



School District of Horicon Course Outline

Introduction to Business and Personal Financial Literacy Learning Targets

This two semester-long course serves as an overview to Business Education and Personal Financial Literacy for Middle School Students. By the end of the middle school experience, students will have an understanding of business and personal financial literacy topics and be prepared to further their comprehension by taking business courses in high school.

Introduction to Business and Personal Financial Literacy
UNIT: Introduction to Business
<ul style="list-style-type: none">• Students will differentiate between goods and services offered by businesses.• Students will analyze the different business ownership structures and provide examples of each structure.• Students will comprehend the different areas of business (e.g. Ownership, Management, Human Resources, Marketing, etc.)• Students will analyze and define the marketing mix and target market used in business.• Students will research businesses in the United States.• Students will demonstrate team building and leadership through various activities.
UNIT: Marketing
<ul style="list-style-type: none">• Students will define marketing and commonly used marketing vocabulary.• Students will analyze the marketing mix and the process used to connect products to customers.• Students will identify the factors of the target market and assess how the factors impact marketing to a target audience.• Students will analyze and research business ethics and social responsibility.• Students will strategize consumer buying behavior and comprehend what influences impact customer buying decisions.• Students will evaluate products, branding and packaging concepts used by business for goods or services.
UNIT: Accounting
<ul style="list-style-type: none">• Students will define accounting and commonly used accounting vocabulary.• Students will analyze business scenarios and discuss the importance of accurate accounting practices.• Students will learn the accounting equation.• Students will identify the steps to journalize accounting transactions.• Students will analyze payroll check stubs and comprehend how taxes are taken from paychecks.

- Students will evaluate paper checks and demonstrate knowledge by effectively creating a paper check.
- Students will explore business income statements and apply knowledge by reviewing business income statements.

UNIT: Information Technology

- Students will research different information technology available to businesses.
- Students will demonstrate technology used in business and explain the similarities and differences of the technology.
- Students will utilize technology to draft letters to businesses expressing their interest in the company.
- Students will create a business presentation by utilizing technology and explore the different features offered to enhance the presentation.
- Students will utilize technology to create lists, budgets and equations to effectively use technology features.
- Students will evaluate businesses' use of technology from small business to large business.

UNIT: Personal Financial Literacy

- Students will develop strategies to make intentional financial decisions throughout their lifespan.
- Students will analyze how aspects of financial psychology impact financial well-being.
- Students will establish digital awareness to enhance their financial mindset
- Students will compare the effect of personal income on their goals.
- Students will evaluate the impact of lifelong learning on one's ability to function effectively in a diverse and changing economy.
- Students will demonstrate their ability to use money management skills and strategies.
- Students will utilize financial institutions and service providers to support money management.
- Students will explore savings concepts and apply this knowledge to attain financial security.
- Students will explore investing concepts and apply this knowledge to attain financial security.
- Students will examine the benefits and costs of using credit.
- Students will interpret lending options, consumer rights, and responsibilities.
- Students will contrast different types of risk and how it could affect their financial decisions.

UNIT: Typing

- Students will comprehend the importance of touch typing and how typing is used in business.
- Students will utilize Chromebooks to demonstrate proper typing etiquette.
- Students will practice typing using proper typing etiquette to build speed and accuracy.
- Students will engage in typing games and drills to enhance their typing speed and accuracy.
- Students will analyze typing skills and set goals for individual typing speed and accuracy.

UNIT: Careers

- Students will assess interests to expose careers that align with their interests.
- Students will search for careers in fields of interest.
- Students will explore how to apply for jobs and complete career tax forms.
- Students will research and create a cover letter and resume for a job application.
- Students will analyze, explore and comprehend effective interview skills.

Students will be able to meet the learning targets above as evidenced by formative and summative classroom assessments.