

Course: Introduction to Business and Technology

Instructor: Mrs. Pierce

Week	Topic/Standard	Essential Question(s)
1	Introduction to Technology/IBT-1-12	What is expected of me in Introduction to Business and Technology? How could you apply Introduction to Business and Technology to your daily life?
2	Employability Skills/IBT-1.4, 1.6	What are employability skills? How are employability skills important in the workplace? What skills are needed in business and industry? FBLA Activity 1
3	Introduction to Technology/IBT-1, IBT-2	How can we apply technology as a tool to increase productivity? What is plagiarism, fair use, and copyright law? Short Term Project 1
4	Introduction to Technology/IBT-1, IBT-2	How do you determine a credible online resource? Why are time-management and organizational skills important in the workplace? How do different types of technology tools compare in terms of efficiency in business? How can we use technology safely in the workplace? FBLA Activity 2
5	Introduction to Marketing/IBT-1, IBT-2, IBT-5	How can we differentiate between target marketing and marketing mix? Why is it important for certain products and services to be target marketed to a particular consumer? Career Activity 1
6	Introduction to Marketing/IBT-1, IBT-2, IBT-5	How do businesses use customer databases to target marketing campaigns? Why is innovation important in the marketplace? What are types of promotional tools used by businesses for products and services? Employability Activity 1
7	Leadership and Management/IBT-1, IBT-2, IBT-3, IBT-4, IBT-12	Why is it important to know the qualities of a leader? Why are there different styles of leadership? Short Term Project 2
8	Leadership and Management/IBT-1, IBT-2, IBT-3, IBT-4, IBT-12	What are the functions of business? What are the functions of management? Career Activity 2
9	Leadership and Management/IBT-1, IBT-2, IBT-3, IBT-4, IBT-12	What is the importance of a vision and mission statement? FBLA Activity 3
10	Communication Skills/IBT-1, 2, 4, 6	How do we demonstrate professional communication skills in the workplace?
11	Communication Skills/IBT-1, 2, 4, 6	What is social media etiquette? Why are critical thinking and problem solving skills necessary?

		Employability Activity 2
12	Communication Skills/IBT-1, 2, 4, 6	How can technology enhance the effectiveness of communication in the business environment? Career Activity 3
13	Accounting 101/IBT-1, IBT-2, IBT-3, IBT-8, IBT-12	How do businesses use accounting principles to make financial decisions?
14	Accounting 101/IBT-1, IBT-2, IBT-3, IBT-8, IBT-12	Why is it important to understand the accounting cycle? Why do we analyze financial statements for a business? Employability Activity 3
15	Entrepreneurship and Business Ownership/IBT-1, IBT-2, IBT-3, IBT-7, IBT-12	Why is it important to identify the characteristics of a successful entrepreneur? FBLA Activity 4
16	Entrepreneurship and Business Ownership/IBT-1, IBT-2, IBT-3, IBT-7, IBT-12	How would you identify your own personal traits that are typical characteristics of an entrepreneur? How can you become an entrepreneur? Career Activity 4
17	Entrepreneurship and Business Ownership/IBT-1, IBT-2, IBT-3, IBT-7, IBT-12	Analyze the potential business opportunities that are available in your area. Why would the area be a place to operate a successful business?
18	Entrepreneurship and Business Ownership/IBT-1, IBT-2, IBT-3, IBT-7, IBT-12	What are the different types of business ownership? Why is it important to create a business plan? Employability Activity 4
19	Introduction to Human Resources/IBT-1, IBT-2, IBT-3, IBT-11, IBT-12	How do businesses prevent and deter crimes? What legal areas affect personal and business relationships? FBLA Activity 5
20	Introduction to Human Resources/IBT-1, IBT-2, IBT-3, IBT-11, IBT-12	Why is it important to know the legal requirements of incorporating a business?
21	Introduction to Human Resources/IBT-1, IBT-2, IBT-3, IBT-11, IBT-12	How do businesses create plans for recruiting, hiring and retaining employees? Employability Activity 5
22	Introduction to Human Resources/IBT-1, IBT-2, IBT-3, IBT-11, IBT-12	What employment and labor laws impact a business? How do contracts play such an important role in business? FBLA Activity 6
23	Managing Risk/IBT-1, IBT-2, IBT-3, IBT-10, IBT-12	Why is it important for business owners to be aware of the risks involved in operating a business? Career Activity 5
24	Managing Risk/IBT-1, IBT-2, IBT-3, IBT-10, IBT-12	How can businesses utilize risk management strategies to minimize loss?
25	Managing Risk/IBT-1, IBT-2, IBT-3, IBT-10, IBT-12	Why is insurance important? What are career options within the field of insurance?

26	Money Management Basics/IBT-1, IBT-2, IBT-3, IBT-9, IBT-12	How can a budget increase your profits both personally and for your business? Why are your bank records and credit reports so important?
27	Money Management Basics/IBT-1, IBT-2, IBT-3, IBT-9, IBT-12	How do you maintain a good credit score? How can you make wise decisions concerning the financial health of your business? FBLA Activity 7
28	Money Management Basics/IBT-1, IBT-2, IBT-3, IBT-9, IBT-12	Why is record keeping an essential part of a successful business? What is the nature and purpose of financial institutions?
29	Word Processing Applications/IBT-1, IBT-2, IBT-3	Why is it necessary to create professional-appearing documents in the business world?
30	Word Processing Applications/IBT-1, IBT-2, IBT-3	What word processing skills are needed to create professional-appearing business documents?
31	Word Processing Applications/IBT-1, IBT-2, IBT-3	Why is it important to proofread documents?
32	Word Processing Applications/IBT-1, IBT-2, IBT-3	What features in Microsoft Word are available to enhance your documents?
33	Word Processing Applications/IBT-1, IBT-2, IBT-3	Why is it necessary to protect and share documents?
34	Word Processing Applications/IBT-1, IBT-2, IBT-3	What options are used to format document content?
35	Word Processing Applications/IBT-1, IBT-2, IBT-3	Why are illustrations and graphics sometimes needed in business documents?
36	Review and Benchmarks	How has the class prepared you for the world outside of the classroom?