Hamilton Heights School Corporation
Business 7/8 Curriculum Map

Course Title: Business 7	Quarter 1:	Academic Year: 25-26

Essential Questions						
Unit Name	Total Days	Standards Number	Knowledge Objectives	Skills Objectives	Specific Assessments	Specific Resources
Course Overview	3	N/A				
Marketing	25	Core Standard 17	Target Markets, Branding, Brand Identity, Sports and Celebrity Endorsement Deals, Super Bowl Commercials	Recognizing marketing strategies and tactics in the real world.	4 P's Marketing Project Storyboarding Commercial Project (Media Center)	Marketing Mix Powerpoint Presentation Brand Examples
Personal Skills	10	Core Standard 8	Understanding Effective Habits, Management, & Leadership	Learning self-awareness, time management, and prioritization	Canvas Discussion Boards	7 Habits of Highly Effective Teens Book

Course Title:	Quarter 2:	Academic Year:

Essential Questions						
Unit Name	Total Days	Standards Number	Knowledge Objectives	Skills Objectives	Specific Assessments	Specific Resources

Entrepreneurship	25	Core Standard 18	(Future Smart) Analyze a budget to calculate revenue, expenses, and profit/loss. { Compare different interest-bearing accounts, based on their interest rate, liquidity, minimum balance requirements and fee structure. { Summarize the effect of inflation and deflation on the price of goods and purchasing power over time.	Analyze a budget to calculate revenue, expenses, and profit/loss. { Compare different interest-bearing accounts, based on their interest rate, liquidity, minimum balance requirements, & fee structure. { Summarize the effect of inflation and deflation on the price of goods & purchasing power over time	Shark Tank Business Creation Project	Everfi Future Smart Course Shark Tank Teen Episodes Study An Entrepreneur
Personal Finance	27	Core Standard 10	Identify different ways that they relate to money Assess their own personal values that shape how they make financial decisions Understand how social media can influence spending habits	Analyze marketing techniques from social media & advertising that encourage spending Understand how context of various situations can affect the financial decisions they make Define economic terms about the paradox of value Assess which personal values most affect how they interact with money	Money and Me Unity Student Activity Packets	NGPF Money and Me Mini Unit