

Standard ID	Standard Text	Edgenuity Lesson Name
1	Unit 1: Introduction to the Global Economy	
1.1	Unit 1 Achievement Standard: Introduction to the Global Economy - In teams or individually, students will demonstrate an understanding of basic business concepts pertaining to our global economy and the relationship between businesses and consumers through class discussions and a writing assignment. Students will be able assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources. In addition, students examine the role of trade, protectionism, and monetary markets in the global economy.	
1.1.1	Identify the difference between wants and needs	Economic Basics
1.1.2	Explain how economic wants are satisfied	Principles of Selling Economic Basics
1.1.3	Demonstrate how resources may be used to satisfy economic wants	Economic Basics
1.1.4	Define and give examples of scarcity	Economic Basics
1.1.5	Define and give examples of opportunity cost	Risk Management
1.1.6	Identify resources that are abundant or in short supply in various countries in the world	Supply and Demand
1.1.7	Identify examples of goods and services exported or imported from a particular country	Global Trade
1.1.8	Why scarcity requires individuals, governments, and societies make choices	Economic Basics Supply and Demand Global Trade
1.1.9	Explain how specialization promotes international trade and how international trade increases total world output and interdependence among nations.	Global Trade

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1.1.10	Describe how businesses provide goods and services	Principles of Selling The Sales Process Pricing and Ethics Serving Customers Efficiency and Productivity Value and Utility Business Ethics
1.1.11	Identify some jobs and skills in business and finance	Job Performance Communication Skills Management and Leadership Career Goals Technology in Business
1.1.12	Explain steps in the decision-making process	Risk Management
1.1.13	Identify four factors of production	Supply and Demand
1.1.14	Explain scarcity of resources for every country	Economic Basics Global Trade
1.1.15	List three questions regarding production & distribution	Supply and Demand Industries Business Organization
1.1.16	Explain circular flow of economic activity	Capitalism and Competition
1.1.17	Describe four phases of business cycle	Business Organization
1.1.18	Explain how economic activity is measured	Economic Basics
1.1.19	Explain how the federal government maintains economic stability and regulations	Government Agencies

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1.1.20	Explain what inflation is & how it affects the economy	Economic Basics
2	Unit 2 General Business Operations	
2.1	Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business and society.	
2.1.1	Identify the four elements in the marketing mix	Marketing Messages
2.1.2	Define the life cycle of a product	Business Organization
2.1.3	Discuss consumer needs and motivation	Economic Basics
2.1.4	List the six rights and six responsibilities of a consumer	Value and Utility
2.1.5	Identify various consumer protection sources	Business Law
2.1.6	Describe the role of the pricing, packaging, and promoting in marketing goods and services	Supply and Demand
		Efficiency and Productivity
		Marketing Messages
		Promotional Methods
2.1.7	Describe what an active listener does	Communication Skills
2.1.8	Identify customer needs and reasons why customers return to the same business.	The Sales Process
		Serving Customers
		Business Planning

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2.1.9	Explain ways companies show concern for customers	Principles of Selling The Sales Process Serving Customers Efficiency and Productivity Value and Utility Business Organization Banking Borrowing and Lending Business Ethics Business Opportunities Marketing Messages Market Information Management Promotional Methods
2.1.10	Describe the factors that influence customer -business relationships (e.g., return policies, pricing, distribution and advertising)	The Sales Process
2.1.11	Recognize that a successful marketing strategy is built on positive customer relationships	The Sales Process Marketing Messages Market Information Management Marketing Tools Promotional Methods
2.1.12	Describe the wide scope of marketing - business to business, business to consumer, industrial, nonprofit, personal, government, and electronic	Government Agencies Business Law Business Ethics Marketing Messages Market Information Management Marketing Tools Advertising

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2.1.13	Describe the importance of marketing in a global economy	Global Trade Marketing Tools Advertising
2.1.14	Describe the opportunities created by the Internet	Technology in Business Advertising
3	Unit 3 U.S. Economic System	
3.1	Achievement Standard: In teams or individually, the student will acquire, interpret, comprehend, evaluate and analyze the U.S. economic system, the law of supply and demand and the various functions of business by synthesizing and graphically displaying each in a presentation, poster or electronic graphic.	
3.1.1	Describe private enterprise system	Capitalism and Competition
3.1.2	Explain what motivates business	Management and Leadership Supply and Demand Efficiency and Productivity Value and Utility
3.1.3	Describe some benefit businesses provide	Marketing Messages
3.1.4	Describe entrepreneurship (give examples)	Capitalism and Competition Funding a Business Business Ethics
3.1.5	Explain how prices affect consumers and producers	Capitalism and Competition Supply and Demand Efficiency and Productivity
3.1.6	Discuss how prices are determined	Pricing and Ethics Capitalism and Competition Supply and Demand Efficiency and Productivity

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3.1.7	Discuss circumstances that will cause prices to change	Supply and Demand Efficiency and Productivity Value and Utility
3.1.8	Describe cause & effect of consumers and producers in our economy	Principles of Selling The Sales Process Pricing and Ethics Serving Customers Inventory and Merchandising Economic Basics Capitalism and Competition Supply and Demand Business Costs Efficiency and Productivity Value and Utility Money Banking Investing Establishing Credit Borrowing and Lending Funding a Business Accounting Bookkeeping and Reporting Risk Management Global Trade Business Opportunities Defining a Business Business Planning Marketing Messages Market Information Management Marketing Tools Advertising

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3.1.9	List four stages that the American economy has gone through	Economic Basics
3.1.10	Name & describe several types of electronic transmission media & virtual reality	Technology in Business Create a Google Account Send and Receive E-mail Search the Web Digital Citizenship Create a Document Format and Print Documents Proofread a Document Presentation Basics Design Slides and Add Text Add an Image Spreadsheets Creating Databases Using Databases Events and Collaboration
3.1.11	Interpret information on graphs (line, bar, pictograph)	Using Databases
3.1.12	Describe the rise of business in the U.S.	
3.1.13	Describe the social responsibility of business	Economic Basics Industries Business Structures Business Organization Government Agencies Business Law Business Ethics
3.1.14	Enumerate the five types of business	Business Structures
3.1.15	Explain benefit from business competition	Capitalism and Competition
3.1.16	Explain why observing details & making inferences is an important skill	

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4	Unit 4 Management and Employment in a Diverse Business World	
4.1	Achievement Standard: Through role-play, students will communicate contributing to a group and working well with people from diverse populations examining and modeling the role and characteristics of a good manager as well as the characteristics of a productive employee. Their understanding of an effective manager which would include foundational knowledge of characteristics of levels and functions of management. Building on the employment concepts, students will demonstrate an understanding of careers in the business world by producing a poster advertising that career. Using the Internet and the newspaper, students will communicate to other team members their findings on job opportunities in their community.	
4.1.1	Describe the three levels of management	Management and Leadership
4.1.2	Identify & give examples of four functions of management	Management and Leadership Hiring Employees
4.1.3	Describe the qualities & leadership traits that are essential for good managers	Management and Leadership
4.1.4	Describe disadvantages & advantages of being a manager	Management and Leadership
4.1.5	Compare the advantages of the different types of communication when managing	Communication Skills Management and Leadership
4.1.6	Describe the responsibilities and traits of financial managers and employees	Management and Leadership Money Accounting Bookkeeping and Reporting Risk Management
4.1.7	Describe some careers in government and public administration & the qualities needed for them	
4.1.8	Define a diverse workplace	Communication Skills
4.1.9	List several actions that can resolve team conflicts	Management and Leadership
4.1.10	List several functions of leadership in business	Management and Leadership

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4.1.11	Discuss ways in which diversity benefits the workplace	Communication Skills
4.1.12	Understand the harmful effects of stereotyping people on the basis of age, gender, ethnicity, or other aspect of identity	
4.1.13	Explain why it is important for businesses, especially those who trade globally, to be aware of different cultures and business practices	Communication Skills
4.1.14	Explain how diversity management programs assist government and business in their goal to prevent discrimination in the workplace	Communication Skills
4.1.15	List several functions of leadership in business	Management and Leadership
4.1.16	Explain the importance of ethical standards in conducting business	Management and Leadership
4.1.17	Describe ethical dilemmas faced by managers	Business Ethics
4.1.18	Create A personal code of ethics	Job Performance
4.1.19	Identify the impact of unethical behavior on a business	Business Ethics
4.1.20	Explain the relationship between ethics and governmental regulations	Government Agencies
4.1.21	Describe the steps in the employment process	Business Ethics
4.1.22	Explain steps in the decision-making process	Hiring Employees
4.1.23	Evaluate steps to planning a career	Career Goals
		Applying for Jobs
		Management and Leadership
		Career Goals

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4.1.24	Identify some jobs and skills in business and finance	Job Performance Communication Skills Management and Leadership Career Goals
5	Unit 5 Entrepreneurship	
5.1	Achievement Standard: In teams or individually, students will explore, interpret and analyze the qualities and habits of successful entrepreneurs. In processing and organizing that information, students will use technology to create a business plan to include a company description and a specific plan of action for its product, operation, financial profile, and marketing strategy.	
5.1.1	Describe the characteristics of a small business	Funding a Business
5.1.2	Explain what being an entrepreneur means	
5.1.3	Explain how small business/entrepreneurship influences the U.S. economy	Economic Basics
5.1.4	Describe the process of making informed judgments	
5.1.5	List four ways to enter into business	
5.1.6	List the element of a business plan and describe its purpose	Business Planning
5.1.7	Explain how recognizing cause and effect can help when making a business plan	Business Planning
5.1.8	List the three types of business ownership and explain advantages & disadvantages of each	Business Structures
5.1.9	Describe how management plan identifies the key people in a business	
5.1.10	Tell how an operating plan describes the production requirements of a business	Defining a Business
5.1.11	Describe the content of the financial plan portion of a business plan	Funding a Business Risk Management Business Planning
5.1.12	Identify sources for obtaining capital to start or expand a business	Funding a Business
5.1.13	Explain why predicting a consequence is important for business people	Management and Leadership

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6	Unit 6 Government and Business	
6.1	Achievement Standard: Through class discussions, writing assignments, and Internet research, students will examine how the role of local, state, and federal government agencies regulate and protect business enterprises. They will communicate this information effectively and responsibly in small or large groups and contribute to the group effort by sharing what has been read and teaching others information that has been analyzed and interpreted.	
6.1.1	Name four kinds of laws that affect business	Government Agencies Business Law
6.1.2	Explain how federal regulation affects business and the public	Government Agencies Business Law
6.1.3	Name and describe the three major tax bases in the U.S.	Taxes
6.1.4	Distinguish among progressive, proportional, and regressive taxes	
6.1.5	Explain how taxes affect economic activity	
6.1.6	Explain how withholding tables work	Taxes
6.1.7	Discuss the government as a provider of goods and services	
6.1.8	List major ways in which the government spends tax money	Taxes
7	Unit 7 Financial Institutions	
7.1	Achievement Standard: The students will determine the relationship of money in business by reading foundational information and then utilizing web sites or calling or visiting financial institutions to find out the services those banks can offer various business organizations and how those services improve the success of business.	
7.1.1	Describe the functions and characteristics of money	Money
7.1.2	Explain the three main functions of banks and list three banks	Banking
7.1.3	Identify one way the government regulates banking	Money Banking
7.1.4	Explain Electronic Banking and security	Banking

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7.1.5	Explain the accounting equation and two financial statements	Accounting Bookkeeping and Reporting
7.1.6	Compute simple interest	
7.1.7	Review percents and interpret how they are used in financial analysis	
7.1.8	Describe databases & spreadsheets & how to use them	Spreadsheets Creating Databases Using Databases Events and Collaboration
7.1.9	Describe the responsibilities of the Federal Reserve System	
7.1.10	Explain what and how Magnetic Ink Character Recognition & Electronic Transfers work	Money
7.1.11	Identify three kinds of discounts used by manufacturers and wholesalers	
8	Unit 8: Career Awareness	
8.1	Achievement Standards: Career Awareness - Assess personal skills, abilities and aptitudes and personal strengths and weaknesses as they relate to career exploration and development; Utilize career resources to develop a career information database that includes international career opportunities; Relate the importance of workplace expectations to career development; Apply knowledge gained from individual assessment to a comprehensive set of goals and an individual career plan; Develop strategies to make an effective transition from school to a career; Relate the importance of lifelong learning to career success.	
8.1.1	Standard I: Self Awareness	
8.1.1.a	Assess and analyze personal talents, values, and interests as they may relate to a future career, based on the completion of standardized career interest survey and personality indicator assessments.	
8.1.1.b	Compare personal skills and aptitudes with various career options.	Career Goals
8.1.1.c	Correlate personal characteristics with the requirements of specific jobs within career clusters.	Career Goals
8.1.1.d	Identify transferable competencies and job-specific skills related to career and job options.	Applying for Jobs
8.1.1.c		Career Goals
8.1.1.d		Career Goals
8.1.1.d		Applying for Jobs

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8.1.1.e	Identify personal strengths and weaknesses.	Career Goals
8.1.2	Standard II: Career Research	
8.1.2.a	Use a variety of research tools (e.g., computer-assisted programs, newspapers, books, professional and trade associations, informational interviews, job shadowing, career fairs, and the Internet) in the career exploration process.	Technology in Business Search the Web Research and Citation
8.1.2.b	Evaluate several occupational interests, based on various criteria (e.g., educational requirements, starting salaries, and career ladder opportunities).	Career Goals
8.1.2.c	Use available resources for projecting career opportunities and trends.	Applying for Jobs
8.1.2.d	Analyze a specific career cluster using a variety of research tools (e.g., college career centers/counselors, professional and trade associations, career fairs, information interviews, print media, and the Internet).	
8.1.2.e	Describe the impact of the global economy on jobs and careers.	Global Trade
8.1.2.f	Evaluate international employment opportunities.	
8.1.3	Standard III: Workplace Expectations	
8.1.3.a	Demonstrate personal qualities related to employability.	Job Performance
8.1.3.b	Describe how honesty and integrity affect relationships with others.	Job Performance
8.1.3.c	Describe appropriate time management techniques and their application in the workplace.	Job Performance
8.1.3.d	Discuss and illustrate the positive and negative effects of a well-developed work ethic on worker and workplace productivity.	Job Performance
8.1.3.e	Explain the importance of respect for the feelings and beliefs of others.	Communication Skills Management and Leadership
8.1.3.f	Demonstrate appropriate employer and employee interactions in workplace situations.	Management and Leadership

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8.1.3.g	Demonstrate the ability to function as a proactive, productive team member in the workplace.	
		Job Performance
8.1.3.h	Discuss advantages and disadvantages of entering nontraditional occupations.	
8.1.3.i	Identify stereotypes, biases, and discriminatory behaviors that may impact opportunities for women and min in certain occupations.	
8.1.3.j	Illustrate techniques for eliminating gender bias and stereotyping.	
8.1.3.k	Discuss equity issues and their impact on the workplace.	
8.1.3.l	Discuss and demonstrate the skills necessary to function as a member of a diverse workforce.	Communication Skills
8.1.3.m	Demonstrate appropriate telephone and e-mail etiquette.	
		Send and Receive E-mail
8.1.3.n	Describe methods of providing good customer service in the workplace.	Serving Customers Business Organization Marketing Messages
8.1.3.o	Explain the need for continual skills improvement to ensure lifelong career success.	Career Goals
8.1.3.p	Compare how performing a job in a virtual work environment differs from performing the same job in a traditional work setting.	
8.1.4	Standard V: School to Career Transition	
8.1.4.a	Identify high school programs that articulate with postsecondary educational programs, industry-based training, and technical education programs in a chosen career field.	
		Management and Leadership
8.1.4.b	Explain how the needs and functions of society influence the nature and structure of work.	
8.1.5	Standard VI: Lifelong Learning	
8.1.5.a	Identify the knowledge, skills and attitudes required to succeed in the ideal job/career.	
		Job Performance
8.1.5.b	Discuss the importance of flexible career planning and career self-management.	Career Goals