

General Course Information

Course Name: Explorations in Business and Marketing	
Department: Business and Marketing	Grade Level(s): 9-12
Duration/Credits: 1 sem/.5 credit	Prerequisites: none
BOE Approval Date:	Course Code H5005
Course Description:	
<p>Curious about how business works? Want to know more about the relationship between consumers, workers, and citizens? Explorations in Business & Marketing introduces students to how business works in today's society. Students will explore aspects of the business world, including marketing, management and leadership, global economics, and finances. This course will prepare students for future courses in business and marketing. Students enrolled in Explorations are eligible to join student business organizations (DECA & FBLA).</p>	
Course Rationale:	
<p>Explorations provides students a strong foundation in career soft skills and financial literacy. An understanding of economic systems and consumerism provides the resources needed for students to explore business careers.</p>	
Course Objectives:	
<p>The student will research and describe the environments (legal, social, economic) in which businesses operate. (A+ Research)</p> <p>The student will define, explain, and analyze marketing and its importance in a global economy (A+Speaking and Listening)</p> <p>The student will identify and evaluate the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning</p> <p>The student will read about and identify the concepts, processes and skills involved in developing new ideas, opportunities and methods to create a written proposal for a new business project or venture. (A+ Reading, A+ Writing)</p> <p>The student will analyze strategies and systems used to maintain, monitor, control, and plan the use of financial resources.</p>	

Standards Alignment:

[National Business Educators Association](#)

https://www.mbaresearch.org/images/PDFs/BusinessMgtCluster_all_Feb2019_w%20LAPs.pdf