

FREEHOLD REGIONAL HIGH SCHOOL DISTRICT

OFFICE OF CURRICULUM AND INSTRUCTION

BUSINESS ADMINISTRATION MAGNET PROGRAM

HONORS BUSINESS PRINCIPLES AND APPLICATIONS

Grade Level: 9

Credits: 2.5

BOARD OF EDUCATION ADOPTION DATE:

AUGUST 31, 2009

[SUPPORTING RESOURCES AVAILABLE IN DISTRICT RESOURCE SHARING](#)

APPENDIX A: ACCOMMODATIONS AND MODIFICATIONS

APPENDIX B: ASSESSMENT EVIDENCE

APPENDIX C: INTERDISCIPLINARY CONNECTIONS

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Course Philosophy

This challenging course will arm students with an overview of the concepts, techniques, and the environment in which business operates today in the global 21st century economy. Students will gain an understanding of varied management styles and skills necessary to succeed in a changing business world.

Moreover, it provides for understandings in the social, economic, culturally diverse, and ethical areas by incorporating new theories and methods used in today's business practices.

The course is designed to strengthen student skills in gaining an understanding of business procedures and issues and, lastly, will create awareness for the countless career opportunities abounding in the global economy.

Course Description

This is a two and half credit course offered in the Business Administration Specialized Learning Center at the 9th grade level for students who have an interest in exploring various business elements of a global economy in the 21st century.

**Freehold Regional High School District
Curriculum Map**

Honors Business Principles and Applications

Relevant Standards ¹	Enduring Understandings	Essential Questions	Assessments		
			Diagnostic (before)	Formative (during)	Summative (after)
9.1 A.1, A.2, A.5; B.1-5; 9.2 B.1-3; C.2; D.1, 4, 5; F.1	An understanding of the fundamentals of business and economics is essential for conducting business in a global economy.	What are the key social and economic roles that businesses serve? What are the poignant challenges facing businesses in the 21 st century global economy?	Anticipatory Set	Cooperative team-building activities	Chapter tests
9.1 A.1-2, 5; B.1-5; 9.2 B.1-3; C.2; D.1,4, 5; F.1	The forces of supply and demand interact to establish price determination in the managed economy.	What factors affect supply and demand and how do they interact to affect pricing?	Chapter prereading	Case study analysis	Written presentations
9.1 A.1-2, 5; B.1-5; 9.2 B.1-3; C.2; D.1, 4, 5; F.1	There is an ethical and social responsibility of business conduct.	What are business and government's efforts to increase ethical behavior and improving the environment? What are some of the more important considerations in the relationship between corporate social responsibility and profit?	Note taking	Power Point presentations	Oral presentations
9.1 A.1-2, 5; B.1-5; 9.2 B.1-3; C.2; D.1, D.4, 5; F.1	The basic forms and functions of business ownership and combinations define domestic and international business activities.	Why is choosing the right ownership structure an essential decision in planning for long-term business success?	Analyze chapter objectives	Audio/video cases	Research paper
9.1 A.1-2, 5; B.1-5; 9.2 B.1-3; C.2; D.1, 4, 5; F.1	The basic functions, skills, and leadership style of managers' impacts a business's ability to efficiently reach their goals.	How does an effective manager employ the various combinations of functions, skills, and leadership styles of management?	Exploratory questions	Broadcasted events	Classroom participation
9.1 A.1-2, 5; B.1-5; 9.2 B.1-3; C.2; D.1, 4, 5; F.1	Organization, structure, and effective teamwork provide a framework to managers to divide responsibilities, coordinate and control, and hold employees accountable.	To what extent is the decision making authority of employees and managers supported by the company's organizational structure?		Discussions	Final Exam
9.1 A.1-2, 5; B.1-5; 9.2 B.1-3; C.2; D.1, 4, 5; F.1	Developing a comprehensive marketing strategy by examining customer needs and wants is essential to the success of a business.	How are marketing management philosophies and strategies essential to understanding business decisions and trends in the evolving global business environment?		On-line research	

**Freehold Regional High School District
Course Proficiencies and Pacing**

Honors Business Principles and Applications

Unit Title	Unit Understandings and Goals	Recommended Duration
Unit 1: Conducting Business in the Global Economy	<p>An understanding of the fundamentals of business and economics is essential for conducting business in a global economy. The forces of supply and demand interact to establish price determination in the managed economy. There is an ethical and social responsibility of business conduct.</p> <ol style="list-style-type: none"> 1. The student will be able to identify the key social and economic roles that businesses serve. 2. The student will be able to compare and contrast the poignant challenges facing businesses in the 21st century global economy. 3. The student will be able to determine the factors affecting supply and demand and analyze how they interact to affect pricing. 4. The student will be able to exact business and government’s efforts to increase ethical behavior and improving the environment. 5. The student will be able to discern some of the more important considerations in the relationship between corporate social responsibility and profit. 	6 weeks
Unit 2: Forms of Business Ownership and Business Combinations	<p>The basic forms and functions of business ownership and combinations define domestic and international business activities.</p> <ol style="list-style-type: none"> 1. The student will be able to assess why choosing the right ownership structure is essential in planning for long-term business success. 	2 weeks
Unit 3: The Essentials of Managing a Business in the 21 st Century	<p>The basic functions, skills, and leadership styles of managers impacts a business’s ability to efficiently reach their goals. Organization, structure, and effective teamwork provide a framework to managers to divide responsibilities, coordinate and control, and hold employees accountable.</p> <ol style="list-style-type: none"> 1. The student will be able to explore how an effective manager employs the various combinations of functions, skills, and leadership styles of management. 2. The student will be able to examine the decision making authority of employees and managers and how it is supported by the company’s organizational structure. 	6 weeks
Unit 4: Developing Marketing Strategies to Satisfy Customers	<p>Developing a comprehensive marketing strategy by examining customer needs and wants is essential to the success of a business.</p> <ol style="list-style-type: none"> 1. The student will be able to compare and contrast marketing management philosophies and strategies as they apply to business decision making in the evolving global business environment. 	3 weeks

**Freehold Regional High School District
Honors Business Principles and Applications**

Unit #1: Conducting Business in the Global Economy

Enduring Understandings: An understanding of the fundamentals of business and economics is essential for conducting business in a global economy.
The forces of supply and demand interact to establish price determination in the managed economy.
There is an ethical and social responsibility of business conduct.

Essential Questions: What are the key social and economic roles that businesses serve?
What are the poignant challenges facing businesses in the 21st century global economy?
What factors affect supply and demand and how do they interact to affect pricing?
What are business and government’s efforts to increase ethical behavior and improving the environment?
What are some of the more important considerations in the relationship between corporate social responsibility and profit?

Unit Goals: The student will be able to identify the key social and economic roles that businesses serve.
The student will be able to compare and contrast the poignant challenges facing businesses in the 21st century global economy.
The student will be able to determine the factors affecting supply and demand and analyze how they interact to affect pricing.
The student will be able to exact business and government’s efforts to increase ethical behavior and improving the environment.
The student will be able to discern some of the more important considerations in the relationship between corporate social responsibility and profit.

Duration of Unit: 6 weeks

NJCCCS: 9.1 A.1, 2, 5; B.1-5; 9.2 B.1-3; C.2; D.1, 4, 5; F.1

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
<p>What are the different economic systems and their impact on international trade? What are some of the more important considerations of the economic forces effecting business both domestic and foreign? What is the impact of economic indicators of business decisions and trends both domestic and foreign? How do the conditions that led to the growth of economic interdependence among countries effect trade and commerce? To what extent does the relationship between corporate responsibility and profits pose a challenge for businesses? How do the current economic shifts in the global economic climate impact production of goods and services, technology, labor force, and management?</p>	<p>Distinguish between the types of economic systems and discover the trend toward privatization. Understand macroeconomics, microeconomics, the laws of supply and demand, and government’s role in a free market system. Analyze how a free market system monitors its economic performance. Illustrate why nations trade, why trade restrictions are imposed, and examine major trading blocs. Explore business’s and government’s responsibility towards society, consumers, investors, and employees. Interpret how cultural differences, demographics, and a volatile global trade environment have impacted management’s ability to conduct business.</p>	<p>Textbook Teacher-generated handouts Whiteboard/chalkboard PowerPoint Print media Internet research Newspapers/current events Video/DVD resource Guest speakers Text accompanied CD-ROM Publisher supplemental guide</p>	<p>Lecture/note-taking Class discussion Summarize current event articles that reinforce chapter topics Internet research of various companies and management strategies Group/team skill-building case studies Role playing PowerPoint chapter reinforcement Real-life company DVD interview series with critical thinking questions Guest speaker presentations</p>	<p>Teacher-generated written tests and quizzes Responses to analysis questions Case analysis summative assessments Text theory analysis Assessment of current event articles Student role play presentations</p>

Suggestions on how to differentiate in this unit:

Power Point, additional testing time, one to one teacher support, visual aids/audio resources, peer collaboration, cooperative learning, and interdisciplinary lessons.
A wide variety of assessments and strategies complement the individual learning experience.

**Freehold Regional High School District
Honors Business Principles and Applications**

Unit #2: Forms of Business Ownership and Business Combinations

Enduring Understanding: The basic forms and functions of business ownership and combinations define domestic and international business activities.

Essential Question: Why is choosing the right ownership structure an essential decision in planning for long-term business success?

Unit Goal: The student will be able to assess why choosing the right ownership structure is essential in planning for long-term business success.

Duration of Unit: 2 weeks

NJCCCS: 9.1 A.1-2, 5; B.1-5; 9.2 B.1-3; C.2; D.1, 4, 5; F.1

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
<p>What are the advantages and disadvantages of sole proprietorships?</p> <p>What are the advantages and disadvantages of a partnership?</p> <p>What are the advantages and disadvantages of corporations?</p> <p>Who are the three groups that govern a corporation and what are their roles?</p> <p>What are the four waves of merger activity?</p>	<p>List and define the five advantages and four disadvantages of a sole proprietorship.</p> <p>List and describe the five advantages and two disadvantages of a partnership.</p> <p>Compare and contrast the differences between general and limited partnerships.</p> <p>Cite the four advantages and three disadvantages of corporations.</p> <p>Delineate the three groups that govern a corporation and define their roles.</p> <p>Identify and discuss the key advantages and disadvantages of business combinations.</p>	<p>Textbook</p> <p>Teacher-generated handouts</p> <p>Whiteboard/chalkboard</p> <p>PowerPoint</p> <p>Print media</p> <p>Internet research</p> <p>Newspapers/current events</p> <p>Video/DVD resources</p> <p>Guest speakers</p> <p>Text accompanied CD-ROM</p> <p>Publisher supplemental guide</p>	<p>Lecture/note-taking</p> <p>Class discussion</p> <p>Summarize current event articles that reinforce chapter topics</p> <p>Internet research of various companies and management strategies</p> <p>Group/team skill-building case studies</p> <p>Role playing</p> <p>PowerPoint chapter reinforcement</p> <p>Real-life company DVD interview series with critical thinking questions</p> <p>Guest speaker presentations</p>	<p>Teacher-generated written tests and quizzes</p> <p>Responses to analysis questions</p> <p>Case analysis summative assessments</p> <p>Text theory analysis</p> <p>Assessment of current event articles</p> <p>Student role play presentations</p>

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Unit #3: The Essentials of Managing a Business in the 21st Century

Enduring Understandings: The basic functions, skills, and leadership styles of managers impacts a business’s ability to efficiently reach their goals. Organization, structure, and effective teamwork provide a framework to managers to divide responsibilities, coordinate and control, and hold employees accountable.

Essential Questions: How does an effective manager employ the various combinations of functions, skills, and leadership styles of management?
To what extent is the decision making authority of employees and managers supported by the company’s organizational structure?

Unit Goals: The student will be able to explore how an effective manager employs the various combinations of functions, skills, and leadership styles of management.
The student will be able to examine the decision making authority of employees and managers and how it is supported by the company’s organizational structure.

Duration of Unit: 6 weeks

NJCCCS: 9.1 A.1, 2, 5; B.1-5; 9.2 B.1-3; C.2; D.1, 4, 5; F.1

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
<p>What are the four basic management functions? What tasks are involved in the strategic planning process and what are the benefits of conducting a SWOT analysis? What are the three leadership styles of today’s business managers? What are the functions of a company’s organization structure and with regard to accountability, authority, and delegation? What are some common forms and characteristics of effective teams and what are the advantages/disadvantages of working in teams? What do production and operation managers do and what are the roles of automated technologies in production. What are the major inventory management systems used in business? How can today’s businesses stay competitive with quality control in the production of goods and services in a global economy?</p>	<p>Discuss the planning, organizing, leading, and controlling functions of management. Identify and describe the seven tasks of the strategic planning process. Cite three leadership styles and explain why no one style is best. Examine the function of a company’s organization structure and relate how the concepts of accountability, authority, and delegation apply. Describe the five most common forms of teams, their characteristics, and the advantages/disadvantages of team work. Outline the tasks and responsibilities of operation managers and illustrate the role that computers and automation technology play in today’s production processes. Explain the strategic importance of managing inventory and distinguish among JIT, MRP, and MRP II inventory systems. Highlight five approaches for monitoring, controlling, and improving quality in the production of goods and services.</p>	<p>Textbook. Teacher-generated handouts. Whiteboard/chalkboard. PowerPoint. Print media. Internet research. Newspapers/current events. Video/DVD resources. Guest speakers. Text accompanied CD-ROM. Teacher supplemental guide.</p>	<p>Lecture/note-taking. Class discussion. Summarize current event articles that reinforce chapter topics. Internet research of various companies and management strategies. Group/team skill-building case studies. Role playing. PowerPoint chapter reinforcement. Real-life company DVD interview series with critical thinking questions. Guest speaker presentations.</p>	<p>Teacher-generated written tests and quizzes. Responses to analysis questions. Case analysis summative assessments. Text theory analysis. Assessment of current event articles. Student role play presentations.</p>

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Unit #4: Developing Marketing Strategies to Satisfy Customers

Enduring Understanding: Developing a comprehensive marketing strategy by examining customer needs and wants is essential to the success of a business.

Essential Question: How are marketing management philosophies and strategies essential to understanding business decisions and trends in the evolving global business environment?

Unit Goal: The student will be able to compare and contrast marketing management philosophies and strategies as they apply to business decision making in the evolving global business environment.

Duration of Unit: 3 weeks

NJCCCS: 9.1 A.1, 2, 5; B.1-5; 9.2 B.1-3; C.2; D.1, 4, 5; F.1

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
<p>What is marketing?</p> <p>Why and how do companies learn about their customers' needs and wants?</p> <p>What are some important elements of a company's marketing mix?</p> <p>What are the steps in the steps in the strategic marketing planning process?</p> <p>To what extent is market segmentation necessary?</p>	<p>Explain what marketing is and describe the four utilities created by marketing.</p> <p>Investigate how companies learn about their customers and discuss how marketing research, combined with Internet research, helps the marketing effort.</p> <p>Identify how product, place, price, and promotion are crucial to effectively market products.</p> <p>Outline and discuss the three steps in the strategic marketing planning process.</p> <p>Define market segmentation and cite six factors used to identify market segments.</p>	<p>Textbook</p> <p>Teacher-generated handouts</p> <p>Whiteboard/chalkboard</p> <p>PowerPoint</p> <p>Print media</p> <p>Internet research</p> <p>Newspapers/current events</p> <p>Video/DVD resources</p> <p>Guest speakers</p> <p>Text accompanied CD-ROM</p> <p>Teacher supplemental guide</p>	<p>Lecture/note-taking</p> <p>Class discussion</p> <p>Summarize current event articles that reinforce chapter topics</p> <p>Internet research of various companies and management strategies</p> <p>Group/team skill-building case studies</p> <p>Role playing</p> <p>PowerPoint chapter reinforcement</p> <p>Real-life company DVD interview series with critical thinking questions</p> <p>Guest speaker presentations</p>	<p>Teacher-generated written tests and quizzes</p> <p>Responses to analysis questions</p> <p>Case analysis summative assessments</p> <p>Text theory analysis</p> <p>Assessment of current event articles</p> <p>Student role play presentations</p>

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