### ORGANIZING THEME/TOPIC

#### Business and the Global Economic Environment
- Economic decisions and systems
- Economic activity
- Business in the global economy
- Social responsibility of business and government

#### Business Organization and Management
- Business ownership and organization
- Small business management and entrepreneurship
- Management and leadership
- Human resources, culture, and diversity
- College readiness

### FOCUS STANDARDS & SKILLS

#### Business and the Global Economic Environment
- **KS 12050.1.01** Examine and employ business and economic principles and concepts in making informed business decisions to continue business operations.
  - Study of basic economic decision and system
    - Define economics and scarcity.
    - Identify differences between goods and services.
    - Identify differences between producers and consumers.
    - Identify ways to evaluate an economy’s strengths and weaknesses.
  - Capitalism and Competition
    - Identify competitive strategies, types of competitors.
    - Identify types of economic systems.
    - Identify how the law of supply and demand works.
    - Identify the factors of production.
  - Business and the global economy through the study of international marketplace
    - Analyze social responsibility of business and government.

#### Business Organization and Management
- **KS 12050.1.1.2** Describe the nature of business and its contribution to society.
  - Study of business organizations
    - Identify the main industries of business.
    - Identify types of goods and services.
  - Business structures
    - Identify considerations in choosing a business structure.
    - Define franchises.
    - Assess opportunities in entrepreneurship and small business management.
    - Examine relationship between management and leadership styles and employee motivations.
  - Human Resources process
    - Explore career planning through research and application.

---

**Time Frame:** 3 weeks

**Time Frame:** 6 weeks
| Business Operations and Technology                      | KS 12050.7.1 Understand how to maintain, monitor, plan, and control the use of financial resources to protect an entrepreneur and business's fiscal well-being.  
|                                                         | • Apply marketing basics of planning, pricing and distribution.  
|                                                         | • Analyze business and technology trends.  
|                                                         | • Plan, record, and make financial management decisions.  
|                                                         | • Describe production and business operations.  
|                                                         | • Explore insurance and risk management  
|                                                         | • Analyze opportunity cost.  
|                                                         | • Explore areas of causes and types of risk.  
| Time Frame: 4 weeks                                     |  

| Global Business Project                                 | KS 12050.1.01 Examine and employ business and economic principles and concepts in making informed business decisions to continue business operations.  
|                                                         | KS 12050.2.3 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.  
|                                                         | KS 12050.8.1 Employ technological tools to expedite workflow.  
|                                                         | KS 12050.10.01 Explore, obtain, and develop strategies for ensuring a successful business career.  
| Time Frame: 5 weeks integrated throughout each unit     |  

- Marketing basics  
- Develop effective products and services  
- Price and distribute products  
- Plan promotion

- Global Business Project
  - Examine and employ business and economic principles and concepts in making informed business decisions to continue business operations.
  - Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.
  - Employ technological tools to expedite workflow.
  - Explore, obtain, and develop strategies for ensuring a successful business career.

- Time Frame: 4 weeks
- Time Frame: 5 weeks integrated throughout each unit