

| | Quarter 1/3 | | | | Quarter 2/4 | | | |
|-------------------------------|--|---|--|--|------------------------------|---|--|---|
| Topic | Marketing | Economics | Business Law | Personal Finance | Coding | Employability and Career Development | Accounting | Entrepreneurship |
| Essential Questions | How do marketing strategies impact individuals, business, and society? How does consumer behavior influence the marketing mix? | What is economics? How does scarcity influence all economic decisions? Why and how did the U.S. economy become a "Mixed Economy?" | Why is legally binding contract important to business? Do all contracts have to be in writing? | How can understanding effective personal finance strategies improve my life? | How Is Coding a Superpower? | Where do you see yourself in the future and what does it take to get there? | How is accounting utilized in the business world? | Do I have what it takes to become an Entrepreneur? |
| Standards/ Outcomes | 4.3.2.1.0.2, 4.3.2.1.0.6, 4.3.2.1.0.7, 4.3.2.1.0.8, 4.3.2.1.0.21, 4.3.2.1.0.24 | 4.3.2.1.0.2, 4.3.2.1.0.3, 4.3.2.1.0.5, 4.3.2.1.0.6, 4.3.2.1.0.21, 4.3.2.1.0.22, 4.3.2.1.0.23, 4.3.2.1.0.26 | 4.3.2.1.0.2, 4.3.2.1.0.6, 4.3.2.1.0.9, 4.3.2.1.0.10, 4.3.2.1.0.14, 4.3.2.1.0.21, | 4.3.2.1.0.2, 4.3.2.1.0.4, 4.3.2.1.0.6, 4.3.2.1.0.18, 4.3.2.1.0.20 | 4.3.2.1.0.2, 4.3.2.1.0.6, | 4.3.2.1.0.1, 4.3.2.1.0.2, 4.3.2.1.0.6, 4.3.2.1.0.12, 4.3.2.1.0.15, 4.3.2.1.0.16, 4.3.2.1.0.20, 4.3.2.1.0.21, 4.3.2.1.0.25, 4.3.2.1.0.28 | 4.3.2.1.0.2, 4.3.2.1.0.4, 4.3.2.1.0.6, 4.3.2.1.0.19, 4.3.2.1.0.20, | 4.3.2.1.0.2, 4.3.2.1.0.5, 4.3.2.1.0.6, 4.3.2.1.0.7, 4.3.2.1.0.8, 4.3.2.1.0.11, 4.3.2.1.0.20, 4.3.2.1.0.27 |
| Curriculum Materials | Marketing Mix - 4ps; Coca Cola through the years; Weasel Word Notes; Undesired Item Advertisement Project | Types of Economies, Business Sectors, Supply and Demand, Goods and Services, Global Economic Trends, Cost of streaming music | Contracts | Teach Banzai | Scratch, Trello, Code combat | Career Cruising, Ted Talk, Job Applications | A-L=OE Worksheets | Heart, Smart, Guts & Luck, Famous Entrepreneur Presentation, Business Plan Project |
| Supplemental Materials | Quizlet | Quizlet, Stock Market Game | Quizlet | Quizlet, Stock Market Game | Quizlet | | | |



District Curriculum

Business | Business Essentials

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| Connections | | | | | | | | |
| Assessments | | | | | | | | |