

Purpose of This Guide

This course guide provides:

- A course description
- Ways to get help
- An explanation of the AES course framework
- List of materials included for your students
- Estimated curriculum hours for every module in the course template

Business Fundamentals

The **Business Fundamentals** course template introduces students to business, marketing, economics, and entrepreneurship. Students learn through a variety of real-life scenarios and hands on projects.

Getting Help

An important aspect to your success is getting the proper support when you need it. Applied Educational Systems has over 30 years of experience providing classroom resources to teachers and students. Throughout this time, we have taken great pride in our top-notch customer service. We can help you get start and be successful in several ways:

- **AES Learning Center** – The AES Learning Center is a library of resources to help you save time in your classroom and use AES in the way that best suits you and your students. The library is easy to search and is frequently updated.
- **AES Support** – Use our live chat, email, or telephone support if you have questions.
- **AES Educator Community on Facebook** – The AES Educator Community is a place for AES users to ask questions, discuss teaching strategies, share resources and support each other. If you want to collaborate with other AES teachers, this is the place for you!
- **Email Newsletter** – We have a newsletter for all AES Customers to help keep you informed about updates.

Course Framework

The AES course framework is organized into a specific learning plan that we refer to as “the four phases.” The four-phase learning plan is designed to maximize student understanding while also saving you time with planning. The curriculum is taught with a combination of lectures, hands-on activities, and computer-based learning.

The four phases of the AES curriculum are listed below.

Explore (teacher-led activities)

- Hook students’ interests
- Prime students for learning new concepts and skills
- Examples include role-play scripts, equipment demonstrations, other activities to introduce topics and initiate classroom discussion

Learn & Practice (student-directed activities)

- Self-paced, interactive eLearning lessons
- Heart of the AES curriculum, where most standards are covered and learning takes place
- Students examine content, may practice skills, and complete assessments
- Teacher resources, including lesson plans, PowerPoints, and quiz and test keys

Reflect (teacher-led activities)

- Review and discuss key ideas from the eLearning lessons
- Help students connect new concepts to existing knowledge and experience
- Short essay prompts mix academic skills related to language arts and writing

Reinforce (teacher-led/student-directed activities)

- Individual and group student projects that enhance understanding of concepts and skills
- Require student application of module concepts
- May take one or several class periods (suggested hours listed in the Curriculum Hours table)
- May include rubrics for assessing projects

Detailed descriptions of Explore, Learn & Practice Units, Reflect, and Reinforce are in the Lesson Plans, which are available in the Teacher Resource area for each module.

We believe that your students will achieve the most success if you blend our content with other classroom activities. You know the specific needs of your students and can modify the phases based on what works best in your classroom.

Materials Included for Each Module

The following materials are available once the modules are added to a class.

- Lesson Plans
- Sample Answers (Projects Only)
- eLearning Lessons
- Quizzes & Quiz Answer Keys
- Module Test & Module Test Answer Key
- Student Worksheets
- Teacher PowerPoints

Customizing for Your Students

Every student and classroom are unique. It's impossible to create a course that meets the needs of every student and classroom. We believe that students will have the best opportunity for success when teachers assess the needs of their students and customize the course.

Modules can be deleted from the course if you feel they don't suit your needs. You may also add modules from other templates to customize your class.

Curriculum Hours

The following table is provided for you to easily identify the number of estimated curriculum hours for the four phases of each module.

NOTES:

1. A "curriculum hour" is equal to approximately 45-50 minutes of instruction.
2. Learn & Practice hours include 1 curriculum hour for the Module Test, unless otherwise noted.
3. Your times may vary depending on the age and experience of the learner.

* = Does not include a quiz or Module Test

Module	Explore hours	Learn & Practice hours	Reflect hours	Reinforce Projects hours
Professionalism This module provides an overview of professionalism, including appearances, personal characteristics, and traits belonging to successful employees. Students practice evaluate the effectiveness of employees and dealing with workplace situations, including harassment, discrimination and bullying.	1	5	1	1 – Professionalism and Teamwork 1 – Current Event Report
Customer Service The Customer Service module is purposed to help students understand the importance of an employee's role in customer service and the importance of customer service in business.	2	4	1	1 – Evaluating Customer Service 1 – Current Event Report

Module	Explore hours	Learn & Practice hours	Reflect hours	Reinforce Projects hours
<p>Management Students will learn the fundamental functions of management (Planning, Organizing, Evaluating/Controlling, Leading/Directing), types organizational structures of businesses, characteristics of a good manager, and how to manage in certain situations.</p>	1	4	1	1 – Resolving Management Issues 1 – Current Event Report
<p>Marketing This module provides an overview of the principles of marketing, product planning, and pricing and promotion strategies. Students explore customer relations, market segmentation, product life cycle, product mix, branding, product packaging, pricing, content marketing, promotion and distribution. As a final project, students design and implement a product package using Microsoft Word.</p>	1	8.5	1	1 – Current Event Report
<p>Marketing Project The student takes the role of a young marketing professional working for a small company. The company is creating a marketing plan for King Street Theater's new IMAX theater complex. The student has to outline several promotional ideas for the IMAX Theater and create a new brand for King Street. The student also has to design two items using the new brand information.</p>	--	5*	--	2 – Develop Promotional Material 2 – Create a Radio Announcement 2 – Write a Newspaper Announcement

Module	Explore hours	Learn & Practice hours	Reflect hours	Reinforce Projects hours
<p>Business Law Students will learn to distinguish between illegal and unethical behaviors and learn about the consequences of their actions in business scenarios. Students find out where laws come from, and how laws impact businesses. Finally, students will learn about the types of legal business entities.</p>	1	4	1	1 – Law Making Process 1 – Current Event Report
<p>International Business International Business is a fun module that will give students a great introduction to this topic. In the first unit, The Global Economy, students will learn about such topics as goods and services, why countries trade with one another, and economic development. In unit two, A Diverse Workforce, students will travel the globe and learn about cultural diversity and intercultural communication. Unit three, International Entrepreneurship, will expose students to forms of business ownership, international operations and management, international marketing, and international business travel. This module is full of relevant examples, fun activities, great graphics, and cool music.</p>	1	5	1	1 – Current Event Report

Module	Explore hours	Learn & Practice hours	Reflect hours	Reinforce Projects hours
<p>Banking and Finance This module introduces students to the foundations of banking and finance. Students will investigate financial terms and concepts related to the banking, finance, and insurance industries.</p>	2	2.5	.5	1 – Choosing a Credit Card 1 – Current Event Report
<p>Accounting This module introduces students to business accounting. They will learn the definition and purpose of accounting; transactions, accounts, debits and credits, and the accounting equation; the double-entry method; the accounting cycle; and financial analysis. Students get to practice entering transactions in simulated exercises, and by completing transactions in Microsoft Excel.</p>	1	5	1	1 – Current Event Report
<p>Entrepreneurship The module starts with an introduction to entrepreneurship and the characteristics of an entrepreneur. The second unit helps students understand how to identify business opportunities by understanding markets, products, services, and the customer. The third unit covers operational aspects of running a small business.</p>	1	4	1	1 – Franchise Ownership 1 – Current Event Report
<p>Personal Financial Literacy This module provides an understanding of how personal choices affect financial circumstances which impacts lifestyle. Students will increase financial knowledge, so they can manage financial decisions.</p>	1	4	1	2 - Budgeting 1 – Current Event Report
<p>Economics In this module students are given a broad introduction to economics. They first examine the definition of economics, and learn about money, competition, and market structures. Next, students learn about macro- and microeconomics, and delve into the topics of supply and demand, culminating in an exploration of the supply and demand curve. Students then learn about different economic systems and investigate factors in productivity with a focus on the U.S. economy and the government's role in it.</p>	1	4	1	1 – Current Event Report
<p>Job Seeking Skills This module prepares students for the task of finding employment. Students will learn about job criteria, resources, employment laws, job applications, cover letters, resumes, and letters of resignation. Students will create their own resume using Microsoft Office.</p>	2	4	1	1 – Research Job Listings 1 – Current Event Report

System Requirements

The following modules include projects that are designed for Microsoft Word. Schools that use Google Applications or Microsoft Office for Macintosh may need to adjust instruction for students to be successful.

Marketing – In one of the six units, students use Microsoft Word to create branding and packaging for a Juice Box. Office is not required for the other units. The provided templates and instructions are specific to Microsoft Office Word. We recommend skipping the last unit if you are using a Mac or Google Docs.

Marketing Project – Students create various documents in Microsoft Office. If your students are flexible, you may be able to adapt instruction for Mac Office or Google Applications.

International Business – The last unit includes a project for Microsoft Office. Office is not required for the first three units. If your students are flexible, you may be able to adapt instruction for Mac Office or Google Applications.

Accounting – The last unit includes a project for Microsoft Office. Office is not required for the first three units. If your students are flexible, you may be able to adapt instruction for Mac Office or Google Applications.