

Intro to Business

PACING GUIDE

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Room: 145

Course Description: *Introduction to Business is an introductory course designed to give students an overview of Business Management and Administration, Marketing, and Finance career clusters. The course helps students prepare for the growing complexities of the business world by examining basic principles of business, marketing, and finance in addition to exploring key aspects of leadership, ethical, and social responsibilities, and careers. Students' academic skills in communications, mathematics, and economics are reinforced through activities modeled in the context of business topics. Upon completion of this course, proficient students will be equipped with the foundational skills to succeed in any of the business, marketing, or finance programs of study and will be prepared to make an informed decision regarding which pathways they would like to pursue in high school.*

Quarter 1:

Entrepreneurship
Elements of a Business Plan
Management
Customer Service
Factors of Production
4 Types of Business Ownership

Quarter 3:

Marketing
Advertising mediums
IMAX Theater Marketing Project
Business Law
International Business

Quarter 2:

Banking and Finance
Accounting
Economics
Personal Financial Literacy
Stages of Business Cycle
Federal Reserve

Quarter 4:

Business Ethics
Technology in the workplace
Communication
Negotiations
Job Seeking Skills