



# Reavis High School

## Curriculum Snapshot/Cover Page for Intro to Business



### Unit 1: Our Economic Environment

20-25 Days

Students will learn how economic activity affects their everyday life. They will be able to state the differences between needs and wants, and identify business activities used to satisfy needs and wants. Students will learn about scarcity, the four factors of production, and market and command economies. They will be able to identify how economic activity is measured, and list the four phases of the business cycle. Lastly, they will learn about business ethics, and describe the social responsibilities of business.



### Unit 2: Business Operations

20-25 Days

Students will learn what it takes to own and operate their own business. They will be able to list ways that entrepreneurs and small business owners organize their business for success. Students will know the different types of business ownership and alternative ways of doing business. Lastly, they will be able to explain how managers lead their organizations, and list the responsibilities for a leader.



### Unit 3: Small Business Management

15-20 Days

Students will learn information about business finances. They will be able to explain important aspects of financial planning, and name the responsibilities of a financial manager. Students will understand the importance of budgets and be able to describe the different types of budgets and financial records businesses use. Lastly, they will understand what components make up financial statements.



## Unit 4: Marketing to the Consumer

5-10  
Days

Students will learn about the functions of marketing. They will be able to identify the importance of market research and explain how channels of distribution work. Lastly, the students will know the advantages and disadvantages for different types of media.



## Unit 5: Business Plan

10-15  
Days

Students will be responsible for creating a business plan for a made-up business they would be interested in starting. All aspects of a business plan will be utilized. Students will present a professional powerpoint presentation to sell their idea to the class.



