



Hamburg Area School District

Course Guide

Name:	Business Fundamentals 520
Grade(s):	9-12
Length:	<i>Place an X next to the correct option</i>
	Full-Year (180 Sessions)
X	Semester (90 Sessions)
	Quarter (45 Sessions)
	Other (Specify):
Text:	Business Principals & Management Thomson/South Western Everard & Burrow, 2004
Date Approved or Updated:	2020-2021

Description: Business Fundamentals is intended to provide students with an overall knowledge of general business principles as well as immerse them in today's complex business and economic environment. The course will introduce various aspects of business including basic marketing concepts, corporate finance, management, traditional economics, business law, proprietorship, and ethics.

**Hamburg Area School District
Course Plan
Business**

**Course Name: Business Fundamentals
Unit: Characteristics of Business**

Time Line: 1.5 cycles

BIG Ideas

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
Why is global competition an integral part of our business success (or lack thereof) in our society?	Explain the general types and changing nature of business. Describe how global competition has affected the way American businesses operate.	1.1.11 A 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A
What new businesses have been created in the last five years? How has that affected our economic status?	Show how businesses have grown and improved the economic well-being of people.	1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A 1.1.11 G
What is an entrepreneur? What are the characteristics of an entrepreneur?	Discuss the role and nature of entrepreneurship and the opportunities, problems, and obligations of small businesses.	1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A 1.1.11 G
Explain the difference between an entrepreneur and intrapreneur. Why should we study business principles?	Summarize the value of plans that allow employees to function like entrepreneurs inside businesses. Explain the importance of studying business principles and management.	1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A 1.1.11 G

**Hamburg Area School District
Course Plan
Business**

**Course Name: Business Fundamentals
Unit: Social and Ethical Environment of Business**

Time Line: 1.5 cycles

BIG Ideas

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
How has the job force changed in the last 25 years? What affects has that had on business practices?	Describe the changing nature of the population, the labor force, and their impact on businesses.	1.1.11 A 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A
Where did you obtain your values from? How have businesses adapted to the changes in values in our society? Why should businesses attempt to protect the environment?	Discuss how the values of Americans have changed and how business has adapted to those changed values. Debate the dilemma posed by the need for businesses to grow and the need to protect the natural environment.	1.1.11 A 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A
What is social responsibility? What are the advantages of companies acting socially responsible?	Suggest ways in which businesses can be socially responsible. Determine ways in which companies can be socially responsible.	1.1.11 A 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A
How do societal changes affect the jobs available in our society? Provide examples of new jobs created due to the rapid change in values, technology, and population.	Predict how changes in society and businesses will affect employment in the future.	1.1.11 A 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A

**Hamburg Area School District
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Business**

**Course Name: Business Fundamentals
Unit: Economic Environment of Business**

Time Line: 1.5 cycles

BIG Ideas

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
What are economic and non-economic wants?	Describe economic concepts that apply to satisfying economic wants. Recognize the difference between economic wants and non-economic wants.	1.1.12 E 6.1.12 A 6.2.12 A 6.2.12 C 6.2.12 F 6.3.12 B
What is an economic system? What are the three main types of economic-political systems?	Discuss three economic systems and three economic-political systems.	1.1.12 E 6.1.12 A 6.2.12 A 6.2.12 C 6.2.12 F 6.3.12 B
What five elements make up capitalism? How is economic growth measured?	Summarize five fundamental elements of capitalism. Explain how economic growth can be promoted and measured.	1.1.12 E 6.1.12 A 6.2.12 A 6.2.12 C 6.2.12 F 6.3.12 B
How can the government help to fix economic problems?	List basic economic problems that exist and state what government can do to correct the problems.	1.1.12 E 6.1.12 A 6.2.12 A 6.2.12 C 6.2.12 F 6.3.12 B

**Hamburg Area School District
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Business**

**Course Name: Business Fundamentals
Unit: Proprietorships and Partnerships**

Time Line: 1.5 cycles

BIG Ideas

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
What is an entrepreneur? Why do entrepreneurs all embody similar characteristics?	Describe characteristics of successful entrepreneurs.	13.4.11 A 13.4.11 B 1.1.11 G 1.2.11 A 1.6.11 D
How would you like to own your own business? Do you have the characteristics to be successful as a business owner?	Outline possibilities of owning your own business?	13.4.11 A 13.4.11 B 1.1.11 G 1.2.11 A 1.6.11 D
What is a sole proprietor? Why are partnerships risky?	List advantages and disadvantages of proprietorships. Explain the advantages and disadvantages of partnerships.	13.4.11 A 13.4.11 B 1.1.11 G 1.2.11 A 1.6.11 D
What are the appropriate business titles for proprietorships, corporations, partnerships, and LLC's?	Describe legal points to consider when selecting a name for a business.	13.4.11 A 13.4.11 B 1.1.11 G 1.2.11 A 1.6.11 D

**Hamburg Area School District
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Business**

**Course Name: Business Fundamentals
Unit: Corporate Forms of Business Ownership**

Time Line: 1.5 cycles

BIG Ideas

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
What are the essentials features that make up a corporation?	Explain the basic features of a corporation. Compare and contrast between stockholders and board of directors.	1.1.11 A 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A
Why is it crucial to use organization and specific procedures to form a corporation?	Describe how a corporation is formed and organized.	1.1.11 A 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A
Why do some businesses decide to incorporate their business? What are the advantages and disadvantages of that choice?	List some of the major advantages and disadvantages of the corporate form of business.	1.1.11 A 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A
What are specialized forms of business organizations and why are they important in the business world?	Describe several specialized forms of business organizations.	1.1.11 A 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A

**Hamburg Area School District
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**Course Name: Business Fundamentals
Unit: Management Functions and Decision Making**

Time Line: 1.5 cycles

BIG Ideas

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
What are the four functions of a manager? Is one function more important than another? Why or why not?	Define four functions of a manager.	13.2.11 E 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B
How do management and non-management employees differ from one another? What are the different levels of management? Explain each.	Differentiate between management and non-management employees and the various levels of management.	13.2.11 E 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B
What are the five major job responsibilities of supervisors? What types of research do managers use in their work?	Describe five major job responsibilities of supervisors. Identify how managers use information and business research in their work.	13.2.11 E 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B
What does a success decision-making process look like? Why is each step vital in this process?	Outline the steps in an effective decision-making process.	13.2.11 E 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B

**Hamburg Area School District
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Business**

**Course Name: Business Fundamentals
Unit: The Manager as Leader**

Time Line: 1.5 cycles

BIG Ideas

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
What is leadership? Explain the characteristics of effective leaders.	Define the concept of leadership and important characteristics of leaders.	13.2.11 E 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B
What five human relations skills are needed by managers? How do managers view their employees attitudes towards work?	Identify five important human relations skills needed by managers. Discuss two viewpoints of managers about employees' attitudes towards work.	13.2.11 E 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B
What is your leadership style? When is it appropriate to use each leadership style given in the text?	Compare three different leadership styles and determine when each is effective.	13.2.11 E 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B
What are work rules? How should managers enforce work rules?	Describe the importance of work rules in a business and the procedures managers should follow in enforcing them.	13.2.11 E 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B

**Hamburg Area School District
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**Course Name: Business Fundamentals
Unit: Planning and Organizing**

Time Line: 1.5 cycles

BIG Ideas

<i>BIG Ideas</i>		
Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
What is planning? Why is planning necessary in a business? How do the two levels of planning differ from one another?	Justify the value of planning for a business. Differentiate between the two levels of planning.	13.1.11 G 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B
What are the seven tools of planning used by managers? Which planning tool is most important, in your opinion?	Provide examples of seven planning tools used by managers.	13.1.11 G 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B
What is an organization? What four characteristics do success organizations encompass?	Identify four characteristics of a good organization.	13.1.11 G 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B
What are two traditional types of organization structure? What are two newer types of organization structure?	Define two traditional types and two newer types of organization structure.	13.1.11 G 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B

**Hamburg Area School District
Course Plan
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**Course Name: Business Fundamentals
Unit: Product Planning and Production Management**

Time Line: 1.5 cycles

BIG Ideas

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
How is a new product created (what are the steps)?	Discuss the steps in new product development.	1.1.11 A 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A
How do the five manufacturing process differ from one another? Why is location and organization crucial in the production process?	Discuss the differences among manufacturing processes. Describe several important considerations in locating a manufacturing business and organizing the production process.	1.1.11 A 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A
What is product service quality, and how do businesses maintain it?	Describe the ways businesses maintain product service quality.	1.1.11 A 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A
What are the characteristics of service-oriented businesses? What challenges do service businesses face in meeting customer needs?	Identify the characteristics of services that make them different from products and the challenges service businesses face in meeting customer needs.	1.1.11 A 1.1.11 G 1.2.11 A 1.6.11 D 3.8.12 B 13.1.11 A

**Hamburg Area School District
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**Course Name: Business Fundamentals
Unit: Nature and Scope of Marketing**

Time Line: 1.5 cycles

BIG Ideas

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
What is marketing? How does marketing affect the economy and us as the consumers?	Discuss the importance of marketing and its role in the economy.	3.6.10 B 3.6.10 C 1.1.11 G 1.2.11 A 1.6.11 D
What are the activities that occur in a marketing scheme?	List the activities that are part of marketing.	3.6.10 B 3.6.10 C 1.1.11 G 1.2.11 A 1.6.11 D
What are the basic marketing concepts? Why is each of the four elements in the marketing mix important for successful product sales?	Define the basic marketing concepts and the four elements of the marketing mix.	3.6.10 B 3.6.10 C 1.1.11 G 1.2.11 A 1.6.11 D
What are the four stages of the product life cycle? What are the consumer goods classifications and what is their significance in the business world?	Explain the four stages of the product life cycle. Identify the consumer goods classifications.	3.6.10 B 3.6.10 C 1.1.11 G 1.2.11 A 1.6.11 D