

MHS Curriculum Overview  
Business and Marketing

Last Updated June 2024

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

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