

INTRODUCTION TO BUSINESS

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
- 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 – Business Management

Core Standard 1 Students integrate knowledge of business management functions and strategies, managerial leadership and decision processes, management of human resource development, and business communication to increase organizational efficiency.

Standards

- IBU-1.1 Illustrate the styles, levels and functions of business management
- IBU-1.2 List the qualities essential for various types of managers
- IBU-1.3 Recognize the appropriate leadership style for a given situation
- IBU-1.4 Explain the importance of risk management
- IBU-1.5 Use a rational decision-making process in establishing short and long term goals
- IBU-1.7 Identify the cycle of recruitment, hiring, training, evaluation, and dismissal of employees
- IBU-1.8 Explain the need to be aware of Equal Employment Opportunity Act
- IBU-1.9 Diagnose appropriateness of various examples of verbal and nonverbal business communications
- IBU-1.10 Adapt language for audience, purpose, and situation
- IBU-1.11 Use oral and written communication skills in creating, expressing, and interpreting information and ideas including technical terminology and information

Domain – Marketing

Core Standard 2 Students apply the concepts of marketing functions, plans, and strategies to develop appropriate methods to serve potential customers.

Standards

- IBU-2.1 Define marketing and its impact on society
- IBU-2.2 Distinguish the functions of marketing and their importance in successful product marketing
- IBU-2.3 Recognize and explain the four utilities of marketing
- IBU-2.4 Interpret how the marketing concept relates to business management
- IBU-2.5 Show how changes in the marketing mix (4 P's of Marketing) effect the success factor of marketing strategies
- IBU-2.6 Establish a target market for a particular product or service
- IBU-2.7 Identify patterns of appropriate customer service that increase company profits
- IBU-2.8 Investigate the effect of customer input and feedback
- IBU-2.9 Investigate the overall influence of the customer in marketing strategies

Domain – Entrepreneurship

Core Standard 3 Students apply concepts of economic conditions, market competitions, financing strategies, innovation and opportunity recognition while integrating their knowledge of business management and marketing principles in order to design and develop a successful new venture.

Standards

- IBU-3.1 Define entrepreneurship
- IBU-3.2 List the characteristics of a successful entrepreneurship
- IBU-3.3 Define the role of a business plan
- IBU-3.4 Identify the various methods of financing a business
- IBU-3.6 Identify the methods of entering an entrepreneurial venture to include starting a new business, buying an existing business, becoming a franchisee, and forms of ownership
- IBU-3.7 Describe the impact of the local economy on the establishment of a new business
- IBU-3.8 Describe the impact of the national economy on the establishment of a new business
- IBU-3.9 Describe the impact of the international economy on the establishment of a new business
- IBU-3.10 Appraise the contribution of entrepreneurship to the economy
- IBU-3.11 Recognize and explain the influence of demographics on business development
- IBU-3.12 Understand and respond to customer demands for business development strategies
- IBU-3.13 Examine elements of competition in the market
- IBU-3.14 Analyze creative elements in opportunity recognition to start a new enterprise
- IBU-3.15 Demonstrate examples of creativity and innovation in new business development