

# AES Introduction to Business and Technology Pacing Guide

With hundreds of hours of content available, you're likely wondering the best way to use the AES business and computer curriculum in your classes.

After all, with such comprehensive content, it may feel tough for you to gain your bearings.

To help you meet your standards and more easily plan, this guide provides a recommended sequence for a year-long Introduction to Business and Technology course.

**In the guide, you'll find a week-by-week breakdown of which modules to use, approximate hours of instruction, and learning objectives for each unit.**

By the end of this guide, you should be well equipped to use the AES curriculum in your classroom.

## Tips to Help You With Planning:

- The hours listed for each AES Unit refer to the approximate class time it will take students to complete the eLearning lessons.
- The weekly pacing allows time for projects, teacher instruction, student skills practice, and other activities not included in the AES curriculum.
- This guide doesn't account for holidays, school functions, school testing, or other events that may affect your class schedule.
- For week 36, you can choose to create a final exam within the AES system or using your own method. Learn about creating exams in AES here: [How to Create an Exam](#)
- For guidance on resources you can use alongside Business&ITCenter21, read this article: [What Supplemental Resources Do Teachers Use with AES?](#)

# AES Intro to Business and Technology Pacing Guide

WEEK	AES MODULE	UNIT	OBJECTIVES
1	How to Ace This Class	Unit 1: How to Ace This Class (1 hour)	<ul style="list-style-type: none"> <li>- Identify five ways the brain learns</li> <li>- Determine strong study habits</li> <li>- Own responsibility for success</li> </ul>
1	Digital Responsibility	Unit 1: Digital Responsibility (1 hour)	<ul style="list-style-type: none"> <li>- Understand the "3 R's" of digital learning: respect, right use, and responsibility</li> </ul>
1-2	Digital Citizenship	Unit 1: Digital Literacy (1 hour)	<ul style="list-style-type: none"> <li>- Acknowledge how access to technology has changed</li> <li>- Identify how technology has impacted society and the workplace</li> <li>- Define the digital divide</li> <li>- Distinguish between types of software licenses</li> <li>- Identify reliable web-based resources</li> <li>- Define intellectual property and recognize and respect copyrighted work</li> </ul>
1-2		Unit 2: Digital Communication (1 hour)	<ul style="list-style-type: none"> <li>- Examine questions to ask before posting online</li> <li>- Analyze situations about posting information online and determine appropriate action</li> <li>- Examine the use of digital communication in the workplace</li> <li>- Determine proper use of digital communication on the job</li> <li>- Define cyberbullying and identify penalties for cyberbullying</li> <li>- Determine how to handle cyberbullying as a student</li> </ul>
1-2		Unit 3: Online Safety (1 hour)	<ul style="list-style-type: none"> <li>- Define digital footprint and digital asset, and distinguish between them</li> <li>- Assess the importance of what a person posts online</li> <li>- Determine password strength</li> <li>- Evaluate online threats and determine how to stay safe on public networks</li> <li>- Protect against malware, hacking, and identity theft</li> </ul>

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3	Computing Systems	Unit 1: Computers, Information Processing, and Storage (1 hour)	<ul style="list-style-type: none"> <li>- Define technology and computer</li> <li>- Understand the history of technology and its impact on society</li> <li>- Recognize that computers take different forms</li> <li>- Define hardware, software, and data storage</li> <li>- Explain input, processing, and output</li> <li>- Identify the difference between short-term and long-term data storage</li> <li>- Understand cloud storage and describe how data is stored and moved</li> </ul>
3		Unit 2: Operating Systems and Networks (1 hour)	<ul style="list-style-type: none"> <li>- Describe and list different operating systems</li> <li>- Understand file extensions and computer networks</li> <li>- Manage files and folders</li> <li>- Describe different types of computer networks</li> <li>- Define domain name and IP address</li> <li>- Access the internet using local public and private networks</li> <li>- Define the pros, cons, and risks of using private home networks and public Wi-Fi</li> </ul>
3		Unit 3: Web Browsers, Email, and Safe Computing (1 hour)	<ul style="list-style-type: none"> <li>- Define network application</li> <li>- Describe a URL and what it does</li> <li>- Understand how web browsers work</li> <li>- Describe email and understand how to send, reply, and forward an email</li> <li>- Define and send attachments</li> <li>- Identify potential computer viruses and protect against malware, hacking, spam, scams, and phishing</li> <li>- Determine the strength of passwords</li> <li>- Understand system and application updates</li> </ul>
3		Unit 4: Home Computing (1 hour)	<ul style="list-style-type: none"> <li>- Identify the parts of a home computer and demonstrate how to set one up</li> <li>- Update software</li> <li>- Learn and perform basic troubleshooting techniques</li> <li>- Describe how to safely download and install drivers and new applications</li> </ul>

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4	Web Research	Unit 1: Seek It (1 hour)	<ul style="list-style-type: none"> <li>- Define, compare, and explore the history of the Internet and the World Wide Web</li> <li>- Describe how the web works and the function of IP addresses</li> <li>- Define DNS and packets</li> <li>- Describe domain types and identify parts of a URL</li> <li>- Understand basic parts of a web browser</li> <li>- Customize browser features and clear a browser's history</li> </ul>
4		Unit 2: Find It (1 hour)	<ul style="list-style-type: none"> <li>- Describe how a search engine works, how to perform a basic search, and identify parts of a search result</li> <li>- Discuss why it's important to review search results before you click</li> <li>- Use keywords and develop effective keyword lists</li> <li>- Learn hints for improving search results, including how to use Boolean operators</li> <li>- Create and organize bookmarks in a web browser</li> </ul>
4		Unit 3: Evaluate It (1 hour)	<ul style="list-style-type: none"> <li>- Validate resources and describe the importance of using multiple sources</li> <li>- Evaluate Wikipedia as a resource</li> <li>- Define plagiarism and explain how to avoid it</li> <li>- Discuss the importance of using information ethically</li> <li>- Credit sources using MLA format</li> <li>- Define copyright and its impact on consumers and creators of content</li> <li>- Compare plagiarism and copyright violations</li> <li>- Describe fair use and guidelines to determine fair use</li> <li>- Describe public domain and understand Creative Commons licensing and attribution</li> <li>- Compare copyright and trademark</li> </ul>
5	Getting Started with Microsoft Office	Unit 1: Introduction (2 hours)	<ul style="list-style-type: none"> <li>- Determine the uses of specific applications and identify the best application for specific tasks</li> <li>- Identify parts of the Microsoft Office screen</li> <li>- Close Microsoft Word</li> </ul>

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			<ul style="list-style-type: none"> <li>- Define: file, file extension, and backstage view</li> <li>- Describe the importance of file organization</li> <li>- Use File Explorer to manage, copy, rename, and delete files</li> <li>- Arrange multiple windows on the screen</li> <li>- Download attachments</li> <li>- Save a file with a new name</li> </ul>
5-6		Unit 2: Common Office Features (3 hours)	<ul style="list-style-type: none"> <li>- Describe the parts of the Ribbon</li> <li>- Find and use commands on the Ribbon</li> <li>- Collapse and pin the Ribbon</li> <li>- Explain how the Quick Access Toolbar, Mini Toolbar, and Keyboard shortcuts save time</li> <li>- Define and move the insertion point</li> <li>- Use scroll bars and keyboard shortcuts to move in a document</li> <li>- Define, open, and move dialog boxes</li> <li>- Identify tools available in dialog boxes</li> <li>- Select/clear settings in dialog boxes</li> <li>- Access the Help program and search function to find help when needed</li> <li>- Use keyboard shortcuts</li> <li>- Demonstrate the use of editing tools; review tools; search and find; and find and replace</li> <li>- Save, preview, and print</li> <li>- Create a PDF</li> </ul>
6	Microsoft Word 1: Introduction	Unit 1: Introduction (1 hour)	<ul style="list-style-type: none"> <li>- Use keyboard shortcuts</li> <li>- Insert, select, and delete text, special characters, and symbols</li> <li>- Define font, font style, and font effect</li> <li>- Use fonts to change the appearance of text</li> </ul>
7	Microsoft Word 2: Applications	Unit 1: Formatting Paragraphs, Sections, and Lists (1 hour)	<ul style="list-style-type: none"> <li>- Use numbered and bulleted lists</li> <li>- Understand and insert headers and footers</li> <li>- Format text using styles and document themes</li> <li>- Align paragraphs and adjust paragraph spacing</li> <li>- Add page breaks and page borders</li> <li>- Copy and paste text</li> </ul>

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			<ul style="list-style-type: none"> <li>- Change paper size, page orientation, and margins</li> <li>- Use tabs and leaders to align columns of text</li> </ul>
7		Unit 2: Working with Tables and Charts (1 hour)	<ul style="list-style-type: none"> <li>- Describe why tables are used and label the parts of a table</li> <li>- Plan, create and delete a table</li> <li>- Enter text in a table</li> <li>- Manipulate cell margins and spacing</li> <li>- Merge and split cells and tables</li> </ul>
7		Unit 3: Completing a Report Using MLA (2 hours)	<ul style="list-style-type: none"> <li>- Learn why style guides are needed and review portions of the MLA style guide</li> <li>- Format pages and text</li> <li>- Insert report header and page number header</li> <li>- Add in-text citations</li> <li>- Create a Works Cited page</li> </ul>
8	Microsoft Word Skills Project	All Units (8 hours)	<ul style="list-style-type: none"> <li>- Students apply skills learned in prior Microsoft Word modules to research, draft, revise, enhance, and publish a document</li> </ul>
9	Microsoft Excel 1: Introduction	Unit 1: Introduction (2.5 hours)	<ul style="list-style-type: none"> <li>- Describe advantages of using a spreadsheet</li> <li>- Define workbook and worksheet</li> <li>- Identify, select, insert, and delete rows, columns, and cells</li> <li>- Move between cells</li> <li>- Enter data and text into cells, and apply font and number formats</li> <li>- Adjust cell alignments and column widths</li> <li>- Update a table with the clear command</li> </ul>
9		Unit 2: Basic Formulas and Functions (2 hours)	<ul style="list-style-type: none"> <li>- Understand formula basics and cell references</li> <li>- Describe common math operations</li> <li>- Enter and edit formulas and cell references</li> <li>- Use colors in a spreadsheet</li> <li>- Enter and compare simple and complex formulas</li> <li>- Define function and describe common functions</li> <li>- Enter functions in a spreadsheet</li> </ul>

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10	Microsoft Excel 2: Applications	Unit 1: Using Formulas and Functions (3 hours)	<ul style="list-style-type: none"> <li>- Review parts of a formula, parts of a function, common math operations, and common functions</li> <li>- Use relative and absolute cell references</li> <li>- Use the Autofill feature</li> <li>- Understand logical expressions</li> <li>- Use IF, SUMIF, and CONCAT function</li> </ul>
10-11		Unit 2: Data Management and Analysis (3 hours)	<ul style="list-style-type: none"> <li>- Understand why managing spreadsheet data is useful</li> <li>- Sort data in ascending and descending order</li> <li>- Create a custom sort using multiple criteria</li> <li>- Filter data using column values and multiple filters</li> <li>- Build a Custom AutoFilter</li> <li>- Filter and sort data in combination</li> </ul>
11		Unit 3: Formatting in Excel (1 hour)	<ul style="list-style-type: none"> <li>- Hide/Unhide columns</li> <li>- Format dates and currency and use dates in math formulas</li> <li>- Review use of IF function and Autofill</li> <li>- Enter headers and footers</li> <li>- Format sheets using various methods, including merge cells, add borders, cell styles, Format Painter, and conditional formatting</li> </ul>
11-12	Microsoft Excel Skills Project	All Units (6 hours)	<ul style="list-style-type: none"> <li>- Students apply skills learned in prior Microsoft Excel modules to create, format, analyze data, and publish an analysis</li> </ul>
13	Microsoft PowerPoint 1: Introduction	Unit 1: Introduction (2 hours)	<ul style="list-style-type: none"> <li>- Define multimedia presentation</li> <li>- Recognize parts of the screen</li> <li>- Create a blank presentation and a presentation from a template</li> <li>- Adjust PowerPoint views and change the theme</li> <li>- Manage slides by using layouts; adding text and images; formatting text; changing paragraph alignment; and creating lists</li> <li>- Learn keyboard shortcuts</li> <li>- Use a theme and variants</li> <li>- Learn about and view templates</li> </ul>

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13		Unit 2: Text Boxes, Images, Shapes, WordArt (2 hours)	<ul style="list-style-type: none"> <li>- Insert, resize, and move text boxes and images</li> <li>- Add shapes and use WordArt</li> </ul>
14	Microsoft PowerPoint 2: Applications	Unit 1: Creating Presentations (1.5 hours)	<ul style="list-style-type: none"> <li>- Describe tips to create an effective presentation</li> <li>- Create bulleted lists</li> <li>- Adjust text box size and line spacing</li> <li>- Delete images, format text, and insert a slide</li> <li>- Use slide notes</li> <li>- Insert and format images, graphics, audio clips, and photographs</li> <li>- Perform a spell check</li> </ul>
14		Unit 2: Links, Shapes, and Photo Albums (2.5 hours)	<ul style="list-style-type: none"> <li>- Use textboxes and WordArt</li> <li>- Define and insert hyperlinks and action buttons</li> <li>- Download and unzip a file</li> <li>- Create a photo album using external images</li> <li>- Enhance photos by changing the layout, adding captions, and adding shapes</li> </ul>
14-15		Unit 3: Tables, Charts, Graphs, and SmartArt (2 hours)	<ul style="list-style-type: none"> <li>- Understand the benefit of using charts</li> <li>- Recognize basic charts such as pie, column, bar, and line; and know when to use different types</li> <li>- Create charts in a PowerPoint presentation</li> </ul>
15-16	Microsoft PowerPoint Skills Project	All Units (9 hours)	<ul style="list-style-type: none"> <li>- Students apply skills learned in prior Microsoft PowerPoint modules to plan, build, create, and present a slideshow</li> </ul>
17	Microsoft Access Fundamentals	Unit 1: Introduction to Microsoft Access (1 hour)	<ul style="list-style-type: none"> <li>- Define database, table, record, and field</li> <li>- Understand why data integrity is important</li> <li>- Learn the difference between databases and database management systems</li> <li>- Use Microsoft Access views</li> <li>- Add, update, and delete records</li> <li>- Use the Data Sheet and Form views</li> <li>- Search for a record</li> <li>- Open and save databases</li> </ul>

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17		Unit 2: Database Tables (1 hour)	<ul style="list-style-type: none"> <li>- Create an empty database</li> <li>- Create a table</li> <li>- Use the Data Sheet view</li> <li>- Describe data types and primary keys</li> <li>- Create a blank form, add fields to a form, and arrange controls on a form</li> <li>- Show and hide the Navigation Pane</li> </ul>
17		Unit 3: Queries and Reports (1 hour)	<ul style="list-style-type: none"> <li>- Sort, filter, and reset tables</li> <li>- Search for records in a table</li> <li>- Understand table relationships and create a relationship between tables</li> <li>- Understand primary and foreign keys</li> <li>- Create a query using the Query Wizard and filter query results</li> <li>- Create a report using the Report Wizard and format reports</li> <li>- Use Print Preview</li> </ul>
18	Business Communication	Unit 1: Introduction to Communication (1 hour)	<ul style="list-style-type: none"> <li>- Define communication, fields of experience, and active listening</li> <li>- Identify the parts of the sender-receiver communication model</li> <li>- Determine and demonstrate the five steps in the active listening process</li> <li>- Identify the steps to communication planning and complete a communication plan</li> </ul>
18		Unit 2: Verbal and Non-Verbal Communication (1 hour)	<ul style="list-style-type: none"> <li>- Define verbal communication and identify its purpose</li> <li>- Recognize factors affecting verbal communication</li> <li>- Determine challenges to effective verbal communication and identify how to reduce them</li> <li>- Define nonverbal communication and identify the types of nonverbal communication</li> </ul>
18		Unit 3: Collaborative Communication (1 hour)	<ul style="list-style-type: none"> <li>- Define communication style and analyze the communication style diagram</li> <li>- Identify the four communication styles and determine how to flex to different styles</li> </ul>

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			<ul style="list-style-type: none"> <li>- Define collaboration, determine why effective collaboration is important, and identify 5 principles of effective collaboration</li> <li>- Identify and organize the six steps to conducting a meeting</li> <li>- Recognize the implementation of steps 3-6 of conducting a meeting</li> </ul>
18	Written Communication	Unit 1: Effective Business Writing (1 hour)	<ul style="list-style-type: none"> <li>- Discover why effective business writing is important</li> <li>- Know the three questions to answer before starting to write</li> <li>- Learn about tone and how to use it</li> <li>- Identify and correct emails with issues in properly addressing the audience, purpose, and tone</li> </ul>
18		Unit 2: Writing Emails and Letters (1 hour)	<ul style="list-style-type: none"> <li>- Understand the writing process</li> <li>- Learn the parts of a business email and business letter</li> <li>- Write a business email and business letter</li> </ul>
18		Unit 3: Writing Your Own Communications (1 hour)	<ul style="list-style-type: none"> <li>- Compose a business email and business letter</li> </ul>
19	Email and Electronic Calendars	Unit 1: Sending and Receiving Email (1.5 hours)	<ul style="list-style-type: none"> <li>- Learn the benefits of email</li> <li>- Recognize various email programs and be familiar with common email features and controls</li> <li>- Understand the structure of an email and an email address</li> <li>- Create, format, and send a message</li> <li>- Recognize the difference between Cc and Bcc</li> <li>- Create and send a formal email message</li> <li>- Recognize when to copy, reply, reply to all, or forward a message</li> <li>- Understand why to mark an email as unread</li> </ul>
19		Unit 2: Organizing and Managing Email (1.5 hours)	<ul style="list-style-type: none"> <li>- Create a contact list and email contact group</li> <li>- Create an email signature</li> <li>- Send an email to multiple people using a contact list</li> </ul>

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			<ul style="list-style-type: none"> <li>- Organize emails by using folders, starring important emails, archiving, and deleting emails</li> <li>- Recognize warning signs of an email scam and manage spam and junk mail</li> <li>- Use search operators to locate emails</li> </ul>
19		Unit 3: Calendaring (2 hours)	<ul style="list-style-type: none"> <li>- Learn the benefits of using an electronic calendar and be familiar with common features and controls</li> <li>- Create and update an event in an electronic calendar</li> <li>- Enter notes and other event details</li> <li>- Add notifications and color code events</li> <li>- Share a calendar and set permissions</li> </ul>
20	Living Online - Social Communication	Unit 1: Being Social Online (1 hour)	<ul style="list-style-type: none"> <li>- Define: social media network, online identity, digital footprint, and online profile, netiquette, hashtag, and forum</li> <li>- Identify pros and cons of using social media and evaluate health risks of overusing it</li> <li>- Differentiate between open and closed social sites</li> <li>- Determine proper use of personal information and evaluate social media posts</li> <li>- Determine safe use of privacy and location settings and create safe passwords</li> <li>- Determine the need for personal vs professional social media pages</li> </ul>
20		Unit 2: Navigating Smartphones (1 hour)	<ul style="list-style-type: none"> <li>- Identify personal communication devices, the positive and negative effects of using those devices, and how to avoid personal communication pitfalls</li> <li>- Define: cellular network, cellular carrier, coverage map, smartphone, talk, text, data, touchscreen, and lock screen</li> <li>- Identify types of cellular networks and carriers and examine network coverage</li> <li>- Determine what should be considered when choosing cellular devices and service plans</li> <li>- Identify uses for phone tracking and location services</li> <li>- List ways to protect personal computing devices without antivirus applications and recognize protection offered by phone insurance</li> </ul>

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21	Coding Fundamentals	Unit 1: Introduction to Coding (1 hour)	<ul style="list-style-type: none"> <li>- Define the terms: program, code, binary, algorithm, sequence, decomposition, high-level code, low-level code, compiling, interpreting, debugging, logic error, syntax error, and runtime error</li> <li>- Define the role of coding in computing</li> <li>- Identify various programming languages</li> <li>- Identify various careers in coding and skills needed</li> <li>- Identify and correct erroneous sequencing</li> <li>- Identify types of coding errors</li> </ul>
21		Unit 2: Basics of Coding (1 hour)	<ul style="list-style-type: none"> <li>- Define the terms: command, statement, control structure, sequential, repetition, loop, conditional statement, and function</li> <li>- Code using simple statements</li> <li>- Identify the purpose of structured programming and three control structures used in coding</li> <li>- Identify and define the steps of the programming process and use the programming process to solve a problem</li> <li>- Recognize when loops are used and code using loops</li> <li>- Identify when to use conditional statements and code using conditional statements</li> </ul>
21		Unit 3: Diving into Coding (1 hours)	<ul style="list-style-type: none"> <li>- Define the terms: event, event handler, variable, operator, operand, and Boolean</li> <li>- Identify how a variable is created and assign value</li> <li>- Identify the types of operators and how they are used</li> <li>- Categorize various operators</li> <li>- Code using events, variables, and operators</li> </ul>
21-22	External Resources	Code.org Khan Academy Codecademy	Use these external resources to supplement your coding lessons to help students further hone their skills.
22-23	Professionalism	Unit 1: Presence (2 hours)	<ul style="list-style-type: none"> <li>- Explain the importance of maintaining a professional appearance and conduct, and complying with company dress codes and rules</li> <li>- Identify appropriate attire necessary for success in a variety of professions</li> </ul>

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			<ul style="list-style-type: none"> <li>- Demonstrate basic standards in hygiene and grooming habits</li> <li>- Describe healthy habits such as nutrition, sleep, and stress management</li> <li>- Recognize body art is a personal choice based on style, background, and culture</li> <li>- Demonstrate a positive attitude and growth mindset necessary for success</li> <li>- Express thoughts and ideas using courteous, respectful communication</li> </ul>
23		Unit 2: Executive Function (2 hours)	<ul style="list-style-type: none"> <li>- Define executive functioning skills as essential to professionalism</li> <li>- Recognize how self-regulation is key to demonstrating dedication, perseverance, and a positive work ethic</li> <li>- Describe why working memory is important for organization, time management, and productive work habits</li> <li>- Explain why flexible thinking is critical to effectively solving problems and making decisions</li> <li>- Build organizational skills by prioritizing tasks, using time management tools, and problem-solving techniques</li> <li>- Demonstrate positive work ethic by having good punctuality, attendance, and prioritizing tasks</li> <li>- Use problem solving strategies to make decisions</li> </ul>
23		Unit 3: Collaboration (2 hours)	<ul style="list-style-type: none"> <li>- Explain the benefits of teamwork and model characteristics of effective teamwork</li> <li>- Describe common roles and functions of the individual members of a team</li> <li>- Recognize factors and situations that may lead to conflict and demonstrate effective conflict-resolution techniques</li> <li>- Describe attributes and attitudes of an effective leader and identify common types of leaders</li> <li>- Implement leadership techniques needed for an effective team and model ways of making leadership decisions and communicating with a team</li> </ul>
23		Unit 4: Workplace Integrity	<ul style="list-style-type: none"> <li>- Define workplace integrity and describe laws which aim to create an inclusive workplace and allow all employees to accomplish job objectives</li> </ul>

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		(2 hours)	<ul style="list-style-type: none"> <li>- Define what is meant by protected characteristics and identify which are covered under the law</li> <li>- Differentiate between workplace harassment, discrimination, and bullying</li> <li>- Contribute to an inclusive workplace by demonstrating ethical behavior and upholding legal responsibilities</li> <li>- Describe confidentiality and why it's important, and display awareness of types of confidential information</li> <li>- Understand ways to protect confidentiality, recognize the consequences of confidentiality violations, and know when to report violations</li> </ul>
24	Customer Service	Unit 1: Introduction to Customer Service (2 hours)	<ul style="list-style-type: none"> <li>- Define customer service and identify types and methods of customer service</li> <li>- Identify and describe components of a customer service environment</li> <li>- Identify organization benefits of providing quality customer service</li> <li>- Examine the effects customer service has on customer expectations and satisfaction</li> </ul>
24		Unit 2: Customer Service Skills (1 hour)	<ul style="list-style-type: none"> <li>- Identify and summarize key terms used in customer service careers</li> <li>- List daily types of interactions a customer service professional may have</li> <li>- Identify communication strategies and communication technologies relevant to a customer service professional</li> <li>- Create a mock conversation between a customer service professional and a relevant party</li> <li>- Identify skills needed for a customer service career</li> </ul>
25		Unit 3: Customer Service Representative (3 hours)	<ul style="list-style-type: none"> <li>- Define who a customer service representative is and customer service characteristics</li> <li>- Define the expectations, responsibilities, and duties of a customer service representative</li> <li>- List and explain the acronym RUMBA</li> <li>- Define cultural diversity and identify cultural differences in a group's values and beliefs</li> <li>- Understand and evaluate how to be mindful of a diverse workplace</li> </ul>

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			<ul style="list-style-type: none"> <li>- Identify types of difficult customers and causes of conflict</li> <li>- Assess how to handle tense customer situations and outline ways to salvage customer relationships</li> </ul>
25		Unit 4: The Customer's Journey (1 hour)	<ul style="list-style-type: none"> <li>- Define customer relationship management and list different types</li> <li>- Examine how technology is used by customer relationship management to support company needs</li> <li>- Explain the stages of the customer journey</li> <li>- Define and differentiate between customer retention and customer loyalty</li> <li>- Explain the role of trust in customer relationships</li> </ul>
26	Management	Unit 1: Management and Managing (1 hour)	<ul style="list-style-type: none"> <li>- Define the primary functions of management: planning, organizing, evaluating/controlling, and leading/directing</li> <li>- Understand the importance of management and good interpersonal skills</li> <li>- Identify key characteristics of a good manager</li> <li>- Recognize the difference in organizational structures and identify factors that influence organizational structure</li> <li>- Understand how a manager's roll changes based on organizational structure</li> </ul>
26		Unit 2: Management Types (1 hour)	<ul style="list-style-type: none"> <li>- Explain the purpose of Operations Management and understand the role of an operations manager</li> <li>- Identify the basic product development phases</li> <li>- Understand the role and tasks of a Human Resource manager</li> <li>- Learn how the basic functions of management apply to Operations Management and HR Management</li> </ul>
26		Unit 3: Situational Management (1 hour)	<ul style="list-style-type: none"> <li>- Understand how decisions can impact the team, families of the team, and the company</li> <li>- See that decisions managers make can be difficult or unpopular and learn the complexities of making difficult decisions</li> <li>- Learn about the challenges of working globally and understand that different cultures have different business practices</li> </ul>

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			<ul style="list-style-type: none"> <li>- Learn how to ethically manage difficult decisions and ways to be proactive instead of reactive</li> </ul>
26	Marketing	Unit 1: Product Planning (1 hour)	<ul style="list-style-type: none"> <li>- Define: product, product line, and product mix</li> <li>- Describe the product life cycle and explain ways to manage product mix</li> <li>- Distinguish between goods and services</li> <li>- Describe the difference between a customer and consumer</li> <li>- Identify consumer products and industrial products</li> <li>- Recognize the value of branding, distinguish between generic and brand name products, and explain the purpose of packaging</li> </ul>
26		Unit 2: Principles of Marketing (1 hour)	<ul style="list-style-type: none"> <li>- Define marketing, describe marketing impacts, and explain how marketing has evolved</li> <li>- Distinguish between consumer markets and business-to-business markets</li> <li>- Identify buying behaviors of different customers</li> <li>- Recognize the value of a marketing plan, explain the strategy of target marketing, list factors to consider for marketing segmentation, and identify elements of the marketing mix</li> <li>- Define economic utility and identify five types of economic utility</li> </ul>
27		Unit 3: Pricing, Promotion, & Distribution (1 hour)	<ul style="list-style-type: none"> <li>- Name factors that affect pricing, identify pricing objectives and methods, and describe customer perception regarding price</li> <li>- Explain the purpose of promotion, identify four types of promotional activities, and describe the importance of integrated marketing communications</li> <li>- Determine how place affects marketing, identify channels of distribution, and describe physical distribution</li> </ul>
27		Unit 4: Content Marketing (1.5 hours)	<ul style="list-style-type: none"> <li>- Define content marketing and identify the basic steps of content marketing</li> <li>- Learn to identify and find a target audience</li> <li>- Identify types of content marketing, consider avenues for distribution, and define measurement for content marketing</li> </ul>

WEEK	AES MODULE	UNIT	OBJECTIVES
27		Unit 5: Review Challenge (1 hour)	- Students use review challenges to study material
27		Unit 6: Juice Box Package Design (2 hours)	- Design, implement, and create a juice box package
28	Marketing Project	Unit 1: IMAX Theater Project (5 hours)	<ul style="list-style-type: none"> <li>- Evaluate the value and impact of timing as an economic utility</li> <li>- Create marketing segments for a business</li> <li>- Generate promotional ideas to market a product/business</li> <li>- Recognize and create value for a company through branding</li> <li>- Use a presentation application to present ideas</li> </ul>
29	International Business	Unit 1: The Global Economy (1 hour)	<ul style="list-style-type: none"> <li>- Identify international business, determine the role of international business in the global economy, and understand the global economy</li> <li>- Determine reasons countries trade internationally, identify major international resources, and recognize major US trade partners and patterns</li> <li>- Identify the three levels of economic development and understand how they affect international trade</li> <li>- Determine the difference between imports and exports and categorize limitations on free trade</li> <li>- Identify the four major influences on international business and their effects</li> </ul>
29		Unit 2: A Diverse Workforce (1 hour)	<ul style="list-style-type: none"> <li>- Understand how cultural differences affect communication and identify how miscommunication can affect international business</li> <li>- Recognize verbal and non-verbal cues</li> <li>- Identify cultural attitudes about time and determine proper business and meeting practices</li> </ul>
29		Unit 3: International Entrepreneurship (1 hour)	<ul style="list-style-type: none"> <li>- Identify types of business ownership, recognize risks and rewards for various opportunities, and determine the best international opportunities based on the factors</li> <li>- Understand how products are created and distributed</li> </ul>

WEEK	AES MODULE	UNIT	OBJECTIVES
			<ul style="list-style-type: none"> <li>- Understand foreign markets and consumer behavior, recognize market research methods, and identify product development strategies</li> <li>- Understand proper packaging, pricing, and promotion for international markets</li> <li>- Understand foreign exchange, identify exchange rates, and recognize the value of the US dollar in other countries</li> </ul>
29		Unit 4: International Business Project (1 hour)	<ul style="list-style-type: none"> <li>- Review and select a product to introduce to an international market; and identify the target market</li> <li>- Research and select an international market for a product</li> <li>- Analyze product-country match to identify good selections</li> <li>- Create a PowerPoint presentation intended to persuade the selected market on the product</li> </ul>
30	Entrepreneurship	Unit 1: Being an Entrepreneur (1 hour)	<ul style="list-style-type: none"> <li>- Define entrepreneur, learn what characteristics make an entrepreneur successful, and compare the differences between a boss and employee</li> <li>- Recognize entrepreneurship as a choice for women and minorities</li> <li>- Investigate ways to become an entrepreneur and identify the costs and benefits of doing so</li> <li>- Compare and contrast the risks and benefits of starting a business, buying a business, or purchasing a franchise</li> <li>- Recognize opportunities resulting from other people's wants and perceived needs</li> <li>- Learn about problems facing consumers and businesses, and how to find solutions</li> <li>- Investigate home-based and internet-based businesses</li> </ul>
30		Unit 2: Evaluating the Market (1 hour)	<ul style="list-style-type: none"> <li>- Define a market segment and explore target market and market share</li> <li>- Learn how entrepreneurs can impact the economy and community</li> <li>- Recognize the need to pick a facility that meets the need of the business</li> <li>- Learn the importance of collecting customer feedback and discuss ways to properly handle negative customer feedback</li> </ul>

WEEK	AES MODULE	UNIT	OBJECTIVES
			<ul style="list-style-type: none"> <li>- Define who competition is for a business</li> <li>- Understand the benefits of networking with other businesses</li> </ul>
30		Unit 3: Running a Business (1 hour)	<ul style="list-style-type: none"> <li>- Define opportunity costs and explain marginal costs and marginal benefits</li> <li>- Understand and compute total revenue and total expenses</li> <li>- Explain how total revenue and expenses relate to profit and loss</li> <li>- Understand the importance of short-term and long-term planning on profitability</li> <li>- Establish a profit goal for a business</li> </ul>
31	Business Law	Unit 1: Business Ethics (1 hour)	<ul style="list-style-type: none"> <li>- Recognize the differences between ethical, unethical, and illegal choices</li> <li>- Learn and investigate the impact of business ethics, personal ethics, and unethical behaviors</li> <li>- Learn how ethics can come into play in a business, see how outcomes of decisions can impact business, and practice making decisions</li> <li>- Describe ethical dilemmas faced by managers and investigate the impact of ethical decisions</li> </ul>
31		Unit 2: US Legal & Judicial (1 hour)	<ul style="list-style-type: none"> <li>- Learn where laws come from, how laws are made, and the types of laws</li> <li>- Learn how a bill becomes a statute under federal law</li> <li>- Examine the differences between federal, state, and local law, and understand how laws apply to business</li> <li>- Understand the US Courts system and the types of state and federal courts</li> <li>- Examine differences between civil and criminal cases</li> <li>- Understand the litigation process</li> <li>- Recognize how the court system can help businesses</li> </ul>
31		Unit 3: Business Law (1 hour)	<ul style="list-style-type: none"> <li>- Define what contracts are, different types of contracts, and how contracts work</li> <li>- Understand why contracts are important to business and identify elements of contracts</li> </ul>

WEEK	AES MODULE	UNIT	OBJECTIVES
			<ul style="list-style-type: none"> <li>- Define the types of business entities</li> <li>- Understand differences between property, agency, and tort laws</li> <li>- Define intellectual property and physical property</li> <li>- Discuss patents, copyright, and trademarks</li> </ul>
32	Accounting	Unit 1: Accounting Overview (1 hour)	<ul style="list-style-type: none"> <li>- Define accounting, how accounting is used to support a business, and understand why accounting is important</li> <li>- Identify different types of businesses and how they are affected by accounting</li> <li>- Understand how transactions affect accounting, learn how accounts affect the accounting equation, and demonstrate how to record transactions using the Double-Entry Method</li> </ul>
32		Unit 2: Accounting Cycle (1 hour)	<ul style="list-style-type: none"> <li>- Identify the steps in the accounting cycle</li> <li>- Record transactions in a general journal and general ledger</li> <li>- Learn how to create the trial balance and understand how the adjusted trial balance is calculated</li> <li>- Identify the four major financial statements, what information can be found on these statements, and determine why they are important</li> <li>- Understand what closing entries are and why they are needed</li> <li>- Demonstrate the four steps of closing accounts</li> </ul>
32		Unit 3: Financial Analysis (1 hour)	<ul style="list-style-type: none"> <li>- Understand the elements of financial analysis and evaluate financial analysis to make business decisions</li> </ul>
32		Unit 4: Accounting Project (1 hour)	<ul style="list-style-type: none"> <li>- Complete tasks to perform several steps in the accounting cycle, starting with journal entries and going through closing entries</li> </ul>
33	Personal Financial Literacy	Unit 1: Earning Income (1 hour)	<ul style="list-style-type: none"> <li>- Identify how career choice, education, job-related skills, and economic conditions affect earning potential</li> <li>- Determine opportunity costs related to career choices and how average wage or salary for jobs differ</li> </ul>

WEEK	AES MODULE	UNIT	OBJECTIVES
			- Identify sources and forms of income
		Unit 2: Managing Your Money (1 hour)	<ul style="list-style-type: none"> <li>- Define the term budget</li> <li>- Identify sections of a pay stub, types of bank accounts, factors that determine budget, and deceptive advertising</li> <li>- Determine how to calculate net pay and recognize paycheck deductions</li> <li>- Evaluate banking transactions for accuracy and completeness</li> <li>- Determine uses for online banking</li> <li>- Create a budget and apply budget restraints to expenses and purchases</li> <li>- Determine how spending choices are influenced and examine benefits and opportunity costs of spending decisions</li> </ul>
		Unit 3: Using Credit (1 hour)	<ul style="list-style-type: none"> <li>- Define: credit score, principal, interest, amortization, and credit card</li> <li>- Determine the purpose of a credit score, identify reporting agencies, examine a credit report, and identify how a credit report is used</li> <li>- Identify what factors impact interest rates, types of loans, and types of credit cards</li> <li>- Recognize responsible use of credit</li> </ul>
34	Career Development	Unit 1: Career Exploration and Research (2 hours)	<ul style="list-style-type: none"> <li>- Define: job, occupation, career, and career plan</li> <li>- Create a career plan and identify resources available to plan a career</li> </ul>
34		Unit 2: Career Goals and Barriers (2 hours)	<ul style="list-style-type: none"> <li>- Define long-term and short-term goals</li> <li>- Develop goals for a career plan</li> <li>- Identify potential barriers to the career plan and determine alternate career options</li> </ul>
35	Job Seeking Skills	Unit 1: Get Ready to Find a Job (1 hour)	<ul style="list-style-type: none"> <li>- Explain how employment benefits individuals and their community</li> <li>- Explain the difference between a job and career</li> <li>- Recognize ways to prepare for a job search and list steps in the job-seeking process</li> <li>- Describe the structure of a resume and how to create an effective resume</li> </ul>

WEEK	AES MODULE	UNIT	OBJECTIVES
			<ul style="list-style-type: none"> <li>- Describe why you need a professional online presence and how to create one</li> <li>- Understand why references are important and identify potential references</li> <li>- Explain why some employers want a portfolio</li> </ul>
35		Unit 2: Search and Apply for Jobs (1 hour)	<ul style="list-style-type: none"> <li>- Determine job criteria and explain organizational techniques for a job search</li> <li>- Identify resources for finding employment opportunities and what to research about an organization</li> <li>- Understand job applications, explain how to follow up an application, and describe parts of a cover letter</li> </ul>
35		Unit 3: Interviews (1 hour)	<ul style="list-style-type: none"> <li>- Describe how to prepare for an interview, practice answering interview questions, and determine questions to ask an interviewer</li> <li>- Identify interview best practices and demonstrate effective interview techniques</li> <li>- Identify post-interview tasks and the parts of a thank-you note</li> </ul>
35		Unit 4: Accept, Start, and Resign (1 hour)	<ul style="list-style-type: none"> <li>- Recall considerations to make before accepting a job offer</li> <li>- Explain work-related legal documents</li> <li>- Describe professional behaviors when leaving a job and identify parts of a resignation letter</li> </ul>
36	Final Exam		Review course material and take the final exam