

Hamilton Heights School Corporation

Curriculum Map Template

Strategic Marketing

Course Title: Principles of Business Management	Quarter 1:	Academic Year: 2025-26
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Essential Questions How can I keep an organized computer operating system? How can I effectively and creatively make a business flyer in Microsoft Word? How can I effectively and creatively make a business letter in Microsoft Word? How can I effectively and creatively make a business presentation in Microsoft PowerPoint?						
Unit Name	Total Days	Standards Number	Knowledge Objectives	Skills Objectives	Specific Assessments	Specific Resources
Introduction to Business Management	≈6	PBM-4.5 PBM-4.6	I can create folders as a virtual documents organization system. I can define parts of the Microsoft Word operating system. I can locate parts of the Microsoft Word operating system. I can operate Word through shortcut commands.	Create folders in the computer operating system Define parts of the Microsoft Word operating system Locate parts of the Microsoft Word operating system Operate Word shortcut commands	Quiz - Intro to Word check for understanding	Cengage NGL Sync Microsoft Suite

Word Module 1 - Creating/Modifying a Flyer	≈8	PBM-4.5	I can perform commands in the Microsoft Word home tab. I can perform commands in the Microsoft Word insert tab I can perform commands in the Microsoft Word layout tab	Operate all Microsoft Word commands in the home tab Operate all Microsoft Word commands in the insert tab Operate all Microsoft Word commands in the layout tab	Project A - Module 1 Quiz - Word project 1 check for understanding Test - Flyer Production Test - Poster Production Test - Objective Test	Cengage NGL Sync Microsoft Suite
Word Module 2 - Creating a Research Paper	≈6	PBM-4.5	I can perform commands in the Microsoft Word references tab. I can create and operate citations and bibliographies in Microsoft Word. I can format a document with all MLA formatting requirements.	Operate all Microsoft Word commands in the references tab Create and operate the citations and bibliographies in Microsoft Word Identify and perform all requirements needed for MLA research papers	Project A - Module 2 Quiz - Word Module 2 Research Paper Understanding Check	Cengage NGL Sync Microsoft Suite
Word Module 3 - Creating a Business Letter	≈15	PBM-4.5	I can write a professional letter in block format I can write a professional letter in modified block format I can create a letterhead applicable for the professional setting.	Produce a letter in block format Produce a letter in modified block format Create a professional letterhead Understand the dynamics of writing in a professional	Project A - Module 3 Certipoint Certification Exam Quiz - Word Module 3 check for understanding Test - Word Module 3 Production Test - College Letter Test - Word Modules 1-3	Cengage NGL Sync Microsoft Suite

				manner	Objective Test	
PowerPoint Module 1 - Creating and Editing Presentations with Pictures	≈5	PBM-4.5	I can perform commands in the Microsoft PowerPoint home tab. I can perform commands in the Microsoft PowerPoint Design tab.	Create new slides with different preset layouts. Design slides to include themes and colors Create tabbed bulleted lists in an organized manner.	Project A - Module 1 Quiz - Intro to PowerPoint Check for Understanding Quiz	Cengage NGL Sync Microsoft Suite

Course Title: Principles of Business Management	Quarter 2:	Academic Year: 2025-26
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Essential Questions How can I constructively enhance a business presentation in Microsoft PowerPoint? How can I effectively and creatively organize business data in Microsoft Excel? How can I most efficiently work with large data sets in Microsoft Excel?						
Unit Name	Total Days	Standards Number	Knowledge Objectives	Skills Objectives	Specific Assessments	Specific Resources
PowerPoint Module 2 - Enhancing Presentations with Shapes and SmartArt	≈3	PBM-4.5	I can create and format shapes in a professional presentation. I can create and format SmartArt and graphics in a professional presentation.	Create and format shapes in a professional presentation Create and format SmartArt and graphics in a professional presentation	Project A - Module 2 Quiz - PowerPoint Project 1 & Project 2 Check for Understanding quiz.	Cengage NGL Sync Microsoft Suite

PowerPoint Module 3 - Inserting WordArt, Charts, and Tables	≈10	PBM-4.5	I can create a professional presentation with animations. I can create a professional presentation with transitions.	Create and input shape and text animations. Create and input slide transitions	Project A - Module 3 Quiz - Project 3 Check for Understanding Quiz Microsoft PowerPoint Certiport Certification Test	Cengage NGL Sync Microsoft Suite
Excel Module 1: Creating a Worksheet and a Chart	≈9	PBM-4.5	I can create a worksheet with an organized data set. I can create a chart to visualize an organized data set.	Create a worksheet with an organized data set. Create a chart to visualize an organized data set	Project A - Module 1 M&M's counting analysis	Cengage NGL Sync Microsoft Suite
Excel Module 2: Formulas, Functions, and Formatting	≈4	PBM-4.5	I can create efficient formulas and functions to automatically calculate data. I can perform detailed and difficult formatting changes in excel.	Create efficient formulas and functions to automatically calculate data Perform detailed and difficult formatting changes in excel	Project A - Module 2	Cengage NGL Sync Microsoft Suite
Excel Module 3: Working with Large Worksheets, Charting, and What-If	≈10	PBM-4.5	I can operate and maneuver large worksheets with complex data. I can chart complex data. I can use detailed functions including what-if and vlookup	Operate and maneuver large worksheets with complex data. Chart complex data. Operate detailed functions including what-if and vlookup	Project A - Module 3 Microsoft Excel Certiport Certification Test	Cengage NGL Sync Microsoft Suite
Semester Final Review/Finals	≈11				Semester 1 Production Final Semester 1 Objective Final	Cengage NGL Sync Microsoft Suite

Course Title: Principles of Business Management	Quarter 3:	Academic Year: 2025-26
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Essential Questions What characteristics does it require to be a successful, team-centered business manager? What are the types of business ownership and what are their benefits? How does a business visualize the organization structure of their company? What can economics tell us about our business and strategies? How are marketing decisions made using the marketing mix?						
Unit Name	Total Days	Standards Number	Knowledge Objectives	Skills Objectives	Specific Assessments	Specific Resources
Introduction to Business: Business Communication and Teamwork	≈6	PBM-1.10 PBM-1.11 PBM-2.3 PBM-2.4 PBM-2.8 PBM-2.9 PBM-2.10	I can work in a team setting while respecting all members. I can communicate effectively in a team setting. I can describe the attributes it takes to be a successful business person. I can describe business and what is involved in the business world.	Apply respectful manners in a team setting Communicate effectively in a team setting Describe the attributes it takes to be a successful business person Describe business and what is involved in the business world	One Word Presentation	Canvas Google Suite Microsoft Suite
Forms of Business Ownership	≈6	PBM-1.7	I can identify types of businesses. I can compare alternative	Identify types of businesses. Compare alternative ways to do business	Types of Business Presentation	Canvas Google Suite Microsoft Suite

			ways to do business. I can describe three major types of businesses. I can understand the role of business in the U.S. economy. I can describe and contrast forms of business ownership.	Describe three major types of businesses Understand the role of business in the U.S. economy Describe and contrast forms of business ownership		
Business Operations and Organizational Structures	≈5	PBM-1.1 PBM-1.2 PBM-1.3 PBM-1.6 PBM-2.1 PBM-4.9	I can explain how businesses organize for management. I can identify three levels of management and compare their responsibilities. I can identify the four functions of management. I can explain important principles in designing an effective organization. I can compare alternative organizational structures for businesses.	Explain how businesses organize for management Identify three levels of management and compare their responsibilities Identify the four functions of management Explain important principles in designing an effective organization Compare alternative organizational structures for businesses	High School Business Organizational Chart	Canvas Google Suite Microsoft Suite
Economic and Ethical Activity in a Changing World	≈5	PBM-1.5 PBM-4.1 PBM-5.1 PBM-5.2 PBM-5.3	I can identify how economic activity is measured. I can explain how inflation and deflation work. I can discuss the four phases	Identify how economic activity is measured Explain how inflation and deflation work Discuss the four phases of	Code of Ethics Brochure	Canvas Google Suite Microsoft Suite

		PBM-5.4	of the business cycle. I can explain business ethics. I can give reasons why ethical behavior is good for business. I can define social responsibility. I can describe the social responsibilities of businesses.	the business cycle Explain business ethics Give reasons why ethical behavior is good for business Define social responsibility Describe the social responsibilities of businesses		
Economic Activity and Supply/Demand in a Private Enterprise System	≈5	PBM-3.2 PBM-3.4	I can identify the basic economic problem. I can describe how America's private enterprise economy works. I can discuss how supply and demand affect prices of products and services. I can explain the difference between needs and wants. I can distinguish between goods and services. I can describe the economic resources. I can understand the basic economic GDP concept, its equation, and its application.	Identify the basic economic problem Describe how America's private enterprise economy works Discuss how supply and demand affect prices of products and services. Explain the difference between needs and wants Distinguish between goods and services Describe the economic resources Understand the basic economic GDP concept, its equation, and its application	GDP unit test	

Marketing Goods and Services	≈14	PBM-1.4 PBM-1.8 PBM-1.12 PBM-4.2 PBM-4.4	I can explain the difference between needs and wants. I can distinguish between goods and services. I can describe the types of economic resources. I can explain marketing strategies for goods and services. I can explain how supply and demand affect prices of goods and services. I can explain how economic resources determine what goods and services will be produced.	Explain the difference between needs and wants Distinguish between goods and services Describe the types of economic resources Explain marketing strategies for goods and services Explain how supply and demand affect prices of goods and services Explain how economic resources determine what goods and services will be produced	The Great Classroom Census Mini Project Paper Product Replica Challenge	
Production, Distribution, and Other Business Operations	≈7	PBM-3.6	I can justify the importance of marketing research. I can identify the components of a product. I can describe how services differ from products. I can differentiate between a direct and an indirect channel of distribution. I can describe the role of producers in the economy	Justify the importance of marketing research Identify the components of a product Describe how services differ from products Differentiate between a direct and an indirect channel of distribution Describe the role of producers in the economy	Manufacturing Timeline Research	Canvas Google Suite Microsoft Suite

			and the forms of production. I can identify the activities involved in production planning. I can describe how manufacturing is organized. I can discuss the importance of effective business operations. I can describe tools used to manage business operations I can describe three major types of businesses.	and the forms of production Identify the activities involved in production planning Describe how manufacturing is organized Discuss the importance of effective business operations Describe tools used to manage business operations Describe three major types of businesses		
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Course Title: Principles of Business Management	Quarter 4:	Academic Year: 2025-26
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Essential Questions How is business conducted differently around the world? Why is it important for businesses and individuals to budget and how can I organize a budget? What is a balance sheet and an income statement and what information does each tell us? What qualities and skills do I need to acquire to become successful in my future desired career? How can I use Microsoft Access to manage and maintain a business database?						
Unit Name	Total	Standards	Knowledge Objectives	Skills Objectives	Specific Assessments	Specific Resources

	Days	Number				
Domestic and International Business	≈6	PBM-1.9 PBM-1.13	I can distinguish between domestic business and international business. I can discuss reasons why international business is important. Understand the history of international business. Describe basic international business activities. Explain the components of the international business environment. Explain the importance of international business for workers, consumers, and citizens.	Distinguish between domestic business and international business Discuss reasons why international business is important Understand the history of international business Describe basic international business activities Explain the components of the international business environment Explain the importance of international business for workers, consumers, and citizens	Conducting International Business Presentation	Canvas Google Suite Microsoft Suite
Business Financial Planning	≈6	PBM-3.1 PBM-3.3 PBM-3.5	I can recognize important financial questions that must be answered in a business and explain essential financial statements. I can recognize important financial questions that must	Recognize important financial questions that must be answered in a business and explain essential financial statements Recognize important financial questions that must be	Balance Sheet vs Income Statement Brochure	Canvas Google Suite Microsoft Suite

			be answered in a business. I can identify the steps in budget preparation. I can describe three types of business budgets. I can identify types of financial records needed by businesses. I can describe the differences between an income statement and a balance sheet. I can describe components of a business' payroll system. I can identify information included in payroll records and paychecks. I can recognize important financial information managers use to make decisions. I can identify the steps in making financial decisions in business.	answered in a business Identify the steps in budget preparation Describe three types of business budgets Identify types of financial records needed by businesses Describe the differences between an income statement and a balance sheet Describe components of a business' payroll system Identify information included in payroll records and paychecks Recognize important financial information managers use to make decisions Identify the steps in making financial decisions in business		
Careers in Business	≈8	PBM-2.2 PBM-2.5	I can develop an individual career plan.	Develop an individual career plan	Project - Careers Exploration Resume Creation	Canvas Google Suite

		PBM-2.6	I can write personal career goals. I can create a resume geared toward a future industry's desired format. I can write an example cover letter to use for job applications. I can complete self-assessments to gauge personal growth and success.	Write personal career goals Create a resume geared toward a future industry's desired format Write an example cover letter to use for job applications Complete self-assessments to gauge personal growth and success		Microsoft Suite
Access Module 1 - Databases and Database Objects: An Intro	≈4	PBM-4.5	I can operate all tabs of the Microsoft Access system. I can create basic data and forms to maintain a business database.	Operate all tabs of the Microsoft Access system Create basic data and forms to maintain a business database	Project A - Module 1	Cengage NGL Sync Microsoft Suite
Access Module 2 - Querying a Database	≈4	PBM-4.5	I can create basic reports and queries to maintain a business database. I can create all query types based on individual data question needs.	Create basic reports and queries to maintain a business database Create all query types based on individual data question needs	Project A - Module 2	Cengage NGL Sync Microsoft Suite
Access Module 3 - Maintaining a	≈4	PBM-4.5	I can maintain a large database with data, reports,	Maintain a large database with data, reports, queries,	Project A - Module 3	Cengage NGL Sync Microsoft Suite

Database			queries, and forms. I can create all report types based on individual dataset needs.	and forms Create all report types based on individual dataset needs		
Finals	≈12	PBM-2.7 PBM-3.7 PBM-4.3 PBM-4.7 PBM-4.8			Final Project - Basic Business Plan Final - Questions Portion	Canvas