

SC State Standard	YEScarolina Unit	Ownin g Your Future Chapte	Ideas in Action Chapte	Buildin g a Busines s
G1. Compare and contrast legal forms of business ownership (sole proprietorship, partnership, corporation, S-corporation, LLC).	Unit 2: Business Idea & Opportunity	3.1	7.2	7.1
G2. Distinguish between four ways in which a business may be acquired and/or operated (purchase an existing business, enter the family business, purchase a franchise, or start a new business).	Unit 2: Business Idea & Opportunity	6.2	7.1	3.2
J4. Explain the difference between illegal and unethical behavior in business.	Unit 2: Business Idea & Opportunity	5.1	13.2	24.2
J5. Research ethical problems typical for entrepreneurs such as conflicts of interests, bribery, and patent/copyright infringement.	Unit 2: Business Idea & Opportunity	5.1	13.2	24.2
J6. Explain the importance of establishing a code of ethics for a business.	Unit 2: Business Idea & Opportunity	5.1	13.2	24.2
J7. Explain social responsibility, business, and philanthropy.	Unit 2: Business Idea & Opportunity	5.2	13.2	24.1
J8. Develop a written code of ethics.	Unit 2: Business Idea & Opportunity	5.1	13.2	24.2
J9. Identify the role of business to promote goodwill (e.g., community service, social responsibility, environmental impact, etc.) and customer loyalty.	Unit 2: Business Idea & Opportunity	5.2	13.2	24.1
N3. Research and select a business opportunity using primary and/or secondary data resources to locate relevant information.	Unit 2: Business Idea & Opportunity	6.2	1.3	5.1

Activity Alignment

[Franchise Lesson](#)

[Social Responsibility and Ethics Lesson](#)

[Unit 2 Business Plan Lesson](#)

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[Challenging Assumptions Activities](#)

[How to Choose a Business](#)