Introduction to Business introduces students to the world of business, marketing and entrepreneurship including the concepts, functions, and skills required for meeting the challenges of operating a business in the twenty-first century on a local, national, and international scale. The course further develops business vocabulary and provides an overview of business and the role that business plays in economic, social, and political environments.

- DOE Code: 4518
- Recommended Grade Level: Grade 9-10
- Recommended Prerequisites: None
- Credits: 1 credit per semester, maximum of 2 credit (Designed as a 1 semester course.)
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

Career and Technical Student Organizations (CTSOs)
Career and Technical Student Organizations are considered a powerful instructional tool when integrated into Career and Technical Education programs. They enhance the knowledge and skills students learn in a course by allowing a student to participate in a unique program of career and leadership development. Students should be encouraged to participate in Business Professional of America, DECA, or Future Business Leaders of America, the CTSOs for this area.

Content Standards

Domain – Entrepreneurship
Core Standard 1 Students

Standards
IEN-1.1 Define entrepreneurship and entrepreneur
IEN-1.2 Understand the personal traits/behaviors associated with successful entrepreneurs
IEN-1.3 Explain the role of entrepreneurship in society
IEN-1.4 Understand basic economic principles and concepts of entrepreneurship
IEN-1.5 Discuss the need for and processes of entrepreneurial discovery
IEN-1.7 Assess global trends in entrepreneurship and venture creation opportunities
IEN-1.8 Develop a product/service to meet a consumer need(s) using idea-generation methods
IEN-1.9 Explain career opportunities in entrepreneurship
IEN-1.10 Understand the resources available to help in the creation of a business

Domain – Operations
Core Standard 2 Students

Standards
IEN-2.1 Describe the need for and use of operating procedures
IEN-2.2 Understand concepts, strategies, and systems needed to interact effectively with others
IEN-2.3 Understand the role of technology in a business
IEN-2.4 Describe types of business risks and how to manage them
IEN-2.5 Explain concepts of human resource management
IEN-2.6 Explain the need for continuation planning and exit strategies

**Domain – Finance**

**Core Standard 3 Students**

**Standards**
- IEN-3.1 Explain concepts of accounting and financial management
- IEN-3.2 Identify revenues, expenses, and profit
- IEN-3.3 Differentiate overhead and operating expenses
- IEN-3.4 Explain the four types of financial statements
- IEN-3.6 Distinguish between debt and equity financing
- IEN-3.7 Explain the purposes and importance of obtaining business credit
- IEN-3.8 Explain concepts of financial risk management

**Domain – Legal**

**Core Standard 4 Students**

**Standards**
- IEN-3.1 Explain legal issues affecting entrepreneurs
- IEN-3.2 Select form of business ownership
- IEN-3.3 Determine ways that small businesses protect themselves
- IEN-3.4 Describe intellectual property and its role in entrepreneurship
- IEN-3.6 Describe the need for and impact of ethical business practices
- IEN-3.7 Describe the relationship between government and entrepreneurs

**Domain – Marketing**

**Core Standard 5 Students**

**Standards**
- IEN-3.1 Determine the impact of entrepreneurship on the market
- IEN-3.2 Select a target market(s)
- IEN-3.3 Apply marketing strategies
- IEN-3.4 Describe the elements of the promotional mix
- IEN-3.6 Explain factors affecting pricing decisions