

MAYWOOD PUBLIC SCHOOL

Business Curriculum

Business Philosophy

Business is a discipline that is integrated into all aspects of society. To utilize business concepts successfully, the learner must be able to learn and apply basic facts, problem solve, as well as engage in higher level thinking skills.

Maywood Public School will provide a complete and appropriate business curriculum for students that will assure them the opportunity to maximize their potential in general business concepts and accounting skills.

Business courses should teach students the concepts and the applications of these concepts to the business world and should prepare students to function successfully in society: in the pursuit of higher education, in their personal lives, and in their careers/occupations.

Business Exit Outcomes

By the end of the twelfth grade, students at Maywood Public School will be able to...

1. Because all students will participate in the economic system, all students need to be literate in business and economics.
2. Practice the interpersonal, teamwork, and leadership skills that will help them function successfully in a domestic and international environment.
3. Use technology as a tool for managing information for lifelong learning skills that foster flexible career paths and confidence in adapting to a changing workplace.

Business Strands

1. Accounting
2. Business Law
3. Introduction to Business
4. Web Design
5. Business Math

Business Curriculum Matrix

By the end of the twelfth grade, students at Maywood Public School will be able to...

1. Accounting

| Identifier | Objective | Introduction to Business | Business Math | Web Design | Accounting | Business Law |
|------------|--|--------------------------|---------------|------------|-------------|--------------|
| 1.1 | Apply concepts of analyzing transactions and how they relate to the accounting equation. | | | | <i>I, M</i> | |
| 1.2 | Explain the purpose of documenting transactions through journal and ledger entries. | | | | <i>I, M</i> | |
| 1.3 | Prepare and explain the purposes of each financial statement and describe the way they interact. | | | | <i>I, M</i> | |
| 1.4 | Identify generally accepted accounting principles (GAAP) as applied to assets. | | | | <i>I, M</i> | |
| 1.5 | Identify generally accepted accounting principles (GAAP) as applied to liabilities. | | | | <i>I, M</i> | |
| 1.6 | Identify generally accepted accounting principles (GAAP) as applied to equities. | | | | <i>I, M</i> | |
| 1.7 | Evaluate the impact of data on business through the development of financial statements. | | | | <i>I, M</i> | |
| 1.8 | Prepare and maintain payroll records. | | | | <i>I, M</i> | |
| 1.9 | Differentiate between taxation at the personal and business levels. | | | | <i>I, M</i> | |
| 1.10 | Describe the different forms of business ownership and the advantages and disadvantages of each form. | | | | <i>I, M</i> | |
| 1.11 | Describe the career opportunities related to the accounting profession. | | | | <i>I, M</i> | |
| 1.12 | Demonstrate the workplace skills and competencies required to be successful in an accounting-related career. | | | | <i>I, M</i> | |
| 1.13 | Explain the importance of high ethical standards in the field of accounting. | | | | <i>I, M</i> | |

2. Business Law

| Identifier | Objective | Introduction to Business | Business Math | Web Design | Accounting | Business Law |
|------------|---|--------------------------|---------------|------------|------------|--------------|
| 2.1 | Compare and contrast various ethical theories and the consequences. | | | | | <i>I, M</i> |
| 2.2 | Describe and differentiate between the types of law (e.g., Constitutional, Administrative, Case, Statutory). | | | | | <i>I, M</i> |
| 2.3 | Describe the basic structure of the federal and state court systems. | | | | | <i>I, M</i> |
| 2.4 | Differentiate between cases that belong within the jurisdiction of the federal and state court systems. | | | | | <i>I, M</i> |
| 2.5 | Define civil and criminal law and compare and contrast the steps in each trial process as well as examine alternative dispute resolution. | | | | | <i>I, M</i> |
| 2.6 | Differentiate between categories of crime, identify potential penalties, and determine several defenses to criminal acts. | | | | | <i>I, M</i> |
| 2.7 | Explain how offer and acceptance can create contractual rights and duties. | | | | | <i>I, M</i> |
| 2.8 | Define genuine assent (agreement) and different ways assent (agreement) can be undermined. | | | | | <i>I, M</i> |
| 2.9 | Define and distinguish between different types of consideration and list the exceptions to the requirements of consideration. | | | | | <i>I, M</i> |
| 2.10 | Define capacity and identify categories of people who lack contractual capacity. | | | | | <i>I, M</i> |
| 2.11 | Identify the legality of contracts and describe features that make contracts illegal. | | | | | <i>I, M</i> |

3. Introduction to Business

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|-----|---|-------------|--|--|--|--|
| 3.1 | Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources. | <i>I, M</i> | | | | |
| 3.2 | Compare and contrast the basic features of different economic systems and government impact. | <i>I, M</i> | | | | |
| 3.3 | Analyze economic indicators and how they affect the business cycle. | <i>I, M</i> | | | | |
| 3.4 | Analyze the relationship between ethics and the law. | <i>I, M</i> | | | | |
| 3.5 | Identify and provide examples of the basic forms, as well as variations of, business ownership. | <i>I, M</i> | | | | |
| 3.6 | Differentiate between the various types of businesses (e.g., producer, processor, manufacturer, intermediary, wholesaler, retailer, and service). | <i>I, M</i> | | | | |
| 3.7 | Examine the opportunities and risks of entrepreneurship. | <i>I, M</i> | | | | |

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| 3.8 | Analyze the management functions within the business environment (e.g., planning, organizing, leading/directing, staffing, and controlling). | <i>I, M</i> | | | | |
| 3.9 | Differentiate between leading and managing. | <i>I, M</i> | | | | |
| 3.10 | Define and apply the elements of the marketing mix and identify the functions of marketing. | <i>I, M</i> | | | | |
| 3.11 | Analyze the interrelationship of the elements in the marketing mix. | <i>I, M</i> | | | | |

4. Web Design

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|------|---|--|--|-------------|--|--|
| 4.1 | Identify the client and target audience needs (e.g., purpose, scope, market). | | | <i>I, M</i> | | |
| 4.2 | Design critical elements of site structure, layout, and navigation. | | | <i>I, M</i> | | |
| 4.3 | Identify intellectual property issues when creating web pages. | | | <i>I, M</i> | | |
| 4.4 | Discuss appropriate ethical standards in web content. | | | <i>I, M</i> | | |
| 4.5 | Define web document structure process. | | | <i>I, M</i> | | |
| 4.6 | Develop web content utilizing HyperText Markup Language (HTML) | | | <i>I, M</i> | | |
| 4.7 | Incorporate Cascading Style Sheets (CSS) in development of a web page. | | | <i>I, M</i> | | |
| 4.8 | Develop creative web elements (e.g., graphics, video, animation, audio). | | | <i>I, M</i> | | |
| 4.9 | Integrate creative web elements into website. | | | <i>I, M</i> | | |
| 4.10 | Evaluate website functionality using industry accepted standards. | | | <i>I, M</i> | | |
| 4.11 | Implement effective site management structures. | | | <i>I, M</i> | | |
| 4.12 | Test and evaluate the website functionality. | | | <i>I, M</i> | | |
| 4.13 | Publish website to web server. | | | <i>I, M</i> | | |
| 4.14 | Troubleshoot and maintain website. | | | <i>I, M</i> | | |

5. Business Math

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|-----|---|--|-------------|--|--|--|
| 5.1 | Make financial decisions by considering alternative and consequences. | | <i>I, M</i> | | | |
| 5.2 | Explore career options. | | <i>I, M</i> | | | |
| 5.3 | Identify sources of personal income. | | <i>I, M</i> | | | |
| 5.4 | Describe factors affecting take-home pay. | | <i>I, M</i> | | | |
| 5.5 | Develop a plan for spending, saving, and using financial records. | | <i>I, M</i> | | | |
| 5.6 | Examine the importance of a will. | | <i>I, M</i> | | | |
| 5.7 | Identify the costs and benefits of various types of credit. | | <i>I, M</i> | | | |

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| 5.8 | Describe ways to avoid or correct debt problems. | | <i>I, M</i> | | | |
| 5.9 | Identify common types of risks and basic risk management methods. | | <i>I, M</i> | | | |
| 5.10 | Explain the purpose and importance of different types of insurance. | | <i>I, M</i> | | | |

Approved: May 2013