



Semester: 2

2025 – 2026

| Grade Level | 11 | | Subject: Business Studies |
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| Teacher(s) Name | Duha Al-assaf and Rana Zeidan | | |
| Textbook | Business Essentials - Pearson | | |
| Week # | Dates | | Lesson Title / Pages |
| 20 | Feb 2 nd | Feb 6 th | Unit 4: Principles of Marketing Chapter 12: Developing and Pricing Products |
| | | | California CTE: B11.3 – Analyze strategies related to product development and pricing. CCSS: RST.11-12.3 – Analyze how complex ideas develop through a text. |
| 21 | Feb 9 th | Feb 13 th | Unit 4: Principles of Marketing Chapter 12: Developing and Pricing Products |
| | | | California CTE: B11.3 – Analyze strategies related to product development and pricing. CCSS: RST.11-12.3 – Analyze how complex ideas develop through a text. |
| 22 | Feb 16 th | Feb 20 th | Unit 4: Principles of Marketing Chapter 13.1: Distributing and Promoting Products |
| | | | California CTE: B11.4 – Understand product distribution and promotion strategies. CCSS: WHST.11-12.4 – Write with clarity and purpose. |
| 23 | Feb 23 rd | Feb 27 th | Unit 4: Principles of Marketing Chapter 13.1: Distributing and Promoting Products |
| | | | California CTE: B11.4 – Understand product distribution and promotion strategies. |

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| | | | | CCSS: WHST.11-12.4 – Write with clarity and purpose. |
| 24 | Mar 2 nd | Mar 6 th | Unit 4: Principles of Marketing Chapter 13.2: Digital Marketing and Social Networking | California CTE: B11.5 – Understand the impact of digital tools and social media in marketing. CCSS: RST.11-12.7 – Integrate and evaluate visual/digital sources. |
| 25 | Mar 9 th | Mar 13 th | Unit 4: Principles of Marketing Chapter 13.2: Digital Marketing and Social Networking | California CTE: B11.5 – Understand the impact of digital tools and social media in marketing. CCSS: RST.11-12.7 – Integrate and evaluate visual/digital sources. |
| 26 | Mar 30 th | Apr 3 rd | Unit 5: Managing Information for better decisions Chapter 14: Information Technology in Business | California CTE: B12.0 – Use current/emerging technologies to support business functions. CCSS: RST.11-12.7 – Evaluate diverse media; WHST.11-12.6 – Use technology to create and publish. |
| 27 | Apr 6 th | Apr 10 th | Unit 5: Managing Information for better decisions Chapter 15: The Role of Accountants and Accounting Information | California CTE: B9.0 – Understand principles of financial recordkeeping and accounting. CCSS: RST.11-12.5 – Analyze structure of explanations and procedures. |
| 28 | Apr 13 th | Apr 17 th End of 3d Quarter | Unit 5: Managing Information for better decisions | California CTE: B9.0 – Understand principles of financial recordkeeping and accounting. |

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| | | | Chapter 15: The Role of Accountants and Accounting Information | CCSS: RST.11-12.5 – Analyze structure of explanations and procedures. |
| 29 | Apr 20 th | Apr 24 th | Unit 6 The Financial System and issues in Financial Management Chapter 16: Understanding Money and role of Banking | California CTE: B10.1 – Understand the role of financial institutions and currency. CCSS: WHST.11-12.2 – Write informative texts with clarity. |
| 30 | Apr 27 th | May 1 st | Unit 6 The Financial System and issues in Financial Management Chapter 16: Understanding Money and role of Banking | California CTE: B10.1 – Understand the role of financial institutions and currency. CCSS: WHST.11-12.2 – Write informative texts with clarity. |
| 31 | May 4 th | May 8 th | Unit 6: The Financial System and issues in Financial Management Chapter 17: Managing Business Finances | California CTE: B10.3 – Apply financial management principles to business operations. CCSS: RST.11-12.8 – Evaluate the reasoning in financial analysis. |
| 32 | May 11 th | May 15 th Grade 12 Final Exams Start May 13 | Unit 6: The Financial System and issues in Financial Management Chapter 17: Managing Business Finances | California CTE: B10.3 – Apply financial management principles to business operations. CCSS: RST.11-12.8 – Evaluate the reasoning in financial analysis. |
| 33 | May 18 th | May 22 nd | Unit 7: Business studies and my personal growth Chapter 17: Managing Your Personal Finances | California CTE: B10.5 – Develop personal financial literacy. |

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| | | | | CCSS: WHST.11-12.6 – Use technology for production and collaboration. |
| 34 | May 25 th | May 29 th | <p>Unit 7: Business studies and my personal growth</p> <p>Chapter 18: Business Readiness: Skills for College, Careers, and Beyond</p> | <p>California CTE: B3.0 – Understand professional, career, and college-readiness skills.</p> <p>CCSS: SL.11-12.1 – Participate in collaborative discussions; WHST.11-12.8 – Gather credible sources.</p> |
| 35 | Jun 1 st | Jun 5 th | <p>Unit 7: Business studies and my personal growth</p> <p>Chapter 18: Business Readiness: Skills for College, Careers, and Beyond</p> | <p>California CTE: B3.0 – Understand professional, career, and college-readiness skills.</p> <p>CCSS: SL.11-12.1 – Participate in collaborative discussions; WHST.11-12.8 – Gather credible sources.</p> |
| 36 | Jun 8 th | Jun 12 th | Jun 11 - Jun 22: Final Exams for Grades 4-11. | |
| 37 | Jun 15 th | Jun 19 th | Jun 11 - Jun 22: Final Exams for Grades 4-11. | |
| 38 | Jun 22 nd | Jun 26 th | Jun 22: Make-up Exam for absent students. | |
| 39 | Jun 29 th | Jul 3 rd | June 30 - July 2: Make-up Exam for failing students. | |