

MHS Curriculum Overview
Business and Marketing

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Gradebook standards for all Business and Marketing courses include the following two standards and one or more course-specific standards.

- CTES1: Students will communicate and collaborate with others to accomplish tasks and develop solutions to problems and opportunities.
- CTES2: Students will think and work creatively to develop innovative solutions to problems and opportunities by employing critical thinking skills.

<p>Keyboarding and Online tools Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • KOT1: Keyboarding Skills: Students will use appropriate keyboarding skills to meet personal and business needs. • KOT2: Online Tools: Students will use an appropriate digital tool to meet personal and business needs. <p>Topics of Study</p> <ul style="list-style-type: none"> • Touch typing technique • Home row typing technique • Online Tools Google: Docs, Slides, Sheets, Gmail, Drive • Online Tools: Canva, WeVideo 	<p>Accounting 1 Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • ACTS1: Students will apply generally accepted accounting principles while performing the functions of the accounting cycle • ACTS2: Students will develop and analyze working knowledge of financial reports. <p>Topics of Study</p> <ul style="list-style-type: none"> • The Accounting Cycle • Skills Developed: Accounting Equation; T Accounts, Journalizing, Posting, Cash Controls. End of cycle reports. Closing accounts • Preparing Payroll and payroll taxes 	<p>Business Management and Finance Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • BMFS1 Students will distinguish the tools, techniques and systems that businesses use to plan, staff, lead and organize human resources • BMFS 3. Students will develop and analyze working knowledge of financial reports. <p>Topics of Study</p> <ul style="list-style-type: none"> • Principles of Management • Human Resources • Project Management • Financial Reports • Managerial Finance
<p>Accounting 2 Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • ACTS1: Students will apply generally accepted accounting principles while performing the functions of the accounting cycle • ACTS2: Students will develop and analyze working knowledge of financial reports. <p>Topics of Study</p> <ul style="list-style-type: none"> • Special Journals • Accounting for a merchandising business organized as a corporation • Financial Reporting • High/Low and CVP Analysis • Accounting Information System • Time Value of Money 	<p>Exploring Business and Marketing Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • EBMCS1: Students will analyze the elements of the marketing mix, the interrelationships and how they affect sales and business processes • EBMCS2: Students will develop working knowledge of financial literacy in a personal and business setting. <p>Topics of Study</p> <ul style="list-style-type: none"> • Economics • Communication and Customer Service • Marketing • Finance • Entrepreneurship 	<p>Personal Finance Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • Financial Literacy Content Standard <ul style="list-style-type: none"> ◦ Planning and Relating Income, Education, and Career ◦ Taxes and Financial Institutions ◦ Investing for Income and Retirement ◦ Credit and Debt Management <p>Topics of Study</p> <ul style="list-style-type: none"> • Behavior Finance • Budgeting • College and Career prep • Taxes • Financial Institutions • Investing for the short and long term • Credit and debt management • Insurance
<p>Personal and Business Law Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • BLE1: Students will interpret and evaluate how ethical issues impact the legal environment • BLE2: Students will interpret and evaluate the elements of law regarding criminal, civil, contract, employment, and intellectual property law. <p>Topics of Study</p> <ul style="list-style-type: none"> • Constitutional Law • Criminal Law • Civil Law - Torts • Contract Law 	<p>Business Applications Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • MOCS: Microsoft Office Content Standard <ul style="list-style-type: none"> ◦ PowerPoint Core Presentation Design and Delivery Skill ◦ Word Core Document Creation, Collaboration and Communication ◦ Excel Content Standard Core Data Analysis, Manipulation, and Presentation <p>Topics of Study</p> <ul style="list-style-type: none"> • Microsoft Office Specialist Prep (Powerpoint, Word and Excel) 	<p>Digital Marketing and Media Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • DMM1: Students will create print-quality publications for intended audiences or purposes through the use of advanced layout, design and graphics production software. • DMM2: Students will analyze the concepts and strategies utilized to determine and target marketing strategies to a select audience. <p>Topics of Study</p> <ul style="list-style-type: none"> • Fundamentals of Design • Fundamentals of Marketing • SEO and online Marketing • Email and Mobile Marketing

<p>Entrepreneurship Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • ENTS1: Students will analyze the concepts and processes associated with successful entrepreneurial performance. • ENTS2: Students will describe the concepts, processes and skills associated with identifying new ideas, opportunities and methods and with creating or starting a new project or venture. <p>Topics of Study</p> <ul style="list-style-type: none"> • What is entrepreneurship • Design thinking Process • Parts of the Business Plan 	<p>Marketing Merchandising and Retailing Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • RMMS 1. Standard: Students will explain the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. • RMMS 2. Students will describe the techniques and strategies used to foster positive, ongoing relationships with customers. <p>Topics of Study</p> <ul style="list-style-type: none"> • Trends of Retailing • Visual Merchandising and Display • Human Resources within Retail • Promotional Plans for Retail Businesses 	<p>Marketing 1 Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • MCS 1. Standard: Students will apply concepts and strategies used in determining and adjusting prices or promotions to maximize return and meet customers' perceptions of value. • MCS 2. Standard: Students will apply and analyze concepts and strategies used in determining and adjusting the marketing mix (4ps) to maximize return and meet customers' perceptions of value. • MCS 3. Students will analyze the concepts and strategies utilized to determine and target marketing strategies to a select audience. <p>Topics of Study</p> <ul style="list-style-type: none"> • People • Market Research • Product Development • Price • Place • Promotion
<p>Marketing 2 Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • MCS 1. Standard: Students will apply concepts and strategies used in determining and adjusting prices or promotions to maximize return and meet customers' perceptions of value. • MCS 2. Standard: Students will apply and analyze concepts and strategies used in determining and adjusting the marketing mix (4ps) to maximize return and meet customers' perceptions of value. • MCS 3. Students will analyze the concepts and strategies utilized to determine and target marketing strategies to a select audience. <p>Topics of Study</p> <ul style="list-style-type: none"> • Sports and Entertainment Marketing • Social Media Marketing • Professional Development and Careers within Marketing 	<p>Business Leadership and Culture Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • BLCS1. Students will apply leadership skills in real-world, family, community and business industry applications • BLCS2. Students will analyze the role of personal integrity and ethical behavior in the workplace <p>Topics of Study</p> <ul style="list-style-type: none"> • History of Leadership • Leadership Traits • Styles of Leadership • Ethical Leadership • Teamwork/Collaboration • Communication/Workplace Culture 	<p>Spartan Headquarters: Marketing and Finance Gradebook standards</p> <ul style="list-style-type: none"> • CTES1 and CTES2 • SHMF1: Students will describe the concepts, processes and skills associated with identifying new ideas, opportunities and methods and with creating or starting a new project or venture. • SHMF2: Students will execute the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning. • SHMF3: Students will apply concepts and strategies used in determining and adjusting prices or promotions to maximize return and meet customers' perceptions of value. <p>Topics of Study</p> <ul style="list-style-type: none"> • Product Development • Market Research • Event Planning • Financial Analysis of Sales • Promotional Design for Small Businesses • Business to Business Selling