreneurship: Preparing the Proper Ethical and Legal Foundation	<ul style="list-style-type: none"> What strategies can founders use to establish a strong ethical culture in their entrepreneurial ventures? What strategies are used in new businesses to deal with legal issues? What business licenses and permits must a start-up obtain? What are the different forms of organization available to new businesses? 	<ul style="list-style-type: none"> Describe the strategies founders can use to establish a strong ethical culture in their entrepreneurial ventures. Identify and describe the strategies used in new businesses to effectively deal with legal issues. Summarize the various business licenses and permits that a start-up must obtain before it begins operating. Identify and chart the different forms of organization available to new businesses and explain their advantages and disadvantages. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11 Cluster Standards BM 1,2,3,5 Pathway Standards BM-ADM 1,2 BM-BIM 1,3,5 BM-MGT 1,2,4,3,7,8 BM-HR 1,2 BM-OM 1	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 9 Entrepreneurship: Assessing a New Venture's Financial Strengths and Viability Work-Based Learning: Career Coaching	<ul style="list-style-type: none"> What is the importance of the financial management of an entrepreneurial business? What are the four main financial objectives of entrepreneurial ventures? What is the process of financial management? What are historical and pro forma financial statements? What is the role of forecasts in projecting a business's future income and expenses? What can be learned from business professionals? 	<ul style="list-style-type: none"> Explain the importance of the financial management of an entrepreneurial business. Identify the four main financial objectives of entrepreneurial ventures. Describe the process of financial management as used in entrepreneurial businesses. Explain the types, purposes, and differences between historical and pro forma financial statements. Explain the role of forecasts in projecting a business's future income and expenses. Participate in Career Coaching. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Career Coaching Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11,12 Cluster Standards BM 1,2,3,5 Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3,5 BM-MGT 1,2,3,5,7,8 BM-HR 1,2,4 BM-OM 1	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Week 10 Entrepreneurship: Building a New Venture Team	<ul style="list-style-type: none"> What is the concept of liability of newness? What are the primary elements of a new-venture team? What is the role of professional advisors with a new-venture team? Why would a new-venture team use consultants to obtain advice? 	<ul style="list-style-type: none"> Explain the concept of liability of newness. Identify and chart the primary elements of a new-venture team and explain the purpose of each. Identify professional advisors and explain their role with a new-venture team. Explain why a new-venture team might use consultants to obtain advice. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 1,2,3,5	
				Pathway Standards BM-ADM 1,2 BM-BIM 1,3,5 BM-MGT 1,2,3,7,8 BM-HR 1,23,5 BM-OM 1	Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 11 Entrepreneurship: Obtaining Financing or Funding	<ul style="list-style-type: none"> What is the importance of financing for entrepreneurial success? What are three sources of personal financing available to entrepreneurs? What are three steps in properly preparing to raise debt or equity financing? What are the three most important sources of equity funding? What are common and creative sources of debt financing entrepreneurial businesses could choose? 	<ul style="list-style-type: none"> Explain the importance of financing for entrepreneurial success and why most entrepreneurial ventures need to raise money during their early life. Identify and describe the three sources of personal financing available to entrepreneurs. Identify and explain the three steps involved in properly preparing to raise debt or equity financing. Identify and describe the three most important sources of equity funding that are available to the entrepreneurial business. Identify and chart both common and creative sources of debt financing entrepreneurial businesses could choose to use. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 1,2,3,5	
				Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3,5 BM-MGT 1,2,3,5,7,8 BM-HR 1,2,4 BM-OM 1	Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 12 Entrepreneurship: Unique Marketing Issues	<ul style="list-style-type: none"> What are the steps entrepreneurial businesses use to identify their customers? What is a brand and why is it important in marketing? What are the 4Ps of marketing activities? What is the seven-step sales process an entrepreneurial business uses to identify prospects and close sales? 	<ul style="list-style-type: none"> Explain the three steps (segmenting the market, selecting a target market, and establishing a unique market position) entrepreneurial businesses use to identify their customers. Define what a brand is and explain why it is important to an entrepreneurial business's marketing efforts. Identify and explain the 4Ps of marketing activities (product, price, promotion, and place) used by entrepreneurial businesses. Describe the seven-step sales process an entrepreneurial business uses to identify prospects and close sales. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 1,2,3,5	
				Pathway Standards BM-ADM 1,2 BM-BIM 1,3,5 BM-MGT 1,2,3,4,7,8 BM-HR 1,2 BM-OM 1,2	Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 13 Entrepreneurship:	<ul style="list-style-type: none"> What is intellectual property? 	<ul style="list-style-type: none"> Define the term intellectual property and describe its importance. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 1,2,3,5	

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
The Importance of Intellectual Property	<ul style="list-style-type: none"> What are patents, trademarks, and copyrights? What is a trade secret? What is an intellectual property audit? 	<ul style="list-style-type: none"> Compare and contrast the purposes, types and importance of patents, trademarks, and copyrights. Give examples of patents, trademarks, and copyrights. Describe a trade secret and identify the common causes of trade secret disputes. Explain what an intellectual property audit is and identify the two primary reasons entrepreneurial businesses should complete this type of audit. 	<ul style="list-style-type: none"> Self-Assessment Performance Class Presentation Teacher Observation Checklist 	Pathway Standards BM-ADM 2 BM-BIM 1,3,5 BM-MGT 1,2,7,8 BM-HR 1,2 BM-OM 1	Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 14 Entrepreneurship: Preparing for and Evaluating the Challenges of Growth	<ul style="list-style-type: none"> How can businesses properly prepare for growth? What are the six most common reasons businesses pursue growth? What is the importance of managing the stages of growth? What are the challenges of business growth? 	<ul style="list-style-type: none"> Describe how businesses can properly prepare for growth. Identify and explain the six most common reasons businesses pursue growth. Explain the importance of being able to manage the stages of growth. Describe the challenges of business growth, particularly those of adverse selection and moral hazard. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11 Cluster Standards BM 1,2,3,5,6 Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3,4,5 BM-MGT 1,2,5,6,7,8 BM-HR 1,2,3,4,5 BM-OM 1,2,4	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 15 Entrepreneurship: Strategies for Business Growth	<ul style="list-style-type: none"> What is the core internal growth strategy for entrepreneurial businesses? How can international expansion be used as a growth strategy? What are different types of external growth strategies? 	<ul style="list-style-type: none"> Identify and summarize the core internal growth strategy for entrepreneurial businesses. Describe additional internal product-growth strategies entrepreneurial businesses can use. Explain international expansion as a growth strategy. Compare different types of external growth strategies. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11 Cluster Standards BM 1,2,3,5,6 Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3,4,5 BM-MGT 1,2,5,6,7,8 BM-HR 1,2,3,4,5 BM-OM 1,2,4	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 16-17 Entrepreneurship: Franchising	<ul style="list-style-type: none"> What is franchising? What are steps entrepreneurs can take to establish a franchise system? What are the advantages and disadvantages of establishing a franchise system? What are the steps an entrepreneur goes through to buy a franchise? What are the legal aspects associated with the franchise relationship? 	<ul style="list-style-type: none"> Explain franchising and how this form of business ownership works. Describe steps entrepreneurs can take to establish a franchise system. Chart and explain the advantages and disadvantages of establishing a franchise system. Describe actions and issues associated with a decision to buy a franchise. Identify and explain the steps an entrepreneur goes through to buy a franchise. Identify and explain the various legal aspects associated with the franchise relationship. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11 Cluster Standards BM 1,2,3,5,6 Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3,4,5 BM-MGT 1,2,5,6,7,8 BM-HR 1,2,3,4,5 BM-OM 1,2,4	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
	<ul style="list-style-type: none"> What are issues entrepreneurs should think about when considering franchising? 	<ul style="list-style-type: none"> Identify and explain two additional issues – franchise ethics and international franchising – entrepreneurs should think about when considering franchising. 			
Weeks 18-20 Entrepreneurship: Work-Based Learning: Career Coaching Entrepreneurship Projects and Presentations	<ul style="list-style-type: none"> What can be learned from business professionals? What topic in entrepreneurship will be researched and presented? How will research and presentations be assessed? 	<ul style="list-style-type: none"> Participate in Career Coaching. Research a topic in entrepreneurship, create and present research findings. Assess in-class presentations and provide growth-producing feedback. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Career Coaching Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,4,6,7,8,9,10,11,12 Cluster Standards BM 1,2,3,5,6 Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3,4,5 BM-MGT 1,2,3,4,5,6,7,8 BM-HR 1,2,3,4,5 BM-OM 1,2,4	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 21 Personal Finance: Expectations Introduction to Personal Finance	<ul style="list-style-type: none"> What does personal financial literacy mean? What does the future look like for you? 	<ul style="list-style-type: none"> Explain the meaning of personal financial literacy. Create a personal vision for the future 5, 10, 25, 50 and 75 years from now. 	Written <ul style="list-style-type: none"> Assignment: Vision Essay Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11 Cluster Standards BM 3 Pathway Standards BM-ADM 2 BM-BIM 3 BM-MGT 2 BM-HR 2	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 22 Personal Finance: The Financial Planning Process	<ul style="list-style-type: none"> What are the benefits of using personal financial planning techniques to manage personal finances? What is the personal financial planning process? What is the life cycle of financial plans? What is the economic environment's influence on personal financial planning? What is the impact of age, education, and geographic location on personal income? What is the importance of career choices on personal financial planning? 	<ul style="list-style-type: none"> Identify the benefits of using personal financial planning techniques to manage personal finances. Describe the personal financial planning process and define personal goals. Explain the life cycle of financial plans, including their role in achieving financial goals, special planning concerns and using professional financial planners. Explain the economic environment's influence on personal financial planning. Evaluate the impact of age, education, and geographic location on personal income. Describe the importance of career choices and their relationship to personal financial planning. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11 Cluster Standards BM 1,2,3 Pathway Standards BM-ADM 1,2 BM-BIM 2,3 BM-MGT 2,5,8 BM-HR 2,4	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 23 Personal Finance:	<ul style="list-style-type: none"> What is the relationship between financial plans and statements? 	<ul style="list-style-type: none"> Explain the relationship between financial plans and statements. 	Written <ul style="list-style-type: none"> Assignment Research Project 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11 Cluster Standards BM 1,2,3	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Using Budgets and Financial Statements	<ul style="list-style-type: none"> • Prepare a personal balance sheet, and a personal income and expense statement? • What is involved in an effective record-keeping system? • How is a cash budget constructed and how is it used to monitor and control spending? • How can the time value of money concepts be used to put a monetary value on financial goals? • What is the relationship between inflation and nominal interest rates? 	<ul style="list-style-type: none"> • Prepare a personal balance sheet, and a personal income and expense statement. • Develop an effective record-keeping system. • Construct a cash budget and explain how to use it to monitor and control spending. • Apply time value of money concepts to put a monetary value on financial goals. • Explain the relationship between inflation and nominal interest rates and calculate the real interest rate. 	<ul style="list-style-type: none"> • Quiz • Self-Assessment Performance <ul style="list-style-type: none"> • Class Presentation • Teacher Observation Checklist 	Pathway Standards BM-ADM 1,2 BM-BIM 2,3 BM-MGT 2,5,8 BM-HR 2,4	11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 24 Personal Finance: Preparing Taxes	<ul style="list-style-type: none"> • What are the basic principles of income taxes? • What are the sources of gross income and adjustments to income? • How are standard deductions, itemized deductions, and exemptions different? • How is taxable income calculated? • How are tax returns prepared and where can a taxpayer get help with tax questions? 	<ul style="list-style-type: none"> • Explain the basic principles of income taxes and determine filing status. • Describe the sources of gross income and adjustments to income, differentiate between standard and itemized deductions and exemptions, and calculate taxable income. • Prepare a basic tax return using the appropriate tax forms and rate schedules. • Explain who needs to pay estimated taxes, when to file or amend a return, and how to handle an audit. • Explain where to get help with taxes and how software can make tax return preparation easier. • Describe an appropriate and effective tax planning strategy. 	Written <ul style="list-style-type: none"> • Assignment • Research Project • Quiz • Self-Assessment Performance <ul style="list-style-type: none"> • Class Presentation • Teacher Observation Checklist 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11 Cluster Standards BM 1,2,3 Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3 BM-MGT 1,2,5,8 BM-HR 2,4	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Weeks 25-26 Personal Finance: Managing Cash and Savings	<ul style="list-style-type: none"> • What is the role of cash management in the personal financial planning process? • What types of financial services are available in today's marketplace? • Why is it important to develop a strategy for managing personal banking accounts? 	<ul style="list-style-type: none"> • Describe the role of cash management in the personal financial planning process. • Describe today's financial services marketplace, both depository and nondepository financial institutions. • Research different types of checking, savings, electronic banking, and other bank services that meet personal needs. • Calculate interest earned on money using compound interest and future value techniques. 	Written <ul style="list-style-type: none"> • Assignment • Research Project • Quiz • Self-Assessment Performance <ul style="list-style-type: none"> • Class Presentation • Teacher Observation Checklist 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11 Cluster Standards BM 1,2,3 Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3 BM-MGT 1,2,5,8 BM-HR 2,4	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
	<ul style="list-style-type: none"> What is the impact of compound interest on personal finances? 	<ul style="list-style-type: none"> Develop a strategy for managing personal banking accounts. 			
Week 27 Personal Finance: Making Automobile Decisions	<ul style="list-style-type: none"> What information should be gathered when planning to buy or lease an automobile? What are the advantages and disadvantages of buying or leasing a car? What is important to know about a personal automobile insurance policy? 	<ul style="list-style-type: none"> Design a plan to research and select a new or used automobile. Compare the advantages and disadvantages of buying or leasing a car. Research and analyze contracts for both leasing and buying a car. Analyze the coverage in a personal automobile insurance policy and choose the most cost-effective policy. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 1,2,3	
				Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3 BM-MGT 1,2,5,8 BM-HR 2,4	Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 28 Personal Finance: Making Housing Decisions Work-Based Learning: Career Coaching	<ul style="list-style-type: none"> What factors affect the decision to rent or buy housing? What are the financial requirements and contracts involved in renting, leasing, and sub-letting? What are the benefits and costs of home ownership? How is the affordability of buying a home determined? What is the process for buying a home? What are the advantages and disadvantages of different mortgage financing options? What can be learned from business professionals? 	<ul style="list-style-type: none"> Identify housing alternatives, assess rental options, and perform a rent-or-buy analysis. Identify the financial requirements and contracts of renting, leasing, and sub-letting. Evaluate the benefits and costs of home ownership. Estimate what is affordable to pay for a home given a particular financial situation. Describe the home-buying process. Research different mortgage financing options and their advantages and disadvantages. Participate in Career Coaching. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Career Coaching Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11,12	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 1,2,3	
				Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3 BM-MGT 1,2,4,5,8 BM-HR 2,4	Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Week 29 Personal Finance: Using Credit	<ul style="list-style-type: none"> What are the reasons for using consumer credit? What are the benefits and problems with using credit? How can someone establish a strong credit history? What are different forms of open account credit? What are the advantages and disadvantages of various credit cards? How can someone avoid credit problems, protect 	<ul style="list-style-type: none"> Describe the reasons for using consumer credit and identify its benefits and problems. Develop a plan to establish a strong credit history. Distinguish among different forms of open account credit. Apply for, obtain, and manage open forms of credit. Research various credit cards and compare their advantages and disadvantages. Analyze contracts for various types of credit cards. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 1,2,3	
				Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3 BM-MGT 1,2,5,8 BM-HR 2,4	Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
	against credit card fraud, and protect against identity theft? • What is involved in declaring personal bankruptcy?	• Explain how to avoid credit problems, protect against credit card fraud, and protect against identity theft. • Explain the personal bankruptcy process.			
Week 30 Personal Finance: Using Consumer Loans	• What are the major types of consumer loans when are they used? • What are the various sources of consumer loans? • How can someone identify the best loans available? • What are the features of, and the finance charges on, single-payment loans? • What are the costs, benefits, and potential problems of installment loans?	• Differentiate between the major types of consumer loans and explain when to use them. • Identify the various sources of consumer loans and analyze their contracts. • Compare finance charges, maturity, collateral, and other loan terms to identify the best loans available. • Describe the features of, and calculate the finance charges on, single-payment loans. • Evaluate the benefits of an installment loan. • Determine the costs of installment loans and analyze whether it is better to pay cash or take out a loan.	Written <ul style="list-style-type: none"> • Assignment • Research Project • Quiz • Self-Assessment Performance <ul style="list-style-type: none"> • Class Presentation • Teacher Observation Checklist 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11 Cluster Standards BM 1,2,3 Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3 BM-MGT 1,2,5,8 BM-HR 2,4	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math
Weeks 31-33 Personal Finance: Insurance – Life, Health, and Property	• What is the concept of risk? • What are the primary reasons for life insurance? • Who needs life insurance coverage? • What are the various types of life insurance and what are their advantages and disadvantages? • Why is having adequate health insurance important? • What are the factors contributing to the growing cost of health insurance? • What are the various major types of health insurance plans? • What is long-term care insurance? • What is disability income insurance and when is it needed? • What is the importance of property insurance?	• Explain the concept of risk, the basics of insurance underwriting, and the primary reasons for life insurance. • Identify those who need life insurance coverage and how much life insurance is needed. • Distinguish among the various types of life insurance policies, describe their advantages and disadvantages, and their key features. • Choose the best life insurance policy at the lowest cost for a given situation. • Explain why having adequate health insurance is important and identify the factors contributing to the growing cost of health insurance. • Differentiate among the various major types of health insurance plans and identify major private and public health insurance providers and their programs. • Assess the need for and the features of long-term care insurance. • Explain the features of disability income insurance and how to determine when it is needed.	Written <ul style="list-style-type: none"> • Assignment • Research Project • Quiz • Self-Assessment Performance <ul style="list-style-type: none"> • Class Presentation • Teacher Observation Checklist 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11 Cluster Standards BM 1,2,3 Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3 BM-MGT 1,2,5,8 BM-HR 2,4	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
	<ul style="list-style-type: none"> What types of coverage provided by renter's and homeowner's insurance? What do different insurance agents and companies offer? 	<ul style="list-style-type: none"> Explain the importance and basic principles of property insurance, including types of exposure, indemnity, and co-insurance. Identify the types of coverage provided by renter's and homeowner's insurance. Describe other types of property and liability insurance. Research a property and liability insurance agent and company and describe how to settle a claim. 			
Weeks 34-36 Personal Finance: Investing – Planning, Stocks and Bonds, Mutual Funds, EFTs (Exchange Traded Funds), and Real Estate	<ul style="list-style-type: none"> What is the role of investing in the personal financial planning process? What are primary, secondary broker, and dealer markets? What is the process of buying and selling securities? What is an investment portfolio? What are the risks to which investors are exposed? What are the different types of stocks? What are the basic issue characteristics of bonds and how are these securities used as investments? What are different types of bonds? What are the basic features and operating characteristics of mutual funds and EFTs? What are open- and closed-end mutual funds? What are the variables that should be considered when selecting funds for investment purposes? What is the role of real estate in a diversified investment portfolio? 	<ul style="list-style-type: none"> Explain the role that investing plays in the personal financial planning process, identify several different investment objectives and describe the impact of the internet on the field of investments. Distinguish between primary and secondary markets as well as between broker and dealer markets. Explain the process of buying and selling securities and describe the different types of orders. Describe an investment portfolio and how to go about monitoring a portfolio of securities. Describe the various types of risks to which investors are exposed, as well as the sources of return. Research an acceptable investment on the basis of risk, total return, and yield. Describe the different types of stocks and explain the merits of investing in common stock. Research the various measures of performance and how to use them in placing a value on stocks. Describe the basic issue characteristics of bonds and how these securities are used as investment vehicles. Distinguish between the different types of bonds, describe how bond prices behave and compute different measures of yield. Describe the basic features and operating characteristics of mutual funds and EFTs. Differentiate between open- and closed-end mutual funds, as well as 	Written <ul style="list-style-type: none"> Assignment: Personal Finance Book Response Essay Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Teacher Observation Checklist 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 1,2,3	Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7
				Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3 BM-MGT 1,2,5,8 BM-HR 2,4	Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
		<p>EFTs, and explain the various types of fund loads (commissions) and charges.</p> <ul style="list-style-type: none"> • Explain the types of funds available to investors and the different kinds of investor services offered by mutual funds and EFTs. • Explain the variables that should be considered when selecting funds for investment purposes. • Identify the sources of return, calculate the rate of return earned on an investment in a mutual fund, and evaluate the performance of an EFT. • Explain the role that real estate plays in a diversified investment portfolio and basics of direct or indirect investment in real estate. 			
Week 37 Personal Finance: Planning for Retirement	<ul style="list-style-type: none"> • What is the importance of good retirement planning? • What are the eligibility requirements and benefits of the Social Security program? • What are different types of basic and supplemental employer-sponsored pension plans? • What are the various types of self-directed retirement plans? • What are the pros and cons of annuities in a retirement plan? 	<ul style="list-style-type: none"> • Explain the importance and pitfalls of good retirement planning. • Estimate income needs in retirement and the level of retirement income from various sources. • Explain the eligibility requirements and benefits of the Social Security program. • Differentiate among the types of basic and supplemental employer-sponsored pension plans. • Describe the various types of self-directed retirement plans. • Identify pros and cons of annuities in a retirement plan. 	Written <ul style="list-style-type: none"> • Assignment • Research Project • Quiz • Self-Assessment Performance <ul style="list-style-type: none"> • Class Presentation • Teacher Observation Checklist 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 1,2,3	Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7
Week 38 Personal Finance: Estate Planning Work-Based Learning: Career Coaching	<ul style="list-style-type: none"> • What is the role of estate planning in personal financial planning? • What is the importance of preparing a will? • How are trusts used in estate planning? • What is the impact of taxes on estates and estate planning? • What can be learned from business professionals? 	<ul style="list-style-type: none"> • Describe the role of estate planning in personal financial planning and identify the seven steps of the process. • Explain the importance of preparing a will and identify other documents to protect an estate. • Explain how trusts are used in estate planning. • Determine whether a gift will be taxable and explain how planned gifts can reduce estate taxes. • Identify the federal taxes due on an estate. • Research the effective estate planning techniques that can be used to minimize estate taxes. 	Written <ul style="list-style-type: none"> • Assignment • Research Project • Quiz • Career Coaching Self-Assessment Performance <ul style="list-style-type: none"> • Class Presentation • Teacher Observation Checklist 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11,12	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 1,2,3	Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7
				Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3 BM-MGT 1,2,4,5,8 BM-HR 2,4	Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
		<ul style="list-style-type: none"> Participate in Career Coaching. 			
Weeks 39-40 Personal Finance: Personal Finance Projects and Presentations	<ul style="list-style-type: none"> What topic in personal finance will be researched and presented? How will research and presentations be assessed? 	<ul style="list-style-type: none"> Research a topic in personal financial planning, create and present research findings. Explain the various elements of an effective presentation and how they can be assessed. Assess in-class presentations and provide growth-producing feedback. 	Written <ul style="list-style-type: none"> Assignment Research Project Quiz Self-Assessment Performance <ul style="list-style-type: none"> Class Presentation Assessment of In-Class Presentations Teacher Observation Checklist 	Career Ready Practices CRP 1,2,3,4,6,7,8,10,11	ELA 11-12R 1,2,3,4,7,8,9 11-12W 2,4,5,6 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 1,2,3	
				Pathway Standards BM-ADM 1,2 BM-BIM 1,2,3 BM-MGT 1,2,5,8 BM-HR 2,4	Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7
					Math

**Syracuse City School District
Career and Technical Education Program
Course Syllabus
BUS 400: Business Technology 400**



Program Overview

The Business Technology program offers students the skills necessary to pursue business or finance degrees in college and learn about running a successful business. Students will have opportunities to earn college credits, participate in work-based learning experiences and receive industry credentials. In 9th and 10th grades, students will learn about a wide variety of business concepts and practices. While learning about financial management, accounting, computer applications and other business fundamentals, students will meet local business professionals, visit college programs, and see successful local businesses in action. In 11th and 12th grades, students will focus on specific topics in business including personal financial literacy, entrepreneurship, marketing, and other areas of student interest.

Course Description

In Business Technology 400, students will further develop their knowledge and skills in business leadership and management administration, business law and ethics, and the fundamentals of accounting. This course will also prepare students for the technical examination at the end of the CTE pathway.

The focus of leadership and management will be on developing an understanding of all of the facets involved in managing and leading a business effectively in both local and global markets. The focus of the business law segment will be on the American legal system and the fundamentals of business law. Students will develop a working knowledge of the legal framework within which formal business organizations must operate. Students will apply what they have learned about legal principles in a business to case studies and other activities. The focus of accounting will be on the basic fundamentals of accounting that pertain to business and the importance of financial control.

Career mentors and coaching events, guest speakers, SU Diversity Law Day, and a field trip to courthouse will be infused into the course. Students will also have the opportunity to participate in job shadowing and/or do an internship in a chosen focus area.

Pre-Requisites

BUS 100: Business Technology 100
BUS 200: Business Technology 200
BUS 300: Business Technology 300

Course Objectives

1. Students will understand the foundations of leadership and management in a business, including managing staff, relationship, communication, and information.
2. Students will explore the characteristics of effective business leadership and management in both local and global markets.
3. Students will develop an awareness of the legal system and its laws.
4. Students will examine court systems and trial procedures and other aspects of legal concepts which influence the operation of both business and personal life.
5. Students will understand and apply basic knowledge, terminology, techniques, and processes of business law, such as ethics, civil and criminal law, contracts, consumer protection, employment conditions, and intellectual property.
6. Students will explore the basic principles of financial accounting, including the accounting equation, recording transactions, and general ledger accounts.
7. Students will explore and prepare for various business technology career opportunities.

Integrated Academics

1 CTE Integrated ELA Credit

Equipment and Supplies

- **School will provide:** Computers with industry standard software.
- **Students will provide:** N/A

Textbook

(Pending Approval)

Dansby, R., & Sovak, K. (2020). *Principles of Management*. Tinley Park, IL: Goodheart-Willcox Co., Inc.
 Guerrieri, D., Haber, F., & Hoyt, W. (2015). *Accounting*. New York, NY: McGraw-Hill Education.
 Prenkert, J., Barnes, A., Perry, J., Haugh, T., & Stemler, A. (2022). *Business Law: The Ethical, Global, and Digital Environment, 18th Edition*. New York, NY: McGraw-Hill.

Grading

10%	Homework
10%	Work Journal (DIN and Ticket Out the Door)
20%	Daily Class Work and Assignments
60%	Projects, Presentations, Tests and Quizzes

Additional Course Policies

Students are expected to:

- Meet all deadlines and be on time for class. Deadlines and being on time are a major part of being a business professional.
- Produce their best work, including being prepared for in-class presentations.
- Participate in class including contributing to discussions and critiquing their own and others' work, as well as diligently working on their own projects during the class period.
- Seek help when needed. Students who need to make up work or tests are responsible for getting their work from the instructor.
- Be attentive during class, ask questions if they do not understand something, and offer their opinions.
- Use Microsoft Office 365 for preparing and sharing all work.
- Type all work to be handed in with proper citations for all research.
- Adhere to the district's code of conduct regarding academic dishonesty including plagiarism, copying another's work, cheating, or altering records.

Course Calendar

Quarter	Units of Study
1	LEADERSHIP AND MANAGEMENT <ul style="list-style-type: none"> • Management • History of Management • Planning • Managing with Information • Organizing and Staffing • Staffing • Relationship Management • Leading • Managing Communications • Soft Skills for Management • Controlling • Work-Based Learning: Career Coaching
2	LEADERSHIP AND MANAGEMENT <ul style="list-style-type: none"> • Operations Management • Environment of Management • Managing in a Business Environment • Managing in the Economic Environment • Managing in a Global Environment • Small Business Management • Risk Management • Marketing • Career Planning • Employment Documents • Work-Based Learning: Career Coaching
3	<ul style="list-style-type: none"> • Work-Based Learning: Internship
4	<ul style="list-style-type: none"> • Year-End Capstone: Problem-Solving for a Business • Work-Based Learning: Career Coaching

Syracuse City School District
Career and Technical Education Program
Scope and Sequence
BUS 400: Business Technology 400



Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Week 1 LEADERSHIP AND MANAGEMENT Management	<ul style="list-style-type: none"> What does management mean? What makes an effective manager? Why are technology skills important in the workplace? What is the difference between for-profit and not-for-profit organizations? Why are communication skills important to managers? 	<ul style="list-style-type: none"> Define the terms manager and management. Summarize the functions of management. Identify three levels of management. Cite examples of organizational resources. List and explain the five basic functions of management. Create an organizational chart and state the various titles of each management level. Cite advantages of managers who update their skills in technology. Identify 21st Century issues that are the focus of today's managers. State key managerial competencies required for success. Summarize and chart the titles and duties of middle management and senior management. Describe managers in today's workplace. Identify managerial roles according to Mintzberg. Cite examples of skills of successful managers. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12 Cluster Standards BM 5,6 Pathway Standards BM-ADM 1,2 BM-BIM 3,4,5 BM-MGT 2,4,6,7,8 BM-HR 6 BM-OM 4	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
Week 1 (Cont.) LEADERSHIP AND MANAGEMENT History of Management	<ul style="list-style-type: none"> How has the history of management shaped the job of a manager in today's workplace? What contributions did Henry Ford make to the 20th century? What contributions did Henri Fayol make to administrative management? Why is Max Weber's theory on bureaucratic management important? What is the goal of TQM? What impact does evidence-based management have on a business? 	<ul style="list-style-type: none"> Summarize the evolution of management. Define management theory. Identify and describe three branches of classical management. Explain behavioral management. Explain the quantitative approach to management. Give two examples of contemporary management theory. Define evidence-based management. Explain Total Quality Management (TQM). Explain the difference between an open system and a closed system. Chart and summarize the five steps of evidence-based management. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12 Cluster Standards BM 5,6 Pathway Standards BM-ADM 1,2 BM-BIM 3,4,5 BM-MGT 2,4,6,7,8 BM-HR 6 BM-OM 4	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Week 2 LEADERSHIP AND MANAGEMENT Planning	<ul style="list-style-type: none"> Why is planning important for a business? What is competitive advantage? What specific type of planning should take place in a business? In what ways can the SWOT Analysis and PEST Analysis help management in making decisions? 	<ul style="list-style-type: none"> Summarize the planning function of management. Explain the importance of establishing goals. Identify the various types of plans written by management. Explain how market research is used for planning. Cite examples of data analysis used for planning purposes. Identify the benefits of planning. Cite the elements of a SMART goal. Explain the impact that internal and external factors have on an organization. Explain the purpose of having competitive advantage. Summarize the strategic planning process. Explain the role of tactical plans in a business. Describe two types of operational plans. Explain the purpose of a SWOT Analysis and PEST Analysis. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
				Cluster Standards BM 5,6	
				Pathway Standards BM-ADM 1,2 BM-BIM 3,4,5 BM-MGT 2,4,6,7,8 BM-HR 6 BM-OM 4	
Week 3 LEADERSHIP AND MANAGEMENT Managing with Information	<ul style="list-style-type: none"> What is a management information system? When would a manager apply the systematic decision-making process? Why is it important for managers to understand basic accounting terms? 	<ul style="list-style-type: none"> Summarize management information for planning purposes. Identify examples of budgets used in the budgeting process. Describe the basic technology infrastructure used by businesses. Explain the tasks a management information system must be able to perform. Cite examples of visuals that can be used to present data. Justify the importance of income statements in helping managers to make financial plans for a business. State the formula used to forecast sales. Identify and define basic accounting terms and accounting information for managers. Diagram the steps of the systematic decision-making process. List examples of decision-making process tools. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
				Cluster Standards BM 5,6	
				Pathway Standards BM-ADM 1,2 BM-BIM 3,4,5 BM-MGT 2,4,6,7,8 BM-HR 6 BM-OM 4	
Week 4 LEADERSHIP AND MANAGEMENT	<ul style="list-style-type: none"> What does an organizational structure look like for a typical business? 	<ul style="list-style-type: none"> Summarize the organizing function of management. Describe the four types of organizational structures. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 5,6	

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Organizing and Staffing	<ul style="list-style-type: none"> How does specialization lead to an increase in productivity and profits for a company? What is the difference between narrow and wide span of control? Why should management be in tune with the corporate culture of their organization? 	<ul style="list-style-type: none"> Explain specialization. Identify three types of departmentalization. Explain the chain of command. Define span of control. Explain corporate culture and its importance. Summarize ways an organization can create an ethical culture. Summarize ways an organization can create a customer focused culture. 	<ul style="list-style-type: none"> Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Pathway Standards BM-ADM 1,2 BM-BIM 3,4,5 BM-MGT 2,4,6,7,8 BM-HR 2,3,5,6 BM-OM 4	Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
Week 5 LEADERSHIP AND MANAGEMENT Staffing	<ul style="list-style-type: none"> What does human resources mean? What examples of responsibilities of a human resources (HR) department? Why should an organization focus on offering competitive compensation packages? What are the advantages of having a diverse workplace? What types of criteria do employers use when they evaluate employees? 	<ul style="list-style-type: none"> Summarize the staffing function of management. Describe human resources. Explain the recruitment process used by human resources. Explain the purpose and importance of training and development of employees. Explain the advantages of diversity in the workplace. Explain compensation as provided by the company. Identify ways a company can offer a work-life balance for employees. Summarize performance management. Explain employee turnover. Explain the termination process of employees. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12 Cluster Standards BM 5,6	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Pathway Standards BM-ADM 1,2 BM-BIM 3,4,5 BM-MGT 2,4,6,7,8 BM-HR 2,3,5,6 BM-OM 4	Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
Week 6 LEADERSHIP AND MANAGEMENT Relationship Management	<ul style="list-style-type: none"> How does HR manage employee relations in an organization? What is the purpose of employment laws? What rights does the National Labor Relations Act give employees? 	<ul style="list-style-type: none"> Explain relationship management. Identify the characteristics of an adaptive organization. Explain organizational change. Summarize managing change within an organization. Explain the grievance process and how it is used. Explain labor relations and compensation and benefits laws. Identify and explain equal employment opportunity laws. Identify examples of employee health and safety regulations in the workplace. Summarize stress management. Explain the role OSHA plays in the workplace. Define collective bargaining. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12 Cluster Standards BM 5,6	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Pathway Standards BM-ADM 1,2 BM-BIM 3,4,5 BM-MGT 2,4,6,7,8 BM-HR 2,3,5,6 BM-OM 4	Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
Week 7	<ul style="list-style-type: none"> What makes an effective leader? 	<ul style="list-style-type: none"> Summarize the leading functions of management. 	<ul style="list-style-type: none"> Ticket In/Out 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12 Cluster Standards	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
LEADERSHIP AND MANAGEMENT Leading	<ul style="list-style-type: none"> What is the importance of leadership style? 	<ul style="list-style-type: none"> Explain the relationship between leadership and power. Explain how leaders can empower employees. Summarize how leaders can motivate others. Explain how leaders can create effective teams. Explain the purpose of the Theories of Motivation. Compare and contrast managers and leaders. Explain management power. Summarize the concepts of a team and teamwork. Summarize the different types of leadership styles and cite examples. Identify types of difficult people encountered in the workplace. Explain the process of conflict resolution. 	<ul style="list-style-type: none"> Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	BM 5,6	11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Pathway Standards BM-ADM 1,2 BM-BIM 3,4,5 BM-MGT 2,4,6,7,8 BM-HR 2,3,5,6 BM-OM 4	Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
Week 8 LEADERSHIP AND MANAGEMENT Managing Communications	<ul style="list-style-type: none"> How does the way in which communication is conducted in an organization affect the workplace? What are the six elements of the communication process? Why is communication management important for a person who manages direct reports? 	<ul style="list-style-type: none"> Explain the importance of communication in a business. Summarize the communication process. Identify types of communications. Identify barriers to effective communications. Explain communication management. Describe a communication plan. Summarize communication competence. Identify effective ways to communicate in a diverse workplace. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12 Cluster Standards BM 5,6	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Pathway Standards BM-ADM 1,2 BM-BIM 3,4,5 BM-MGT 2,4,6,7,8 BM-HR 2,3,5,6 BM-OM 4	Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
Week 9 LEADERSHIP AND MANAGEMENT Soft Skills for Management	<ul style="list-style-type: none"> What soft skills are important for a manager to possess? How can managers exhibit confidence? What is professional etiquette? What is the effect of having empathy? What is the definition of soft-management skills? 	<ul style="list-style-type: none"> Cite examples of soft skills important for professionals. Differentiate between passive and active listening. Explain the importance of professional etiquette. Explain how empathy can affect relationships. Cite examples of time-management practices. Explain the proper ways to make introductions. Describe professional success. Describe managing up. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12 Cluster Standards BM 5,6	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Pathway Standards BM-ADM 1,2 BM-BIM 3,4,5 BM-MGT 2,4,6,7,8 BM-HR 2,3,5,6 BM-OM 4	Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
Week 10		<ul style="list-style-type: none"> Summarize the controlling function of management. 	<ul style="list-style-type: none"> Ticket In/Out 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12 Cluster Standards	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
LEADERSHIP AND MANAGEMENT Controlling Work-Based Learning: Career Coaching	<ul style="list-style-type: none"> Why is controlling necessary for the success of an organization? What are internal and external standards? What are two ways management can take corrective action when it determines that actual performance does not meet standards? Why is organizational performance a responsibility of managers? 	<ul style="list-style-type: none"> Identify examples of standards set in the controlling function. Explain measuring performance against standards. Identify actions taken by management when performance standards are not met. Explain organizational performance. Summarize the various types of organizational controls. Identify examples of financial controls used to measure financial performance. Summarize information technology control. Participate in Career Coaching. 	<ul style="list-style-type: none"> Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments Career Coaching Self-Assessment 	BM 5,6	11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Pathway Standards BM-ADM 1,2 BM-BIM 2,3,4,5 BM-MGT 2,3,4,5,6,7,8 BM-HR 2,3,4,5,6 BM-OM 1,4	Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
Week 11 LEADERSHIP AND MANAGEMENT Operations Management	<ul style="list-style-type: none"> Why is operations management important for all organizations? What does quality control mean? 	<ul style="list-style-type: none"> Summarize operations management. Identify and describe job responsibilities of an operations manager. Explain inventory management. Recognize benefits of effective operations management. Explain quality management. Explain ISO Quality Management Standards. Summarize quality improvement. Recognize two major awards for quality. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12 Cluster Standards BM 5,6	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Pathway Standards BM-ADM 1,2 BM-BIM 3,4,5 BM-MGT 2,4,6,7,8 BM-HR 2,3,5,6 BM-OM 1,3,4	Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
Week 12 LEADERSHIP AND MANAGEMENT Environment of Management	<ul style="list-style-type: none"> What does business environment mean? 	<ul style="list-style-type: none"> Summarize the business environment. Identify the functions of business. Identify and explain business types. List forms of business organizations. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12 Cluster Standards BM 5,6	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Pathway Standards BM-ADM 1,2 BM-BIM 3,4,5 BM-MGT 2,4,6,7,8 BM-HR 2,3,5,6 BM-OM 1,4	Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
Week 13 LEADERSHIP AND MANAGEMENT Managing in a Business Environment	<ul style="list-style-type: none"> What does business environment mean? Why is a contract needed when entering into business transactions? What role does business have in society? 	<ul style="list-style-type: none"> Describe the business environment. Identify the functions of business. Describe business types. List forms of business organization. Define what a contract is and its purpose. Examine US laws related to business. Explain legal procedure. Explain the role of business in society. Explain the social responsibility of businesses. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12 Cluster Standards BM 5,6	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Pathway Standards BM-ADM 1,2 BM-BIM 3,4,5 BM-MGT 2,4,6,7,8 BM-HR 2,3,5,6 BM-OM 1,4	Literacy 11-12RST 11-12WHST Math
Week 14		<ul style="list-style-type: none"> Define economic environment. 	<ul style="list-style-type: none"> Ticket In/Out 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12	ELA 11-12R 1,2,3,4,7,8,9

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
LEADERSHIP AND MANAGEMENT Managing in the Economic Environment	<ul style="list-style-type: none"> How does the economic environment affect business operations? Why is having a strong economy good for citizens of the country? 	<ul style="list-style-type: none"> Recognize the factors of production. Identify types of economic systems. Explain the forces of supply and demand. Examine economic competition. Cite examples of economic indicators used to measure economic activity. Summarize the business cycle. Explain how the government can correct economic problems. 	<ul style="list-style-type: none"> Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Cluster Standards BM 5,6	11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Pathway Standards BM-ADM 1,2 BM-BIM 2,3,4,5 BM-MGT 2,3,4,5,6,7,8 BM-HR 2,3,4,5,6 BM-OM 1,4	Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
Week 15 LEADERSHIP AND MANAGEMENT Managing in a Global Environment	<ul style="list-style-type: none"> What does globalization mean? What does it mean to manage in a global environment? 	<ul style="list-style-type: none"> Explain the concept of globalization. List ways a business can enter into international trade. Summarize examples of regulations that govern international trade. Describe the global environment. Summarize global management. Identify examples of challenges when operating in a global environment. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12	ELA 11-12R 1,2,3,47,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 5,6 Pathway Standards BM-ADM 1,2 BM-BIM 2,3,4,5 BM-MGT 2,3,4,6,7,8 BM-HR 2,3,4,5,6 BM-OM 1,4	
Week 16 LEADERSHIP AND MANAGEMENT Small Business Management	<ul style="list-style-type: none"> Why would a person want to start a business instead of working for an established organization? In what ways do the functions of management apply to an entrepreneur when creating a start-up? What is one characteristic that distinguishes a leader from an entrepreneur? What are two strategies an entrepreneur can use for managing growth? Why would an entrepreneur decide to exit a business? 	<ul style="list-style-type: none"> Define what it means to be an entrepreneur. Explain what a start-up is. Explain start-up strategies. List items that should be included in a business plan. Identify names of pro forma statements. Explain equity financing. Explain the acronym DBA. Explain the organizing function of management as it applies to an entrepreneur. Explain the leading function of management as it applies to an entrepreneur. List common types of exit strategies. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12	ELA 11-12R 1,2,3,47,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 5,6 Pathway Standards BM-ADM 1,2 BM-BIM 2,3,4,5 BM-MGT 2,3,4,6,7,8 BM-HR 2,3,4,5,6 BM-OM 1,4	
Week 17 LEADERSHIP AND MANAGEMENT Risk Management	<ul style="list-style-type: none"> What is the purpose of insurance? How does a business decide how much insurance coverage is needed? What is professional liability insurance? Which types of employee insurance are businesses required to carry by law? How is risk management defined? 	<ul style="list-style-type: none"> Describe insurance and its purpose. List common types of insurance coverage available for purchase by a business. Identify types of insurance for employees a business might purchase. Explain risk management. Identify methods used to classify risk. Describe cybersecurity risk management. Explain the three Cs of credit. Cite ways a company can manage customer credit risk. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12	ELA 11-12R 1,2,3,47,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6
				Cluster Standards BM 5,6 Pathway Standards BM-ADM 1,2 BM-BIM 2,3,4,5 BM-MGT 2,3,4,6,7,8 BM-HR 2,3,4,5,6 BM-OM 1,4	
					Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
	<ul style="list-style-type: none"> How can risk be managed? Which types of risk are insurable? What are the three Cs of credit? What is the difference between a debtor and creditor? 				
Week 18 LEADERSHIP AND MANAGEMENT Marketing	<ul style="list-style-type: none"> Why is marketing important for business success? What are the four Ps of marketing? What are the elements of the promotional mix? Why does a business need a marketing plan? What is a situation analysis? What is a competitive analysis? What information appears in the opening section of a marketing plan? How is the success of a business impacted by its product? How are products distinguished? What is product planning? How can brainstorming help in the marketing process? 	<ul style="list-style-type: none"> Describe marketing. Identify and define the four Ps of marketing. List seven functions of marketing. Define customer satisfaction. Explain three objectives that the price of a product should accomplish. Explain the elements of the promotional mix. Explain the concept of a marketing plan. Name the sections of a marketing plan. Identify and describe different types of products. Differentiate between consumer and business products. Summarize new product development. List stages in the product life cycle. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12 Cluster Standards BM 5,6 Pathway Standards BM-ADM 1,2 BM-BIM 2,3,4,5 BM-MGT 2,3,4,6,7,8 BM-HR 2,3,4,5,6 BM-OM 1,4	ELA 11-12R 1,2,3,47,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
Week 19 LEADERSHIP AND MANAGEMENT Career Planning	<ul style="list-style-type: none"> How do a person's skills contribute to career success? Why is planning for education, training, or certification a worthwhile investment of time? How is an internship different from an apprenticeship? What is Free Application for Federal Student Aid (FAFSA)? 	<ul style="list-style-type: none"> Determine skills needed for the workplace. Explain career planning. Explore sources of career information. Summarize how Career and Technical Student Organizations (CTSOs) can prepare a student for a career. Explain the role of education, training, and certification in career choices. Summarize the process of applying to college. Identify sources of funding when pursuing an education. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities Research Topics Quizzes Tests Graphic Organizers Completed Assignments 	Career Ready Practices CRP 1,2,4,5,6,7,8,9,10,11,12 Cluster Standards BM 3,5,6 Pathway Standards BM-ADM 1,2 BM-BIM 2,3,4,5 BM-MGT 2,3,4,6,7,8 BM-HR 2,3,4,5,6 BM-OM 1,4	ELA 11-12R 1,2,3,47,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
Week 20 LEADERSHIP AND MANAGEMENT	<ul style="list-style-type: none"> What can a person's resume reveal about potential career success? 	<ul style="list-style-type: none"> Create or update all employment documents, including resume, cover letter, list of references, and thank you letter. 	<ul style="list-style-type: none"> Ticket In/Out Questioning and In-Class Discussion Hands-On Activities 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12 Cluster Standards BM 3,5,6	ELA 11-12R 1,2,3,47,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
Employment Documents Work-Based Learning: Career Coaching	<ul style="list-style-type: none"> Who should be included on a list of references? What information is contained in the body of a cover letter? Why is a thank you letter important? What items should be included in a portfolio? What types of questions should a prospective employee be most prepared to answer during a job interview? 	<ul style="list-style-type: none"> Create a physical and digital employment portfolio. Explain how to prepare for a job interview. Describe steps to take at the conclusion of an interview. Summarize the employment process. Participate in Career Coaching. 	<ul style="list-style-type: none"> Research Topics Quizzes Tests Graphic Organizers Completed Assignments Career Coaching Self-Assessment 	Pathway Standards BM-ADM 1,2 BM-BIM 2,3,4,5 BM-MGT 2,3,4,6,7,8 BM-HR 2,3,4,5,6 BM-OM 1,4	Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7 Math
Weeks 21-30 Work-Based Learning: Internship	<ul style="list-style-type: none"> Why are internships necessary? How does an internship experience contribute to a professional portfolio? 	<ul style="list-style-type: none"> Apply knowledge and skills from the classroom to internship situations. Explain how various food service professionals work together for the common goal of customer service. Explain the importance of professionalism and ethics in the workplace. Comply with workplace policies and regulations. 	<ul style="list-style-type: none"> Internship Self-Assessment and Updated Employability Profile 	Career Ready Practices CRP 1,2,4,6,7,8,9,11,12 Cluster Standards BM 3,5,6 Pathway Standards BM-ADM 1,2 BM-BIM 2,3,4,5 BM-MGT 2,3,4,6,7,8 BM-HR 2,3,4,5,6 BM-OM 1,4	ELA 11-12R 1,2,3,4,7,8,9 11-12W 1,2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,7,8,9 11-12WHST 1,2,5,6,7
Weeks 31-40 Year-End Capstone: Problem-Solving for a Business Work-Based Learning: Career Coaching	<ul style="list-style-type: none"> What is a need or problem within this school that we can solve? Who else has worked on similar venture and what did they learn- what were successes and failures? How do I clearly and concisely create a framework to share ideas and actions? How can I communicate to gain support and resources? What networks and resources support my venture? How does data-based decision-making impact my next steps? How do I continue to revise plans based on reality? 	<ul style="list-style-type: none"> Identify a problem or need in the local community. Evaluate their solution through problem solving and analysis process. Develop a plan of action to address the need. Revise plan as needed for implementation. Respond to feedback provided by data and mentors Develop a marketing plan Analyze profit and cost. Articulate missteps and revisions. Implement technology tools to support development of clientele. Connect with a network relevant to their project. Collect, analyze and evaluate data regarding their capstone business project. Implement revisions as indicated from data. Articulate elements of promotion. 	<ul style="list-style-type: none"> Journal Written Assignments and Tasks Portfolio Data Collection, Analysis and Evaluation Revisions Based on Data User Reviews Mentor Feedback Resume Professional Social Media Presence Class Presentations Career Coaching Self-Assessment 	Career Ready Practices CRP 1,2,4,6,8,9,10,11,12 Cluster Standards BM 1,2,3,4,5,6 Pathway Standards BM-ADM 2,3 BM-BIM 1,2,3,4,5 BM-MGT 1,2,3,4,5,6,7,8 BM-HR 3,4,5,6 BM-OM 1,2,3,4	ELA 11-12R 1,2,4,7,8,9 11-12W 2,5,6,7 11-12SL 1,2,3,4,5,6 11-12L 1,2,3,4,5,6 Literacy 11-12RST 1,2,4,6,7,8,9 11-12WHST 2,4,5,6,7 Math

Time Frame Unit of Study	Key Questions	Key Learning Targets (Students will know and be able to)	Assessment Evidence of Learning	CCTC Standards	NYS Standards
	<ul style="list-style-type: none"> • What is the impact of advertising or promotion? • What is important for customer service? • What are the strengths and gaps from my capstone project? • What are my personal talents and strengths for entrepreneurship? • How have I grown? • What is my mission and vision? • What are areas of growth for me? • What can be learned from business professionals? 	<ul style="list-style-type: none"> • Demonstrate promotion of their service or product. • Evaluate the impact of promotion as relating to their project. • Critique and respond to their customer service feedback. • Evaluate their experience with capstone project. • Articulate what might be needed to grow their capstone project. • Articulate their personal talents and strengths. • Articulate areas of growth and a personal plan of action. • Create or revise a resume. • Create or revise a portfolio. • Create or revise professional social media presence. • Participate in Career Coaching. 			