

**Chapter 1 : Introduction to Business Â©**

*Glencoe Introduction to Business provides your students with research-based reading strategies and integrated academic activities to build comprehension and reinforce key academic concepts, all within the context of business topics.*

Business in the Global and Economic Environment Objective 1: The student will be able to compare and contrast how economic decisions affect individual consumers, businesses, and countries. Generate scenarios on the decision making process as a consumer. Create business scenarios, in groups, where the rest of the class has to go through the decision making process. Explain how the decision making process may be means to achieving meaningful societal goals. Relate the impact of the decision making process to businesses, consumers, and counties. Identify the opportunity costs of alternatives relevant to teenagers given specific situations. Rubric on business scenarios created by students. The student will be able to identify four economic systems and explain why market economies are becoming more common. Complete worksheets, matching the types of economy to their descriptions. Create Question and Answer cards for a guest speaker on Economics. Relate video information to different types of economies. Apply knowledge of chapter material by playing Quia review games: Use summarizer, ABC Review, of chapter terms. Design posters of different economic systems not using the actual system name. Rubric for poster of economic system. Using the information on http: The student will be able to analyze examples of ethical business behavior and discuss the ramifications of social irresponsibility on consumers, the environment, and employees. Draw a cartoon depicting ethical issues facing teens today. Describe possible ethical solutions for real life scenarios provided by teacher. Complete a worksheet while watching a video on Ethics. Investigate the past practices of a company and determine social responsibility. Examine the implications of ethical behaviors when making financial decisions. Explain what it means to be a responsible consumer and the factors to consider when making decisions. Identify the components of written and verbal contracts. Article summaries and rubric. Discuss and answer questions from video. Test or quiz on chapter material. The student will be able to differentiate among the four phases of the business cycle and pinpoint historic events that led to cycle changes. Create a graphic organizer depicting the phases of the business cycle. Investigate economic growth in another country. Create a chart identifying each phase of the business cycle to a particular time in US History. Analyze the effect of the economy on personal income, individual and family security, and consumer decisions. Paper on economic growth in another country rubric to assess. Create pictograph of four phases of business cycle. The student will be able to differentiate between needs vs. Create a list of recent purchases and label as needs or wants and goods or services. Differentiate between goods, services, needs, and wants, by finding ads and articles using the internet, ewspapers, and magazines. Recall information of chapter material by playing the game of Jeopardy. Prioritize personal wants and needs when making purchases. Rubric for collage or poster. The student will be able to describe the role of businesses in the economy. Compare and contrast the factors of production. Design a t-chart listing the factors of production in a household product. Analyze a list of products and distinguish specific factors of production that apply. Evaluate business practices and their impact on individuals, families, and societies. Business Organization and Management Objective 7: The student will be able to define and categorize the four types of business ownership. List advantages and disadvantages of each type of business ownership. Create Venn Diagram comparing forms of ownership. Develop a PowerPoint presentation outlining the elements of each form of ownership. Create bulletin boards depicting forms of ownership. View and answer questions on Video of J. Rubric for PowerPoint presentation. Worksheet or assignment sheet for video shown. The student will be able to list and describe the three management levels and the four functions of management. Research the three leadership styles of management. Draw and label the management level pyramid. Demonstrate knowledge of management styles by applying specific job descriptions, salaries, and titles to their level of management, by using poster board and the management pyramid. Complete a personality inventory to determine their personal strengths in conceptual, technical, or people skills. The student will be able to explain the role of human resources in the success of business. Outline types of

compensation and typical benefits for employees. Develop a new club at school and create a poster, flyer, and p. Compose a want ad for an employee they would want to attract for their business. Complete a worksheet to determine who they would introduce a new student to and where they would take them within the school and why. Analyze benefits, income, and fair labor practices. Differentiate the different types of employee benefits. Rubric for the want ad. Rubric for the new club activity. Career Planning Objective The student will be able to follow the steps in the career planning process. Complete a personal assessment questionnaire to find their strengths and weaknesses. Compose documents such as: Critique and correct poorly written letters to learn what not to do when preparing for a job. Complete an application form. Compare and contrast legal vs. Videotape mock interviews within the classroom. Interact with Guest speaker: Career counselor, through question and answer session. Explain the difference between a career and a job and identify various jobs in the community and the related earnings. Evaluate current advances in technology that apply to a selected occupational career cluster. Rubric for mock interview. Rubrics for documents created resume, cover letter, thank you letter, reference sheet. Marketing Essentials Objective The student will be able to analyze functions in marketing. Create a new cereal and cereal box, by working in groups. Complete a worksheet on Video: Analyze Super bowl commercials to determine demographic and target market. Create a brochure introducing a new business including features, bumper sticker, coupon, business card, etc. Demonstrate their knowledge of marketing by tossing a beach ball, labeled with marketing functions, and randomly give definitions of the function facing them. Compare and contrast product facts versus advertising claims. Rubric on cereal box creation. The student will be able to compare and contrast consumer rights and responsibilities with regard to the consumer movement. Prepare a research paper on Ralph Nadar. Discuss case studies on honesty, consumer knowledge, and responsibilities and state their opinions. Discuss lawsuits from the past and history of consumer rights. Demonstrate their knowledge of consumer rights and responsibilities by playing a 25 Question game. Create and present Consumer Rights PowerPoint in groups. Determine factors that influence consumer decisions related to money.

## Chapter 2 : Business / Introduction to Business

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Research-based Reading Strategies help students improve reading skills and comprehend key concepts and information. Current topics such as globalization, ethics, technology, and cultural diversity are covered. Basic Economic Concepts Chapter 2: Economic Resources and Systems Chapter 3: Economic Activities in a Changing World Chapter 4: Entrepreneurship and Small Business Chapter 6: Business Ownership and Operations Chapter 7: Business Management Chapter 8: Leadership in Management Chapter 9: Business in a Global Economy Chapter The Role of Government in Business Chapter Human Resources Management Chapter Managing Business Finances Chapter Technology in the Workplace Chapter Developing a Career Plan Chapter Making Consumer Decisions Chapter Consumer Rights and Responsibilities Chapter Protecting Consumers Chapter The Basics of Credit Chapter How to Get and Keep Credit Chapter Managing Personal Finances Chapter Checking Accounts Chapter Investing in Bonds and Stocks Chapter The Basics of Risk Management Chapter Vehicle and Property Insurance Chapter

## Chapter 3 : Glencoe, Introduction to Business | Bookshare

*Glencoe Marketing Essentials covers the very latest trends in marketing, including green marketing, marketing uses of social media, e-marketing, and global marketing. An all-new 'magazine feel' gives the book added interest, and it is available online with McGraw-Hill's exclusive Connect?.*

## Chapter 4 : Introduction to Business Home Page

*Unit 3 Resources Influences on Business Fast Files Glencoe Introduction to Business by Glencoe/McGraw-Hill. Currently unavailable. Unit 1 Resources The Economy.*

## Chapter 5 : - Introduction to Business, Student Edition by McGraw-Hill

*McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide Integrated Academic Skills help teachers reinforce student learning to help meet NCLB guidelines and provide rigor. Research-based Reading.*

## Chapter 6 : Introduction To Business, Student Edition

*Glencoe Introduction to Business, Teachers Wraparound Edition [Clow Betty J. Brown & John E] on [www.nxgvision.com](http://www.nxgvision.com) \*FREE\* shipping on qualifying offers.*

## Chapter 7 : Glossary Glencoe Mc Graw-Hill-Introduction to Business, SE () | Meng Thorng - [www.nxgvision.com](http://www.nxgvision.com)

*Note: Citations are based on reference standards. However, formatting rules can vary widely between applications and fields of interest or study. The specific requirements or preferences of your reviewing publisher, classroom teacher, institution or organization should be applied.*

## Chapter 8 : Business Administration

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**Chapter 9 : Mrs. Rucker's Business Education Activities and Resources**

*Core Content Standards for Introduction to Business: STANDARD (Educational Technology) All students will use digital tools to access, manage, evaluate and synthesize information in order to solve problems individually and collaboratively and to create and communicate knowledge.*