

B.E. Publishing

Correlation to *Foundations of Business* to Precision Exams: Business Concepts (200)

DESCRIPTION

Business Concepts introduces students to key business concepts; including, Economics, Entrepreneurship, Finance, Marketing, and designing business documents.

STANDARD		CORRELATING PAGES
(STANDARD 1) UNDERSTAND BASIC BUSINESS, ECONOMIC AND ENTREPRENEURIAL CONCEPTS.		
Objective 1:	Students will identify different types of businesses ownership (sole proprietorship, partnership, and corporations)	Narrative: Ch. 2 p. 20 Forms of Business Ownership Activity: Ch. 2 Test Your Knowledge #2, Ch. 2 Listen and Speak #1
1.	List the advantages and disadvantages of each business type.	Narrative: Ch. 2 p. 20 Forms of Business Ownership Activity: Ch. 2 Test Your Knowledge #4, Ch. 2 Listen and Speak #2 and #3
2.	Explain the difference between for-profit and non-profit businesses.	Narrative: Ch. 2 p. 18 Types of Business Activity: Ch. 2 Test Your Knowledge #1
Objective 2:	Students will understand and demonstrate Economic and Entrepreneurial concepts.	Narrative: Ch. 7 p. 134 Economic Concepts and Entrepreneurial Discovery Activity: Ch. 7 Test Your Knowledge #3
1.	Students will determine business risks, skills and characteristics of entrepreneurs (Personality Test, Risk Awareness).	Narrative: Ch. 7 p. 136 What Makes an Entrepreneur? Ch. 7 p. 138 Risks and Rewards of Entrepreneurship Activity: Ch. 7 Test Your Knowledge #4 and #5
2.	Explain scarcity, demand, supply and opportunity cost (trade-offs).	Narrative: Ch. 3 p. 35 Scarcity, Ch. 3 p. 36 Opportunity Cost and Trade-offs, Ch. 3 p. 42 Principle of Supply and Demand Activity: Ch. 3 Read and Write

(STANDARD 2) UNDERSTAND THE IMPORTANCE OF INVESTING AND ITS RELATIONSHIP TO BUSINESS.			
Objective 1:	Identify various investment tools.		Narrative: Ch. 19 p. 377 Types of Investments Activity: Ch 19 Read and Write, Ch. 19 Test Your Knowledge #4 and #10
	1.	Compare risk and benefit of investment tools.	Narrative: Ch. 19 p. 377 Types of Investments Activity: Ch 19 Read and Write
	2.	Understand how time influences investment options. (Compound Interest)	Narrative: Ch. 19 p. 368 Benefits of Investing Activity: Ch 19 Test Your Knowledge #1 and #6
Objective 2:	Students will understand and explain basic stock market concepts and terminology.		Narrative: Ch. 19 p. 377 Types of Investments Activity: Ch 19 Create and Design, Listen and Speak
	1.	Understand differences between public and privately held companies.	Narrative: Ch. 19 p. 37 Types of Investments Activity: Ch 19 Test Your Knowledge #2
	2.	Define stock, stock market, stockbroker, commission, stock exchange (NYSE), shareholders, dividends, bull market, and bear market.	Narrative: Ch. 19 p. 377 Types of Investments Activity: Ch 19 Listen and Speak, Ch. 19 Test Your Knowledge #7
Objective 3:	Students will be able to read stock quotes.		Narrative: Ch. 19 p. 377 Types of Investments Activity: Ch 19 Listen and Speak
Objective 4:	Students will simulate the buying and selling of stock. (The Stock Market Game, bankhs.com, creating a personal portfolio)		Narrative: Ch. 19 p. 377 Types of Investments, Ch. 19 p. 385 Business Ties to Tech Activity: Ch 19 Test Your Knowledge #5
	1.	Use research to identify possible stock purchases.	Narrative: Ch. 19 p. 377 Types of Investments Activity: Ch. 19 Student Start-Up
	2.	Determine gains/losses on the sale of stock.	Narrative: Ch. 19 p. 377 Types of Investments Activity: Ch 19 Listen and Speak
(STANDARD 3) RESEARCH AND DEVELOP A BUSINESS VENTURE TO BE USED FOR THEIR ENTREPRENEURIAL SIMULATION.			
Objective 1:	Students will explore possible business ventures to pursue for the business simulation.		Narrative: Ch. 1 p. 12 Student Start-Up Activity: Ch. 1 Student Start-Up
	1.	Identify resources at their disposal. Capital, Human, and Natural Resources	Narrative: Ch. 9 p. 200 Student Start-Up Activity: Ch. 9 Student Start-Up
	2.	Analyze different business ventures and choose a business for the simulation.	Narrative: Ch. 1 p. 12 Student Start-Up Activity: Ch. 1 Student Start-Up

Objective 2:	Students will determine who the potential customers are for the business simulation.		Narrative: Ch 12 p. 248 Student Start-Up Activity: Ch 12 Student Start-Up
	1.	Identify goods and/or services as potential business ventures.	Narrative: Ch. 5 p. 101 Student Start-Up Activity: Ch. 5 Student Start-Up Activity
	2.	Determine an appropriate target market for business venture using demographics.	Narrative: Ch 12 p. 248 Student Start-Up Activity: Ch 12 Student Start-Up
	3.	Conduct market research of target market to determine customer wants and needs.	Narrative: Ch 12 p. 248 Student Start-Up Activity: Ch 12 Student Start-Up
Objective 3:	Students will make financial decisions by creating a budget for the business venture.		Narrative: Ch 16 p. 320 Student Start-Up Activity: Ch 16 Student Start-Up
	1.	Create a financial budget. (Include advertising, business documents and other related expenses.)	Narrative: Ch 16 p. 320 Student Start-Up Activity: Ch 16 Student Start-Up
(STANDARD 4) CREATE A MARKETING PLAN FOR THEIR BUSINESS VENTURE.			
Objective 1:	Students will know the 4 P's of marketing (Marketing Mix) of product, place, price, and promotion.		Narrative: Ch 11 p. 228 Marketing Mix, Ch 13 p. 252–264 Activity: Ch 11 Read and Write, Ch. 11 Test Your Knowledge #5, Ch 13 Read and Write, Ch. 13 Test Your Knowledge #6
	1.	Incorporate the marketing mix to the business marketing plan.	Narrative: Ch. 13 p. 266 Student Start-Up Activity: Ch 13 Student Start-Up
Objective 2:	Students will understand what motivates consumer purchase.		Narrative: Ch 12 p. 244 Consumer Buying Decisions Activity: Ch 12 Read and Write
	1.	Identify emotional, rational and patronage motives for making purchases.	Narrative: Ch 12 p. 244 Consumer Buying Decisions Activity: Ch 12 Read and Write
	2.	Identify possible motivations for the simulation target market.	Narrative: Ch 12 p. 248 Student Start-Up Activity: Ch 12 Student Start-Up
Objective 3:	Students will identify advertising media: magazines, newspapers, television, radio, social media, internet, and billboards.		Narrative: Ch 13 p. 262 Advertising Activity: Ch 13 Test Your Knowledge #4
	1.	Choose the best advertising media for the simulation.	Narrative: Ch. 13 p. 266 Student Start-Up Activity: Ch 13 Student Start-Up
Objective 4:	Students will research advertising costs for their business venture.		Narrative: Ch. 13 p. 266 Student Start-Up Activity: Ch 13 Student Start-Up
	1.	Include the advertising cost in the financial budget.	Narrative: Ch. 13 p. 266 Student Start-Up Activity: Ch 13 Student Start-Up

(STANDARD 5) DESIGN BUSINESS DOCUMENTS.			
Objective 1:	Students will understand and evaluate basic design concepts and terminology.		Narrative: Ch 13 p. 262 Advertising, Ch. 23 p. 472 Design Concepts Activity: Ch 13 Create and Design, Ch. 13 Test Your Knowledge #7, Ch. 23 Create and Design, Ch. 23 Test Your Knowledge #2
	1.	Define: white space, margins, headline, copy, color, page balance, font, font size, graphic formats, and design elements.	Narrative: Ch 13 p. 262 Advertising, Ch. 23 p. 472 Design Concepts Activity: Ch 13 Create and Design, Ch. 23 Create and Design
	2.	Design high-quality printed documents on for the simulation.	Narrative: Ch. 13 p. 266 Student Start-Up, Ch. 23 p. 474 Student Start-Up Activity: Ch 13 Student Start-Up, Ch. 23 Student Start-Up, Ch. 23 Create and Design
Objective 2:	Students will create a logo and slogan for their business.		Narrative: Ch 11 p. 236 Student Start-Up Activity: Ch 11 Student Start-Up
	1.	Identify the purpose of logos and slogans.	Narrative: Ch 11 p. 236 Student Start-Up Activity: Ch 11 Student Start-Up
	2.	Create a digital logo and slogan to be used in the simulation documents.	Narrative: Ch 11 p. 236 Student Start-Up Activity: Ch 11 Student Start-Up
Objective 3:	Students will create business cards, letterhead, and additional documents as needed.		Narrative: Ch. 23 p. 7 Letters, Ch. 23 p. 472 Design Concepts Activity: Ch. 23 Create and Design
	1.	Identify the purpose of these documents.	Narrative: Ch. 23 p. 466 Letters, Ch. 23 p. 11 Design Concepts Activity: Ch. 23 Test Your Knowledge #1
Objective 4:	Students will create 3 print and/or multimedia advertisements.		Narrative: Ch. 13 p. 266 Student Start-Up Activity: Ch 13 Student Start-Up
Objective 5:	Students will research the financial cost of creating/obtaining business documents for their business venture.		Narrative: Ch. 13 p. 266 Student Start-Up Activity: Ch 13 Student Start-Up
	1.	Include the printing cost in the financial budget.	Narrative: Ch. 13 p. 266 Student Start-Up Activity: Ch 13 Student Start-Up
(STANDARD 6) CREATE, PRESENT, AND EVALUATE A BUSINESS PLAN.			
Objective 1:	Students will compile a business plan (student portfolio), including, but not limited to the following sections:		Narrative: Ch. 23 p. 474 Student Start-Up Activity: Ch. 23 Student Start-Up
	1.	Cover Sheet	Narrative: Ch. 23 p. 474 Student Start-Up Activity: Ch. 23 Student Start-Up
	2.	Executive Summary	Narrative: Ch. 23 p. 474 Student Start-Up Activity: Ch. 23 Student Start-Up

	3.	Organizational Plan	Narrative: Ch. 23 p. 474 Student Start-Up Activity: Ch. 23 Student Start-Up
	4.	Marketing Plan	Narrative: Ch. 23 p. 474 Student Start-Up Activity: Ch. 23 Student Start-Up
	5.	Financial Documents	Narrative: Ch. 23 p. 474 Student Start-Up Activity: Ch. 23 Student Start-Up
	6.	Other documents created for the simulation	Narrative: Ch. 23 p. 474 Student Start-Up Activity: Ch. 23 Student Start-Up
Objective 2:		Students will present or display the business plan and supporting documents.	Narrative: Ch. 23 p. 474 Student Start-Up Activity: Ch. 23 Listen and Speak
	1.	Collect feedback from a third-party.	Narrative: Ch. 23 p. 474 Student Start-Up Activity: Ch. 23 Listen and Speak
Objective 3:		Students will evaluate the success of their business.	Narrative: Ch. 23 p. 474 Student Start-Up Activity: Ch. 23 Student Start-Up
	1.	Complete a self-reflection activity about the project.	Narrative: Ch. 23 p. 474 Student Start-Up Activity: Ch. 23 Student Start-Up