

EWHS Course Scope & Sequence

Course Title	Introduction to Business <i>(Dual Enrollment)</i>				
Course Overview	This course will provide a general overview of the business world, covering the basic functions of business as well as current topics of interest. A survey of the fundamental principles of business will be discussed including marketing, management, finance, accounting, and human resource development.				
Unit Component	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5
Title	The Business Environment	Creating a Business	Financing a Business	Marketing a Business	Managing a Business
Guiding or Essential Questions <i>(if applicable)</i>	How do economic, social, and global factors shape the way businesses operate and make decisions?	What steps and decisions are involved in creating a successful business, and how do ownership choices and funding options affect its success?	How do businesses acquire, manage, and use financial resources to make informed decisions and ensure long-term success?	How do businesses use marketing strategies to create value, connect with customers, and drive success?	How do managers use leadership, resources, and technology to organize and run a successful business?
Topic This should be the overarching theme or big idea. Brief overview of the unit.	In this unit, students explore the economic, social, and global factors that influence how businesses operate. They examine economic systems, international trade, ethics, social responsibility, and the	In this unit, students explore how new businesses are formed and the factors that influence their success. They examine different forms of business ownership—including sole proprietorships,	In this unit, students explore how businesses manage and acquire the funds needed to operate and grow. They study accounting principles, financial statements, budgeting, and managerial accounting	In this unit, students explore how businesses create value and build profitable customer relationships through marketing. They study marketing strategy, consumer behavior, and marketing	In this unit, students explore how businesses organize, lead, and manage resources to achieve their goals. They study management principles, motivation, leadership, and human resource practices,

	<p>role of communication in business success. Through case studies and applied activities, students develop an understanding of how businesses respond to change, make decisions, and operate within an evolving global marketplace.</p>	<p>partnerships, corporations, LLCs, and franchises—analyzing the advantages and disadvantages of each. Students also investigate entrepreneurship, funding options, and strategies for launching a new venture, while considering the opportunities, challenges, and economic impact of small businesses. Through case studies, discussions, and applied activities, students learn what it takes to create and sustain a successful business.</p>	<p>to make informed financial decisions. Students also examine financing options, capital structure, asset management, and long-term investments, as well as the role of financial markets, securities, and personal investing. Through applied activities and case studies, students learn how financial decisions impact business value and sustainability.</p>	<p>research to understand customer needs and guide decision-making. Students also examine product development, promotion, distribution, and pricing, learning how businesses communicate value, differentiate products, and deliver them effectively to the right audience. Through case studies, discussions, and applied activities, students connect marketing concepts to real-world business practice.</p>	<p>including hiring, planning, and legal considerations. The unit also covers operations management, technology, information systems, and strategies for improving efficiency, quality, and sustainability. Through case studies and applied activities, students learn how effective management and decision-making drive business success.</p>
<p>Length <i>(in weeks)</i></p>	8	8	7	7	8