

PETERS TOWNSHIP HIGH SCHOOL

COURSE SYLLABUS: BUSINESS 101

Course Overview and Essential Skills

Business 101 is an elective class offered to students in grades 9, 10, 11 and 12. This semester class (18 Weeks) will meet every day for 41 minutes. This course will provide students with a foundation in topics including, but not limited to: economic resources and systems, international business, business ethics, entrepreneurship, business ownership and operations, leadership and information technology. Interactive projects, case studies, class discussions, computer simulations, presentations and guest speakers will be utilized throughout the course.

Course Textbook and Required Materials

- Daily Required Materials: 3 Ring Class Binder or Folder, Notebook Paper and Writing Utensil

Course Outline of Material Covered:

Unit or Topic	Concepts/Skills/Resources	Timeframe
Unit 1: Class Expectations & Community Building	<ul style="list-style-type: none"> - Provide overview of class - Review teacher & student expectations - Network with another student - Introduce a peer to the class 	< 1 Week
Unit 2: The Business Environment & Economy	<ul style="list-style-type: none"> - State the difference between wants and needs while identifying business activities used to satisfy needs/wants - List two factors that motivate businesses - Explain scarcity, the five factors of production and market and command economies - Identify & explain economic measurements and their interactions - Discuss the four phases of the business cycle - Explore the actions which may be controlled in an existing business - Describe advantages and disadvantages of doing business internationally - Identify and describe barriers to trade - Describe and calculate product margins and mark-up 	3-4 Weeks
Unit 3: Owning a Business / Investments	<ul style="list-style-type: none"> - Describe entrepreneurship and its advantages and disadvantages - Recognize advantages of small business 	2-3 Weeks

	<ul style="list-style-type: none"> - List and compare various types of business ownership - Classify the ways management may be organized and responsibilities - Differentiate between common stock, preferred stocks and various types of bonds - Describe characteristics of different types of investments - Compare/contrast different forms of business ownership and investments 	
Unit 4: Operating a Business	<ul style="list-style-type: none"> - Name the four functions of management - Identify a leader's characteristics, the styles of leadership and leadership in teams - Identify the risks involved in being a manager or entrepreneur 	1-2 Weeks
Unit 5: Groups Affecting Business	<ul style="list-style-type: none"> - Explain why nations trade with each other and describe currency exchange, trade barriers and alliances - Name ways governments promote and/or protect businesses - Describe the functions of money and the Federal Reserve System while explaining the types of banks and the services they provide - Determine how trade barriers affect international business 	1-2 Weeks
Unit 6: Marketing to the Consumer	<ul style="list-style-type: none"> - List the functions of marketing and identify the importance of marketing research - Identify the types of media for advertising and list the advantages and disadvantages of each type 	1 Week
Unit 7: Human Resource Management	<ul style="list-style-type: none"> - Give examples of how businesses find new employees, orient, train and evaluate them - Explain how doing business internationally is affected by cultural differences - Identify ways government and business manage diversity 	<1 Week
Unit 8: Virtual Business Management	<ul style="list-style-type: none"> - Explore the actions which may be controlled in an existing business 	1-2 Weeks

	<ul style="list-style-type: none">- Increase profits in a business through better staffing- Manage ways to increase business profits through better operations with the pricing and purchasing of goods- Make profitable business decisions by controlling and interpreting financial documents- Make decisions necessary to own and operate a successful virtual business	
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**Depending on the needs of the class or changes in the school year, the course outline is subject to change.*

Resources

Virtual Business Management. Vers. 2.0. N.p.: Knowledge Matters, 2004. Computer software.