

Options EHS Introduction to Business A		Scope and Sequence
Unit	Lesson	Objectives
<b>Course Overview</b>		
	Getting Started	
<b>Costs and Profit</b>		
	Introduction	
	Business Costs	
		Define unit of sale
		Identify differences between revenue and profit
		Identify variable and fixed costs
		Define gross and net profit
	Efficiency and Productivity	
		Identify ways to increase profit
		Define efficiency, productivity, and division of labor
		Identify how the law of diminishing returns works
		Identify economies and diseconomies of scale
	Value and Utility	
		Define value and how it is determined
		Identify types of economic utility and ways to add them
	Assignment	
		Research and reflect on key concepts from this unit
		Submit your research and reflections to your instructor
	Summary	
	Study Guide and Quiz	

Unit	Lesson	Objectives
		Review and take the quiz
<b>Business Types</b>		
	Introduction	
	Industries	Identify the main industries of business
		Identify types of goods
		Identify types of services
	Business Structures	Define liability and taxation
		Identify types of business ownership
		Identify considerations in choosing a business structure
		Define franchises
	Business Organization	Identify stages of a business
		Identify the main departments and ways to organize a business
		Define market saturation
		Identify the stages in the product life cycle
	Assignment	Research and reflect on key concepts from this unit
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<b>Money Management</b>		
	Introduction	
	Money	
		Identify the roles money plays in an economy
		Define currency and identify forms of currency
		Identify the role of the Federal Reserve System
		Define earned income and unearned income
		Define financial goals, prioritizing, and budgeting
	Banking	
		Identify banking services and types of transactions
		Identify differences between checking and savings accounts
		Identify bank security issues and the role of the FDIC
	Investing	
		Identify the purpose of investing
		Calculate return on investment
		Identify differences between equity and debt investments
		Define interest
		Identify types of investment income
	Assignment	
		Research and reflect on key concepts from this unit
		Submit your research and reflections to your instructor

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<b>Business Finance</b>		
	Introduction	
	Funding a Business	
		Identify types of funding and types of funders
		Identify common business costs
		Define cash flow and forecasting
	Accounting	
		Identify financial health factors
		Define accounting and bookkeeping
		Identify the purpose of GAAP
		Identify common accounting methods and software
	Bookkeeping and Reporting	
		Identify how single-entry and double-entry accounting work
		Identify and interpret common financial statements
	Risk Management	
		Identify causes and types of risk
		Define insurance and risk management
		Define opportunity cost
	Assignment	

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Summary

Study Guide and Quiz

Review and take the quiz

**Business and Society**

Introduction

Global Trade

Define globalization

Define global trade and domestic trade

Define importing, exporting, free trade, and tariff

Define exchange rate risk

Government Agencies

Identify common government agencies that affect business

Define organized labor

Business Law

Identify how the legal system works

Define contracts and torts, and identify common business torts

Identify types of intellectual property

Business Ethics

Define ethics and ethical behavior

Identify social responsibilities and legal issues involved in business

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	Assignment	Define conflict of interest
		Research and reflect on key concepts from this unit
		Submit your research and reflections to your instructor
	Summary	
	Study Guide and Quiz	
		Review and take the quiz
<b>Business Planning</b>		
	Introduction	
	Business Opportunities	
		Identify business ideas and opportunities
		Identify how changes and trends create opportunities
		Identify opportunities in the global marketplace
	Defining a Business	
		Define mission, vision, and values statements for a business
		Identify considerations in setting the scope of a business
	Business Planning	
		Identify how to perform a SWOT analysis
		Identify the purpose of and parts of a business plan
	Assignment	
		Research and reflect on key concepts from this unit
		Submit your research and reflections to your instructor

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<b>Marketing</b>		
	Introduction	
	Marketing Messages	
		Identify differences between brand and corporate image
		Define market positioning
		Identify how to form a marketing message
		Identify differences between features and benefits
		Identify ways to use emotions and problem solving in marketing messages
	Market Information Management	
		Define market segmenting, market research, data storage, and data mining
		Identify differences between primary and secondary data
		Identify sources of data
		Identify ethical issues in market information management
	Marketing Tools	
		Identify the tools in the marketing mix
		Identify advantages and disadvantages of increasing market share
		Define market penetration strategy
		Identify parts of a marketing plan
	Assignment	

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**Promotion**

Introduction

Promotional Methods

Identify common promotional methods

Identify factors to evaluate in a promotion

Advertising

Identify common advertising methods and types

Identify differences between institutional and product advertising

Identify ways to evaluate advertisements

Assignment

Research and reflect on key concepts from this unit

Submit your research and reflections to your instructor

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**Selling and Pricing**

Introduction



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Unit	Lesson	Objectives
	Principles of Selling	Identify differences between marketing and sales
		Identify principles of selling
		Describe the levels in Maslow's hierarchy of needs
		Identify stages a customer goes through
	The Sales Process	Identify steps in completing a sale
		Describe the importance of customer retention
		Identify ways of measuring sales quotas
		Identify common ways of paying salespeople
		Identify common sales methods
	Pricing and Ethics	Identify internal and external factors that affect pricing
		Identify common pricing strategies
		Describe common ethical issues associated with selling and pricing
	Assignment 1R	Research and reflect on key concepts from this unit
		Submit your research and reflections to your instructor
	Study Guide and Quiz	Review and take the quiz
	Summary	

**Final Test**

<b>Unit</b>	<b>Lesson</b>	<b>Objectives</b>
	Topic Review Activity	
	Final Test	