

SENECA HIGH SCHOOL BUSINESS CONCEPTS	CURRICULUM MAP	BUSINESS/COMPUTER EDUCATION
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UNIT	ESSENTIAL QUESTION	CONTENT	LEARNING TARGETS
Creating a Business Plan	Why is a business plan important?	Identify the Purpose of a Business Plan Assessment and Creation of Business Plans Assessment and Creation of Business Plans	*Identify the purpose of a business plan *Identify the main uses and components of a business plan *Explain “profit and loss statement”, “break-even analysis”, and “projected cash flow” *Evaluate sample business plans *Identify a business need in the community *Develop and prepare a sample business plan

FORMATIVE ASSESSMENT	SUMMATIVE ASSESSMENT	CONTENT VOCABULARY	ACADEMIC VOCABULARY
Worksheets Group discussions Labs and activities Group project	Unit Exam	Business Concept Business Plan Distribution Channel Entrepreneur Break-even analysis Cash flow projection Company description Executive summary Ownership structure Investment capital Management summary Strategy and implementation Board of directors Sole Proprietorship	Market analysis Products Pro forma P&L statement Competition Corporation Marketing Market share Target market Financial Plan Partnership
			Service Long-term goals Short-term goals Community Evaluate

STANDARDS	CCSSELA	CCSSM	NBEA
	Reading in the Science and Technical Subjects 11-12.2, 4		IV.4 IV.10

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UNIT	ESSENTIAL QUESTION	CONTENT	LEARNING TARGETS
Feasibility and Business Plan	How do you plan a business?	Feasibility Analysis: Testing an Opportunity The Business Plan	*Discuss the importance of defining a prospective business by writing a clear and concise business concept *Describe how a feasibility study can be used to test a concept in the marketplace *Explain the importance of business planning *Identify and describe the components and formats of a business plan. *List two of the key mistakes entrepreneurs make when writing a business plan *Identify and analyze various sources of information for a business plan. *Describe how to professionally package and present a business plan

FORMATIVE ASSESSMENT	SUMMATIVE ASSESSMENT	CONTENT VOCABULARY		ACADEMIC VOCABULARY
End of unit activities Spreadsheet applications Case Study Quiz	Unit Exam	Business Concept Feature Feasibility analysis Target customers Competitive matrix Value chain Executive summary Mission statement Distribution channel Trade association	Beneficiaries Benefit Industry Prototype Business Model Business Plan Vision Statement Direct channel Indirect channel SBA	Potential Focus Analyse Source

CONTENT TASKS	READING TASKS	WRITING TASKS	MATERIALS USED
--Chapter review --workbook activities	--Research community guidelines for home businesses	--create a two-page summary of findings	Business Concepts book Web links

STANDARDS	CCSELA	CCSSM	NBEA
	Reading in the Science and Technical Subjects 11-12.2, 4		IV.4 IV.10

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UNIT	ESSENTIAL QUESTION	CONTENT	LEARNING TARGETS
Market Analysis	What do you need to know about the industry and market before starting your business and why?	<p>Doing Market Research</p> <p>Industry and Market Analysis</p>	<p>*Define areas of analysis for industry and market research. *Describe how to conduct effective market research. *Create a market research project.</p> <p>*Explain how to research an industry. *Create a customer profile and customer needs analysis.</p>

FORMATIVE ASSESSMENT	SUMMATIVE ASSESSMENT	CONTENT VOCABULARY	ACADEMIC VOCABULARY
<p>End of unit activities</p> <p>Market Analysis Project</p> <p>Case Study</p> <p>Quiz</p>	Unit Exam	<p>Industry</p> <p>Carrying capacity</p> <p>Market</p> <p>Market segmentation</p> <p>Geographics</p> <p>Industrial markets</p> <p>Exploratory research</p> <p>Descriptive research</p> <p>Historical research</p> <p>Barriers to entry</p> <p>Market share</p> <p>Market positioning</p> <p>Customer needs analysis</p>	<p>Value Chains</p> <p>Complexity</p> <p>Target market</p> <p>Market segments</p> <p>Psychographics</p> <p>Market research</p> <p>Focus group</p> <p>Secondary data</p> <p>Primary data</p> <p>Brand loyalty</p> <p>Niche</p> <p>Customer profile</p>

CONTENT TASKS	READING TASKS	WRITING TASKS	MATERIALS USED
<p>--Chapter review</p> <p>--workbook activities</p>	--Research local area to explain why the locations would be profitable	--create a two-page summary of findings	Business Concepts book Web links

STANDARDS	CCSSELA	CCSSM	NBEA
	Reading in the Science and Technical Subjects 11-12.2, 4		IV.4 IV.10

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UNIT	ESSENTIAL QUESTION	CONTENT	LEARNING TARGETS
Types of Business Ownership	Why would a company chose a specific type of business ownership over another?	Sole Proprietorships and Partners Corporations	<ul style="list-style-type: none"> *Discuss the sole proprietorship form. *Identify the partnership legal form. *Explain how the corporate form gives owners more protection from liability. *List and explain the advantages and disadvantages of a C-corporation. *Describe the purpose of a Subchapter S corporation. *Compare nonprofit corporations to C-corporations. *Define the limited liability company and provide examples. *Discuss how to decide which legal form is best.

FORMATIVE ASSESSMENT	SUMMATIVE ASSESSMENT	CONTENT VOCABULARY		ACADEMIC VOCABULARY
End of unit activities Market Analysis Project Case Study Quiz	Unit Exam	Sole Proprietorship Unlimited liability General partner Corporation Shareholders Subchapter S corp. Limited liability company	Liability protection Partnership Limited partner C-corporation Limited liability non-profit corp	Authority Technical Register Generate

CONTENT TASKS	READING TASKS	WRITING TASKS	MATERIALS USED
--Chapter review --workbook activities			Business Concepts book Web links

STANDARDS	CCSELA	CCSSM	NBEA
	Reading in the Science and Technical Subjects 11-12.2, 4		IV.4 IV.10

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UNIT	ESSENTIAL QUESTION	CONTENT	LEARNING TARGETS		
The Legal Environment	Why is it important for the government to have laws and regulations in place for different types of businesses?	Legal Issues Facing Start-Ups Handling Government Regulations	*Explain how to protect your intellectual property. * Discuss the laws affecting the start-up of a business. *Explain the laws that affect employees. *Identify the laws that regulate trade. *Discuss the tax laws that apply to a new venture.		
FORMATIVE ASSESSMENT	SUMMATIVE ASSESSMENT	CONTENT VOCABULARY		ACADEMIC VOCABULARY	
End of unit activities Workbook activities Quiz	Unit Exam	Intellectual Property law Uniform Trade Secrets Act Public Domain Patent Pending Service Mark Consideration Capacity Wrongful Termination Price Discrimination Warranty of merchantability Bait-and-switch	Patent Trademark Copyright Permit License Contract EEOC FICA UCC	Legal Vary Regulate Purpose	
CONTENT TASKS	READING TASKS	WRITING TASKS		MATERIALS USED	
--Chapter review --workbook activities				Business Concepts book Web links	
STANDARDS	CCSSELA	CCSSM	NBEA		
	Reading in the Science and Technical Subjects 11-12.2, 4		IV.4 IV.10		

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UNIT	ESSENTIAL QUESTION	CONTENT	LEARNING TARGETS
Site Selection and Layout Planning	What are some key considerations in selecting a specific physical layout?	Community and Site Selection Layout Planning	<ul style="list-style-type: none"> *List and explain the factors involved in deciding on a community in which to locate a business. *Identify the factors to consider when selecting a business site. *Describe the resources that can be used in finding potential business sites. *Explain the steps involved in analysing potential sites for a business and choosing between those sites. *Describe the advantages of starting a business at home or in an incubator. *List and explain the steps in layout planning that are common to all businesses. *Describe the layout needs for each type of business. *Summarize the final details of layout planning.

FORMATIVE ASSESSMENT	SUMMATIVE ASSESSMENT	CONTENT VOCABULARY	ACADEMIC VOCABULARY
End of unit activities Community project goal Quiz	Business Plan Project	Economic base Incentive Census tract Trade area Industrial park Incubator Layout Workstation Façade Appointments	Automatic Establish Sequence Function

CONTENT TASKS	READING TASKS	WRITING TASKS	MATERIALS USED
--Chapter review --workbook activities		--write a short reflection on the visit to a business about their floor plan and its effectiveness.	Business Concepts book Web links

STANDARDS	CCSSELA	CCSSM	NBEA
	Reading in the Science and Technical Subjects 11-12.2, 4		IV.4 IV.10

SENECA HIGH SCHOOL BUSINESS CONCEPTS		CURRICULUM MAP		BUSINESS/COMPUTER EDUCATION	
UNIT	ESSENTIAL QUESTION	CONTENT	LEARNING TARGETS		
The Marketing Plan	How would you develop a marketing plan for your business?	Developing a Marketing Plan Updating the Marketing Plan	*Identify the purpose of the marketing plan. *Name and describe the five marketing strategies that make up the marketing mix. *Describe the part marketing tactics plan in the marketing plan. *Analyze the importance of ongoing market research. *List and describe the factors to consider for each strategy when reviewing the marketing mix. *Describe how to update the marketing mix and marketing plan.		
FORMATIVE ASSESSMENT		SUMMATIVE ASSESSMENT	CONTENT VOCABULARY		ACADEMIC VOCABULARY
End of unit activities Current Event project Product research project Quiz		Marketing Plan Project	Marketing plan Marketing mix Marketing objective Product positioning Intermediaries Intensive distribution Selective distribution Exclusive distribution Channel of distribution	Package Brand Label Product mix Marketing tactics Private brand Guarantee Diversification	Concept Target Constant Predict
CONTENT TASKS		READING TASKS	WRITING TASKS	MATERIALS USED	
--Chapter review --workbook activities			--prepare report that identifies how the scope of products and services vary based upon business type.	Business Concepts book Web links	
STANDARDS	CCSELA		CCSSM	NBEA	
	Reading in the Science and Technical Subjects 11-12.2, 4			IV.4 IV.10	
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UNIT	ESSENTIAL QUESTION	CONTENT	LEARNING TARGETS	
Financing Your Business	How are privately owned businesses in your community funded?	Financing the Small Business Start-Up Obtaining Financing and Growth Capital	*Describe the resources available to entrepreneurs for starting a business. *Compare and contrast sources of financing for start-up ventures. *Describe the important of financial planning. *Describe the information needed to obtain financing. *Explain the types of growth financing available to entrepreneurs. *Describe how to calculate start-up capital requirements.	
FORMATIVE ASSESSMENT	SUMMATIVE ASSESSMENT	CONTENT VOCABULARY		ACADEMIC VOCABULARY
End of unit activities Spreadsheet applications Case Study Quiz	Unit Exam	Bootstrapping Factor Equity capital Equity Risk capital Angel Venture capital Venture capitalist Debt capital Operating capital Line of credit Trade credit Pro forma Character Capacity Capital Collateral Conditions Due diligence Private placement Stock Working Capital Initial public offering (IPO) Contingency fund		Resource Associate Invest Emphasis
CONTENT TASKS	READING TASKS	WRITING TASKS	MATERIALS USED	
--chapter review sheet --problems at the end of the unit	--Research the how to qualify and apply for an SBA loan.	--create a one-page summary of your findings	Business Concepts book Web links	

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Accounting and Financial Reporting	How can technology help me keep track of my financial information?	Financial Record Keeping Preparing Financial Statements	<ul style="list-style-type: none"> *Explain the important role accounting plays in business. *Explain the accounting system for a small business. *Describe the importance of daily sales and cash receipts reports. *Describe the items of information included on each financial statement. *Identify ongoing accounting activities. *Explain how technology helps business owners with all the accounting functions.

FORMATIVE ASSESSMENT	SUMMATIVE ASSESSMENT	CONTENT VOCABULARY	ACADEMIC VOCABULARY
End of unit activities Spreadsheet applications Case Study Quiz	Unit Exam	GAAP Financial reports Accounting period Calendar year Fiscal year Assets Current assets Accounts receivable Fixed assets Liabilities Accounts payable Owner's Equity Chart of accounts Debits Credits Cash basis Accrual basis Journal Journalizing General journal Posting Income statement Balance sheet Cash flows Statement of cash flows	Convert Transfer Consist Fund

CONTENT TASKS	READING TASKS	WRITING TASKS	MATERIALS USED
--chapter review sheet --problems at the end of the unit		--create a one-page summary of your findings	Business Concepts book Web links

STANDARDS	CCSELA	CCSSM	NBEA
	Reading in the Science and Technical Subjects 11-12.2, 4	9-12.A.REI.1 9-12.N.Q.1	IV.4 IV.10

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UNIT	ESSENTIAL QUESTION	CONTENT	LEARNING TARGETS
Financial Management	How do you plan a business?	<p>Feasibility Analysis: Testing an Opportunity</p> <p>The Business Plan</p>	<p>*Discuss the importance of defining a prospective business by writing a clear and concise business concept</p> <p>*Describe how a feasibility study can be used to test a concept in the marketplace</p> <p>*Explain the importance of business planning</p> <p>*Identify and describe the components and formats of a business plan.</p> <p>*List two of the key mistakes entrepreneurs make when writing a business plan</p> <p>*Identify and analyze various sources of information for a business plan.</p> <p>*Describe how to professionally package and present a business plan</p>

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STANDARDS	CCSSELA	CCSSM	NBEA
	Reading in the Science and Technical Subjects 11-12.2, 4		IV.4 IV.10