

## SYLLABUS

**COURSE:** Exploring Business

**INSTRUCTOR:** Mr. Larry E. Numerich

**TEXT:** Intro to Business  
Eggland, Dlabay, Burrow, and Ristau, 4<sup>th</sup> Ed., South-Western

### **PURPOSE:**

This course is designed to give the student a knowledge of those business activities, which affect everyone regardless of economic status. It also provides for career exploration.

### **OUTCOMES:**

Upon successful completion of this class, students will be able to demonstrate the following:

1. Identify the characteristics of the American enterprise system, and compare and contrast it with other economic systems.
2. Recognize the need for career planning and develop a plan incorporating the essential steps for career planning.
3. Identify consumer rights and responsibilities and develop a plan for consumer efficiency in obtaining and using economic goods and services.
4. Analyze the services of financial institutions to determine which best fits the student's needs and demonstrate the functions of maintaining a checking account.
5. Recognize the need for having a savings plan and analyze an investment of its risk factor.
6. Recognize the need for money management and plan a budget using good budgeting techniques.

### **COURSE OUTLINE:**

Unit One: Our Economic Environment

- Distinguish between needs and wants
- Explain the difference between goods and services
- describe the economic resources used in the production goods and services
- List the three economic questions that must be answered by every society
- Describe three type of economic systems
- Identify five features of our market economy
- Identify three economic roles each person performs
- Explain the impact of worker productivity on our standard of living
- Describe the four phases of the business cycle
- Explain the measurements used to determine economic performance

Textbook: pages 2-53

Number of days: 20

S.O. 2, 3

D.O. 3, 4, 6, 7, 8

W.S.S. D.B.S.4, D.B.S.5, D.8.2

#### Unit Two: Business Operations

- Describe the four basic kinds of businesses
- Describe how ownership differs among sole proprietorships, partnerships, and corporations
- Explain the advantages and disadvantages of the three major types of business ownership
- Describe the common characteristics of effective leaders
- Explain the five human relations skills needed by managers
- Describe the two main types of leadership styles
- List common marketing activities and define the marketing concept
- Explain the advantage of small businesses in providing customer service

Textbook: pages 54-117

Number of days: 20

S.O.2

D.O. 5, 6, 8

W.S.S. D.8.1, D.12.5

#### Unit Eight: Financial Institutions and Banking Services

- List the main services offered by banks and other financial institutions
- Explain how to open a checking account
- Demonstrate how to use checks and other payment methods
- Compare services at different financial institutions
- Explain the difference between the two major types of checking accounts
- Define three types of endorsements and explain when each is used
- Demonstrate proper check-writing procedures
- Describe how payments are made through electronic funds transfer
- Describe the information on a bank statement
- Reconcile a checking account

Textbook: pages 336-395

Number of days: 20

S.O. 1, 2, 5

D.O. 4, 8

W.S.S. C.12.2

#### Unit Twelve: Personal Financial Management

- List the four ways to manage your money successfully
- Describe two personal financial statements that determine financial status of an individual or family
- Explain how you can manage your money wisely
- Describe the main purposes of a budget
- Explain the steps in the budgeting process
- List the characteristics of a successful budget
- Describe how to create and implement a financial plan

- Explain why a financial plan should be evaluated and revised

Textbook: pages 572-611

Number of days: 15

S.O. 1, 2, 5

D.O. 4, 8

W.S.S. C.12.3

#### Unit Six: Careers in Our Global Economy

- Identify types of industries and occupational groups in our work force
- Explain the factors that affect job opportunities and how the workplace is changing
- Explain career planning and list sources of career information
- Describe five steps to follow when making career decisions
- Identify sources for financing additional education
- Explain how to compose a letter of application and a personal data sheet, and how to fill out an employment application form
- Explain how to prepare for a good interview
- Identify qualities that lead to success on the job

Textbook: pages 238-293

Number of days: 30

S.O. 5, 4

D. O. 3, 5, 7

W.S.S. K.BS. 1, 2, 5, K.12.7, K.12.13

#### Unit Seven: Consumers in the Economy

- Describe the informed consumer
- List and describe the steps in the buying decision process
- Describe the rights and responsibilities of consumers

Textbook: pages 294-335

Number of days: 15

S.O. 1, 2, 5

D.O. 4, 8

W.S.S. C.12.3, C.12.8

#### Unit Ten: Savings and Investment Strategies

- Explain why it is important to have a savings plan
- Compute interest on savings
- Describe the factors to consider when comparing savings plans
- List the advantages and disadvantages of certificates of deposit
- Explain how investing in bonds is different from investing in stocks
- List factors to consider when selecting stock investments
- Explain the advantages and the major cost of home ownership
- Describe commodities, currency futures and collectibles suitable for investment

Textbook: pages 452-507

Number of days: 20

S.O. 1, 2, 4

D.O. 4, 5, 8  
W.S.S. C.8.3, C.12.9

Unit Nine: Credit in Our Economy

- Explain what credit is and the basis on which it is granted
- Describe several appropriate uses of credit by individuals, businesses, and governments
- Identify costs of credit and how to compute interest
- Explain some of our laws and regulations regarding credit records and transactions

Textbook: pages 396-451

Number of days: 20

S.O. 1, 2, 5

D.O. 4, 8

W.S.S. C.12.4

Unit Eleven: Risk Management

- Describe the basics of insurance
- Explain the economic risks of owning an automobile and the importance of insurance
- Explain the importance and benefits of having home and property insurance
- Describe the two basic type of life insurance
- Explain the importance of health insurance

Textbook: pages 508-571

Number of days: 20

S.O. 1, 2, 4

D.O. 4, 5, 8

W.S.S. C.12.9

Instructional Strategies:

- Lecture – 40%
- Class discussion – 30%
- Small group work – 10%
- Individual work - 20%

Grading and percentages:

- Eighty Percent of the semester grade is based on the percentage of points received of the points possible.
- Culminating Activity/semester exam – 20% of final grade

## APPENDIX

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Instructor: Mr. Larry Numerich

### **Business Education Outcomes:**

#### Unit One

- 3.1 Organizes thoughts and/or ideas
- 3.2 Paraphrases ideas of others
- 3.3 Transmits messages to the receiver
- 3.4 Works in harmony with others
- 3.5 Listens carefully and is able to follow directions
- 4.1 Analyzes situations
- 4.2 Recognizes options
- 4.3 Recommends solutions
- 6.1 Demonstrates the traits of a successful entrepreneur
- 6.2 Analyzes business situations and recommends appropriate solutions
- 6.3 Adapts to change
- 6.4 Designs work to meet the needs of others
- 7.1 Recognizes quality work
- 7.2 Demonstrates quality work
- 7.3 Possesses positive work attitudes
- 8.1 Applies consumer skills
- 8.2 Solves consumer-related problems

#### Unit Two

- 5.1 Recognizes improper situations and avoids or corrects them
- 5.2 Distinguishes what is right in light of Christian Values
- 5.3 Show consideration and kindness to others
- 6.1 Demonstrates the traits of a successful entrepreneur
- 6.2 Analyzes business situations and recommends appropriate solutions
- 6.3 Adapts to change
- 6.4 Designs work to meet the needs of others
- 8.1 Applies consumer skills
- 8.2 Solves consumer-related problems

#### Unit Eight

- 4.1 Analyzes situations
- 4.2 Recognizes options
- 4.3 Recommend solutions
- 8.1 Apply consumer skills
- 8.2 Solve consumer related problems

## Unit Twelve

- 4.1 Analyze situations
- 4.2 Recognize options
- 4.3 Recommend solutions
- 8.1 Apply consumer skills
- 8.2 Solve consumer related problems

## Unit Six

- 3.1 Organize thoughts and/or ideas
- 3.2 Paraphrase ideas of others
- 3.3 Transmit messages to the receiver
- 3.4 Work in harmony with others
- 3.5 Listen carefully and are able to follow directions
- 7.1 Recognize quality work
- 7.2 Demonstrate quality work
- 7.3 Possess positive work attitudes

## Unit Seven

- 4.1 Analyze situations
- 4.2 Recognize options
- 4.3 Recommend solutions
- 8.1 Apply consumer skills
- 8.2 Solve consumer related problems

## Unit Ten

- 4.1 Analyze situations
- 4.2 Recognize options
- 4.3 Recommend solutions
- 5.1 Recognize improper situations and avoid or correct them
- 5.2 Distinguish what is right in light of Christian values
- 5.3 Show consideration and kindness to others
- 8.1 Apply consumer skills
- 8.2 Solve consumer related problems

## Unit Nine

- 4.1 Analyze situations
- 4.2 Recognize options
- 4.3 Recommend solutions
- 8.1 Apply consumer skills
- 8.2 Solve consumer related problems

## Unit Eleven

- 4.1 Analyze situations
- 4.2 Recognize options
- 4.3 Recommend solutions
- 5.1 Recognize improper situations and avoid or correct them
- 5.2 Distinguish what is right in light of Christian values
- 5.3 Show consideration and kindness to others
- 8.1 Apply consumer skills
- 8.2 Solve consumer related problems

## **Wisconsin State Standards**

### Unit One

- D.BS.4 Compare and contrast the different types of economic systems (command, market, traditional, and mixed)
- D.BS.5 Explain the concepts of inflation, unemployment, and Gross Domestic Product and describe how they are measured
- D.8.2 Give examples to explain how businesses depend upon workers with specialized skills to make production more efficient

### Unit Two

- D.8.1 Describe the characteristics of a market system (i.e, private property, freedom of choice, self interest, competition, prices set in markets by supply and demand, and limited role of government)
- D.12.5 Describe the roles of business enterprises, consumers, and government in our mixed economy

### Unit Eight

- C12.2 Maintain and reconcile a checking account

### Unit Twelve

- C.12.3 Prepare a budget of personal income and expenses

### Unit Six

- K.12.7 Create a career and education (lifework) plan for transition from high school
- K.12.13 Participate in a mock interview
- K.BS.1 Identify how one's own strengths match skills needed for business career cluster
- K.BS.2 Develop strategies to acquire skills needed for business career cluster
- K.BS.5 Explain the need for flexible career planning

### Unit Seven

- C.12.3 Prepare a budget of personal income and expenses
- C.12.8 Prepare a simple income tax form

### Unit Ten

- C.8.3 Determine the amount of savings needed for a short-term goal
- C.12.9 Contrast short- and long-term investment options

### Unit Nine

- C.12.4 Explain the use of credit cards, bank cards, debit cards, credit ratings, and loan applications

### Unit Eleven

- C12.9 Contrast short- and long-term investment options