

Course Title:	Introduction to Business
Head of Department:	Ms. Budoor Konialy Boudour.kb@greenwood.sch.ae
Teacher(s) + e-mail:	Ms. Maamol
Cycle/Division:	High School
Grade Level:	Grade 11
Credit Unit:	0.5 Credit
Duration:	1 Semester
Course Prerequisites:	<ul style="list-style-type: none"> • Has Logical analysis and average proficiency in mathematics • able to write thoughtfully and clearly • able to build an argument in the form of an essay • able to prepare and present PPT and other forms of presentations

<u>Department's Vision:</u>	<ul style="list-style-type: none"> • To be modern and an innovative Department that brings transformational opportunities to our students through diverse teaching strategies, effective collaboration and excellence in communication knowledge and nurturing skills.
<u>Department's Mission:</u>	<ul style="list-style-type: none"> • .Prepare students to be active and engaged citizens who are able to apply accounting, economics and business knowledge for the betterment of individuals and organizations.

COURSE DESCRIPTION:

Introduction to Business introduces students to the world of business and prepares them for the economic roles of consumer, worker, and citizen. This course will serve as a background for other, more detailed business courses, such as accounting, marketing and business law, as well as preparation for future employment, financial literacy, and consumer decision making.

GENERAL COURSE LEARNING OBJECTIVES:

- Develop a basic understanding of the free enterprise system and other types of economic systems.
- Understand how business ethics apply to customers and other stakeholders in the business environment
- Understand the basic forms of business ownership.
- Gain a basic understanding of international business and the complexities of operating in a global environment.
- Understand the basic functions of management and the skills required of managers working with different concepts of motivation.
- Be able to identify the objectives involved in Total Quality Management.
- Understand how a company utilizes human resource management to recruit, train, and retain employees.
- Develop an understanding of the marketing concept and the various elements of the marketing mix.
- Understand how businesses acquire and use capital.
- Understand the concepts of accounting and the analysis of financial statements

I.

STANDARDS/BENCHMARKS:

1.0 BUSINESS

Strand 1.2 Business Law

Standard 1.2.8: Describe the major types of legal entities, including sole proprietorships, partnerships, and corporations.

Strand 1.5 Globalization

1.5.1 demonstrate an understanding of the role of international business, analyzing its impact on careers and doing business at the local, state, national, and international levels;

2.0 MANAGEMENT

Strand 2.1 General principles

Standard 2.1.1: Define management and demonstrate awareness of how managers plan, organize, lead, and control for greater efficiency and effectiveness;

Standard: 2.1.3: Apply human resource principles, systems, and contingency approaches to actual management scenarios;

Standard 2.1.4: Demonstrate leadership, communication, planning, organizing,

problem solving, decision making, and self management skills;

Standard: 2.1.5: Explain social responsibility in business; select and justify a social responsibility strategy;

Standard 2.1.6: Promote ethical business behavior in the workplace;

Standard 2.1.7: Explain human resource practices to legally and effectively manage a diverse workforce.

Strand 2.2 Economics and Finance

Standard 2.2.1: Identify economic opportunity costs for making decisions;

Standard 2.2.2 Identify the factors of production that affect productivity;

Standard 2.2.3: Identify the monetary institutions and explain their roles in the U.S. and world economies;

Standard 2.2.5: Identify key U.S. economic measures in terms of gross domestic product, employment, unemployment rate, inflation, and capital spending

3.0 MARKETING

Standard 3.8: Identify the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value;

Standard 3.9: Decipher the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities;

Standard 3.10: Identify the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired income;

Standard 3.11: Identify the strategies needed to determine client needs and wants; respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities;

Standard 3.12: Use technology to implement marketing activities.

4.0 TECHNOLOGY

Standard 4.2: Demonstrate oral and written communication skills in creating, expressing, and interpreting technical information and ideas;

Standard 4.3: Formulate solutions to information technology problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams;

Standard 4.4: Demonstrate the use of specific information technology tools to access, manage, integrate, and create information

RESOURCES:

- Introduction to Business Textbook
- Notebook
- Calculator
- Chromebook

III.

COURSE OUTLINE:

Semester 1:

Chapter 1: Basic Economic Concepts:

Section 1.1: A Look at Wants and Needs

Section 1.2: Business activities

Chapter 2: Economic Resources and Systems:

Section 2.1: Economic resources

Section 2.2: Economic systems

Chapter 3: Economic Activity in a changing world:

Section 3.2: The Business Cycle

Chapter 4: Business ethics and Social Responsibility:

Section 4.1: Business Ethics

Section 4.2: Social Responsibility

Chapter 5: Entrepreneurship:

Section 5.2: The Business Plan

Chapter 6: Business Ownership and Operations:

Section 6.1: Types of Business Ownership

Section 6.2: Types and Functions of Business

Chapter 7: Business Management

Section 7.1: Management Functions



Section 7.2: Management Structures

Chapter 9: Technology and Business:

Section 9.2: E-Commerce

Chapter 10: Business in a global economy

Section 10.1: The global Marketplace

Section 10.2: Global Competition

Chapter 12: Money and Financial institutions:

Section 12.1: Money and Banking

Section 12.2: Types of financial institutions

Chapter 13: Marketing in today's World:

Section 13.1: Marketing Essentials

Section 13.2: Market Research and Product Development

Chapter 14: Advertising:

Section 14.1: Advertising Media

Section 14.2: Media Measurement and Rates

Chapter 15: Human Resources Management

Section 15.1: Employees: "The Key to Success"

Section 15.2: Developing and Retaining Employees

IV.

GRADING:

Grading Policy/ Assessment Tools:

- Tests
- Quizzes
- In-Class Projects
- Chapter Assignments
- Out-of-Class Projects
- Activities Participation and Homework
- Case Studies



- Subject related research

Grade Distribution:

<u>Semester -2-</u>	
<u>Assessment</u>	<u>Points/Weight</u>
Quizzes	35%
Graded Class work	25%
Projects	10%
Final Exam	30%