

CURRICULUM**SEMESTER I****I. Economic Environment****a. Economic Decisions**

- i. Distinguish between goods and services
- ii. Explain the difference between goods and services
- iii. Describe the economic resources used in the production of goods and services.

b. Economic Systems

- i. The three economic questions that must be answered by every society.
- ii. Three types of economic systems.
- iii. Why economies are mixed.
- iv. Why market economies are becoming common around the world.

c. Economic Roles

- i. The three economic roles each person performs.
- ii. How consumers affect the supply and demand for goods and services.
- iii. The impact of worker productivity on the standard of living.
- iv. The role of citizens in our economy.

d. Economic Measurements

- i. How Gross Domestic Product (GDP), GDP per capita, and labor productivity are used as measurements of economic performance.
- ii. The four phases of a business cycle.
- iii. Inflation and Deflation.

II. Business Operations**a. Business In Our Economy**

- i. The four basic kinds of businesses.
- ii. Seven kinds of activities performed by businesses.
- iii. How jobs are created in our economy.

b. Business Structures

- i. How ownership differs from sole proprietorship, partnership, and corporations.
- ii. The advantages and disadvantages of the three major types of business ownership.
- iii. The five functions of managers.
- iv. Three specialized forms of business organizations.

c. Manager As Leader

- i. The common characteristics of effective leadership.
- ii. The five human relations skills needed by managers.
- iii. Four types of influence that leaders use.
- iv. The two main types of leadership styles.

SEMESTER II

d. Producing And Marketing Goods And Services

- i. Defining the marketing concepts.
- ii. Common marketing activities.
- iii. The two steps in marketing planning.
- iv. The advantage of small businesses in providing customer service.

III. Business And Government In Our Global Economy

a. Social Responsibility And Business Ethics

- i. What is meant by the social responsibility of business.
- ii. Four social responsibility issues.
- iii. The purpose of code of ethics.

b. International Business

- i. The basic reason for nations doing business with each other.
- ii. The concepts of currency exchange rates, balance of trade, and balance of payments.
- iii. What is meant by multinational corporation.

c. Government In Our Economy

- i. Protection provided by the government.
- ii. Methods used by government to regulate our economy.
- iii. How government assists business.
- iv. The role of government in producing goods and services and hiring workers.
- v. Two ways that government raises money.

IV. Final Unit (Students Choice)

- V. PowerPoint Presentation—Students pick their own business aspect and prepare a PowerPoint presentation to the class.