Brecksville-
Broadview Heights
City School District

Curriculum Framework

Brecksville-Broadview Heights City Schools
6638 Mill Rd
Brecksville, Ohio 44141

Consumer Business
2025-2026

District Leadership

Superintendent of Schools :: Jeff Harrison
Assistant Superintendent of Schools :: Brian Wycuff
Director of Teaching and Learning :: Dr. David Martin

Board of Education

Mark Dosen :: President
Ellen Kramer :: Vice President
Lisa Galek
Tish Kwiatkowski
Eva O'Mara

Acknowledgment

This document represents a strong effort on the part of the following individuals:

- Jason Simonetti

Brecksville
Broadview Heights
City School District

who we are. where we are going. what we value.

OUR MISSION

The BBHCSD exists to rigorously educate our students to the highest standards, to boldly empower our school family with exciting learning experiences, and to collaboratively engage our community to cultivate productive future citizens of a global society.

OUR VISION

The BBHCSD will be the destination district by pushing the boundaries of academic excellence and expanding innovative opportunities for students, while advocating for all, in a safe and accountable educational environment.

OUR VALUES

- We value academic excellence and providing innovative learning opportunities for all
- We value school safety and security in protocol, thought, and action to create a welcoming school climate
- We value responsible stewardship of the dynamic resources in the BBHCSD
- We value the finest educators and staff to empower our students
- We value transparent, engaging, and collaborative communications
- We value the comprehensive preparedness of our students' future success

OUR CULTURE

The BBHCSD will encourage all to Bee Your Best, Bee The Future, and Bee One Community, and will accomplish this by building safety, sharing vulnerability, and establishing a shared purpose with the values above.

Together, we will ***Protect the Banner of the BBHCSD.***

Instructional & Curricular Philosophy

The curriculum and instruction of the Brecksville Broadview Heights City School District will provide an educational program to assist all students to realize their potential to make a positive impact as contributing members of a global society. Both the curriculum and the instructional process reflect that each student is a unique individual and learner.

Students are prepared for their futures through strong curriculum and instructional practices that cultivate the *Attributes of a Bee*: Emotionally-Prepared, Future-Ready, Globally-Responsible, and Self-Reliant. Rooted in the district's mission, these competencies reflect our commitment to rigorously **educate** every student to the highest standards, boldly **empower** our school family with inspiring learning experiences, and collaboratively **engage** our community in shaping productive citizens for a global society.

Students are at the center of all we do in the Brecksville Broadview Heights City School District. We practice standards-driven curriculum and instruction in all content areas:

- We anchor all learning in Ohio's learning standards.
- We utilize data-driven, evidence-based instruction and decision making.
- We utilize assessments directly aligned to Ohio's learning standards to collect data on student growth and mastery, adjusting and adapting instruction to meet the learning needs of all students.
- We foster a culture of continuous growth in learning for both students and staff.
- We believe that learning is a lifelong pursuit and that everyone has the capacity to grow and continually learn.
- We provide supportive learning environments that encourage active engagement, curiosity, exploration, and rigorous levels of learning.

Brecksville
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EDUCATE. EMPOWER. ENGAGE.

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ATTRIBUTES OF A BEE

FUTURE READY

BBH students will become lifelong learners and acquire career knowledge along with core technical skills. Bees will be independent thinkers, problem-solvers and possess communications and listening skills.

EMOTIONALLY PREPARED

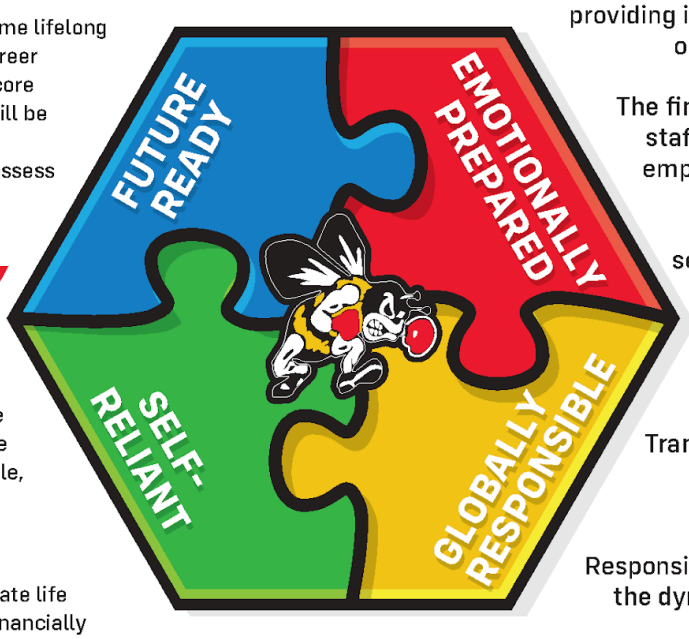
Bees will be self-aware and self-confident and have a growth mindset, while being resilient, adaptable, and flexible.

SELF-RELIANT

Bees will have appropriate life skills, be resourceful, financially savvy, and be self-directed.

GLOBALLY RESPONSIBLE

Our graduates will be engaged citizens, team collaborators, strong stewards of the environment, with broad horizons.



OUR COMMUNITY'S SCHOOL VALUES

Academic excellence and providing innovative learning opportunities for all

The finest educators and staff to constructively empower our students

School safety and security in protocol, action, thought in creating a welcoming school climate

Transparent, engaging and collaborative communications

Responsible stewardship of the dynamic resources in the BBHCSD

Comprehensive preparedness of our students' future college and career pathways

Protecting the Banner of the BBHCSD!

Consumer Business

District Overview of Content

A semester-long course that provides a comprehensive introduction to business curriculum that provides instruction, concepts and skills that students need in today's competitive business environment.

This course offers extended coverage in major business concepts, such as:

- Marketing
- Business and technology
- Financial management
- Production and business operations
- Risk management
- Consumers in the global economy

Materials

Textbook
Slide decks
Worksheets
Student fill-in notes

Assessments

Formatives

- Worksheets
- Chapter reviews

Summatives

- Chapter Assessments
- Projects

Scope and Sequence of Knowledge and Skills to Be Learned

Semester Class

Quarters 1/3
Marketing

- Understand the importance of marketing for all businesses.
- Understand how marketing is planned and executed to satisfy customer needs.
- Know and apply the concepts of marketing basics, development of products and services, price and distribution of products, and promotion.

Business and technology

- Obtain basic knowledge of the use of computers, systems, and technology, and various business settings.
- Know and apply the concepts of computer systems, business applications of technology, and other technology issues.

Financial management

- Understand the financial planning end of the decision-making process used in business.
- Know and apply the concepts of financial planning, financial records, and financial statements, payroll management, and financial decision-making.

Production and business operations

- Describe how production occurs in businesses and how businesses organize and manage their operations.
- Know and apply the concepts of types of production, production planning, planning, and managing business operations.

Quarter 2
Risk management

- Understand the risks faced by businesses.
- Identify ways to deal with insurable and uninsurable risks.
- Know and apply the concepts of risk management, insurable risks, and uninsurable risks.

Consumers in the global economy

- Understand wise buying activities.
- Understand consumer rights protections.
- Know and apply the concepts of consumer, buying decisions, consumer, rights and responsibilities, consumer protection, and actions.

Entrepreneurship

- Describes the role that entrepreneurs play in the US economy.
- Know and apply the concepts of becoming an entrepreneur, small business basics, and starting a small business.