

EWHS Course Scope & Sequence

Course Title	Business Concepts I			
Course Overview	<p>This course introduces students to foundational business concepts and the role businesses play in society and the economy. Students explore business types, ownership structures, and the major functions of business, including finance, marketing, human resources, and operations. The course also emphasizes customer relations, pricing strategies, and profitability, helping students understand how businesses make decisions to achieve success. Through case studies, discussions, and hands-on activities, students connect business concepts to real-world applications.</p>			
Unit Component	Unit 1	Unit 2	Unit 3	Unit 4
Title	Types of Business and How They Serve Society	Forms of Business Ownership	Integrated Businesses	Positive Customer Relations
Guiding or Essential Questions <i>(if applicable)</i>	How do different types of businesses serve the needs of society?	How do different forms of business ownership impact a company's ability to innovate, grow, and adapt to changing market conditions?	What are the ethical implications of business decisions?	How can businesses effectively balance customer expectations and company policies to maintain positive relationships.
Topic This should be the overarching theme or big idea. Brief overview of the unit.	This unit will introduce students to the various types of businesses and their roles in society. By the end of the week, students will be able to identify different business structures, understand their purposes, and explain how businesses contribute to the economy and community.	This unit will delve into the various forms of business ownership, exploring their characteristics, advantages, and disadvantages. Students will engage in discussions, case studies, group activities, and multimedia resources to understand how businesses grow and evolve. By the end of the unit, students will be able to compare different forms of	This unit explores the core activities within a business, such as financial management, human resources, marketing, operations, and strategic management. Students will engage with various activities, including guest lectures, multimedia resources, and interactive projects to understand how these business functions are interrelated and vital to a company's success.	This unit explores the fundamentals of positive customer relations, emphasizing the importance of customer service as a critical component of business success. Students will learn about different aspects of customer interactions, including handling difficult customers, building customer loyalty, and the ethics of customer relations. The unit will include case studies, discussions, interactive scenarios,

		business ownership and analyze strategies for business startups.		and both group and individual activities.
Length (weeks)	2	3	3	3

Unit Component	Unit 5	Unit 6		
Title	Importance of Price	Factors of Profit		
Guiding or Essential Questions <i>(if applicable)</i>	How do companies balance the need for profitability with ethical considerations?	How do different pricing strategies and cost management techniques impact a business's profitability in a competitive market?		
Topic This should be the overarching theme or big idea. Brief overview of the unit.	This unit delves into how prices are determined in the marketplace, the various strategies businesses use to set prices, and the impact of pricing on consumer behavior and business profitability. Students will explore different pricing models through case studies, including loss leader, price skimming, and dynamic pricing strategies.	This three-week unit explores the critical aspects of profit in business, examining what affects profitability and how businesses can manage and enhance their earnings. Students will engage in discussions, group projects, and practical experiments like managing a small business (e.g., friendship bracelets or lemonade stand) to understand the dynamics of profit generation.		
Length (weeks)	3	3		