



Introduction to Business

Career Cluster	Business Management and Administration
Course Code	12051
Prerequisite(s)	Introduction to Business (Recommended)
Credit	0.5 to 1.0
Program of Study and Sequence	Foundational Course – Introduction to Business – Pathway Course
Student Organization	Future Business Leaders of America (FBLA), DECA
Coordinating Work-Based Learning	Guest Speakers, Field Trips, and Tours
Industry Certifications	N/A
Dual Credit or Dual Enrollment	See: https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Business Management & Administration Cluster Endorsement; Finance Cluster Endorsement; Marketing Cluster Endorsement; *Business Ed.
Resources	N/A

Course Description

Introduction to Business exposes students to the world of business, including the concepts, functions, and skills required for meeting the challenges of operating a business on a local, national, and international scale. The course will introduce all aspects of business: domestic economics in a global society, financial principles, marketing, management strategies, administrative and information systems, ethics, and organizational and professional leadership. Students will analyze the elements of the business environment and focus on attitudinal and problem-solving skills inherent to success.

Program of Study Application

Introduction to Business is a cluster course in the Business Management and Administration career cluster. Successful completion will prepare a student to enter a pathway course in any of the Business Management and Administration career pathways.

Course Standards

IB 1: Students will identify skills needed to be successful in the global economic environment.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall	IB 1.1 Explain the terms economics and economic activity. <ul style="list-style-type: none"> ● Explain how limited resources affect business ● Explain factors which affect supply and demand ● Explain concepts of economic resources ● Identify economic indicators to detect economic trends and conditions ● Explain the nature of global trade ● Compare and contrast the different types of economic systems ● Explain how economic systems answer the basic economic questions
One Recall	IB 1.2 Explain businesses' roles in a global society. <ul style="list-style-type: none"> ● Explain ways in which businesses interact with society ● Describe different ways our government intervenes in and/or regulates business ● Explain the nature of labor unions
One Recall	IB 1.3 Discuss career choices in economics.

IB 2: Students will compare the different forms of business organizations and management styles.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	IB 2.1 Compare and contrast different forms of business organizations. <ul style="list-style-type: none"> ● Discuss common forms of business ownership ● Explain factors that affect the selection of ownership
Three Strategic Thinking	IB 2.2 Differentiate among different management styles and human resource procedures. <ul style="list-style-type: none"> ● Examine management strategies to improve performance and competitive advantages of an organization ● Determine human resources management legal responsibility in maintaining labor relations ● Determine proper human resources procedures for managing employees
Two Skill/Concept	IB 2.3 Explore professional and ethical leadership styles. <ul style="list-style-type: none"> ● Model professional leadership styles ● Address ethical dilemmas
Two Skill/Concept	IB 2.4 Explore careers in business organizations and through business ownership.

IB 3: Students will apply concepts of marketing, business finances and technology in the operation of a business.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	IB 3.1 Demonstrate marketing principles involved in business operations. <ul style="list-style-type: none"> ● Describe factors that influence customer-business relationships ● Identify the elements of the marketing mix ● Explain the effects of competition in a free enterprise system

	<ul style="list-style-type: none"> ● Explore careers in marketing and sales fields
One Recall	<p>IB 3.2 Describe roles technology plays in business operations.</p> <ul style="list-style-type: none"> ● Identify information technologies commonly used in business operations ● Discuss how information technology impacts business operations ● Discuss how technologies apply to trends in information systems ● Discuss technology careers available within business organizations
Two Skill/Concept	<p>IB 3.3 Explain the financial process needed to start and operate a business.</p> <ul style="list-style-type: none"> ● Recognize the need for a business plan ● Recognize the importance of maintaining accurate business records using acceptable accounting processes ● Recognize the importance of utilizing information available to make sound decisions in operating a business ● Explain the importance of the profit motive ● Explore finance careers available within business organizations

IB 4: Students will evaluate: roles individuals play as consumers in the economy, financial management concepts, and careers in financial management.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	<p>IB 4.1 Demonstrate how important a consumer is in the global economy.</p> <ul style="list-style-type: none"> ● Apply the steps in a rational decision-making process to a situation involving an economic decision by an individual ● Demonstrate responsibility for consequences of economic choices
Three Strategic Thinking	<p>IB 4.2 Apply processes involved in consumer financial planning.</p> <ul style="list-style-type: none"> ● Identify the difference between needs and wants ● Describe the importance of financial goals ● Create and analyze the budget process ● Examine careers in financial planning
Two Skill/Concept	<p>IB 4.3 Examine available banking services and credit options.</p> <ul style="list-style-type: none"> ● Describe different types of financial institutions and their services ● Explain various types of consumer credit ● Describe positive and negative consequences of using credit ● Explore careers pertaining to financial services
Two Skill/Concept	<p>IB 4.4 Explain savings and investment options to meet short- and long-term goals.</p> <ul style="list-style-type: none"> ● Explain the time value of money ● Explain differences between savings and investing ● Identify criteria for choosing savings and investment options ● Examine careers concerning savings and investing