

CTE Standards Unpacking
Introduction to Business

Course: Introduction to Business

Course Description: Introduction to Business introduces 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 focus on all aspects of business: the domestic and international economics, financial principles, 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.

Career Cluster: Business Management and Administration

Prerequisites: N/A

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.

<i>INDICATOR #IB 1: Students will identify skills needed to be successful in the global economic environment.</i>		
<i>SUB-INDICATOR 1.1 (Webb Level: 1 Recall):</i> Explain the terms economics and economic activity		
<i>SUB-INDICATOR 1.2 (Webb Level: 1 Recall):</i> Explain businesses' roles in society		
<i>SUB-INDICATOR 1.3 (Webb Level: 1 Recall):</i> Describe the different types of economic systems		
Knowledge (Factual):	Understand (Conceptual):	Do (Application):
Benchmarks: <i>Students will be assessed on their ability to:</i>		
<i>Academic Connections</i>		
ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):	Sample Performance Task Aligned to the Academic Standard(s):	

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

SUB-INDICATOR 2.1 (Webb Level: 2 Skill/Concept): Compare and contrast different forms of business organizations

SUB-INDICATOR 2.2 (Webb Level: 3 Strategic Thinking): Differentiate among different management styles and human resource procedures

Knowledge (Factual):	Understand (Conceptual):	Do (Application):

Benchmarks:
Students will be assessed on their ability to:

Academic Connections

ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):	Sample Performance Task Aligned to the Academic Standard(s):

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

SUB-INDICATOR 3.1 (Webb Level: 2 Skill/Concept): Demonstrate marketing principles involved in business operations

SUB-INDICATOR 3.2 (Webb Level: 1 Recall): Describe roles technology plays in

business operations		
SUB-INDICATOR 3.3 (Webb Level: 2 Skill/Concept): Explain the financial process needed to start and operate a business		
Knowledge (Factual):	Understand (Conceptual):	Do (Application):
Benchmarks: <i>Students will be assessed on their ability to:</i>		
<i>Academic Connections</i>		
ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):	Sample Performance Task Aligned to the Academic Standard(s):	

INDICATOR #IB 4: Students will evaluate roles individuals play as consumers in the economy and financial management tools needed to be a successful consumer.		
SUB-INDICATOR 4.1 (Webb Level: 3 Strategic Thinking): Demonstrate how important a consumer is in the global economy		
SUB-INDICATOR 4.2 (Webb Level: 3 Strategic Thinking): Apply processes involved in consumer financial planning		
SUB-INDICATOR 4.3 (Webb Level: 2 Skill/Concept): Examine available banking services and credit options		
SUB-INDICATOR 4.4 (Webb Level: 2 Skill/Concept): Explain savings and investment options to meet short and long term goals		
Knowledge (Factual):	Understand (Conceptual):	Do (Application):

<p>Benchmarks: <i>Students will be assessed on their ability to:</i></p>		
<i>Academic Connections</i>		
<p>ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):</p>	<p>Sample Performance Task Aligned to the Academic Standard(s):</p>	

Additional Resources

Please list any resources (e.g., websites, teaching guides, etc.) that would help teachers as they plan to teach these new standards.