

## Introduction to Business

Unit	Objectives
Communication and Interpersonal Skills	<ol style="list-style-type: none"> <li>1 Follow verbal and written instructions</li> <li>2 Employ good listening skills</li> <li>3 Identify nonverbal communication techniques</li> <li>4 Give verbal and written instructions</li> <li>5 Apply netiquette</li> <li>6 Explain how diversity impacts the workplace</li> <li>7 Identify appropriate workplace behaviors (e.g., awareness of issues relating to sexual harassment, business etiquette)</li> <li>8 Identify and apply the decision-making process to a given situation</li> <li>9 Identify unethical conduct and potential consequences</li> <li>10 Differentiate between ethical and legal concepts</li> </ol>
Economic Awareness	<ol style="list-style-type: none"> <li>1 Distinguish between goods and services</li> <li>2 Identify economic systems</li> <li>3 Classify economic resources</li> <li>4 Understand the basic economic problem</li> <li>5 Describe the relationship between supply, demand, and price</li> <li>6 Explain the effects of inflation and deflation</li> <li>7 Describe the four phases of the business cycle</li> <li>8 Analyze economic indicators (e.g., CPI, unemployment, GNP, GOP)</li> <li>9 Distinguish roles of individuals in the economy</li> <li>10 Identify the impact of the global economy on consumers</li> <li>11 Explain economic interdependence (e.g., importing, exporting)</li> <li>12 Describe the major components of the U.S. Economy</li> </ol>
Global Economic Awareness	<ol style="list-style-type: none"> <li>1 Describe the influence of international trade on business</li> <li>2 Explain marketing and its importance on a global economy</li> <li>3 Describe the different ethical standards of various cultures</li> <li>4 Identify the impact of the global economy on consumers</li> <li>5 Adapt communication to the cultural and social differences among clients</li> <li>6 Discuss the impact of globalization on business</li> <li>7 Compare and contrast the USD to other currencies</li> </ol>
Employability Skills	<ol style="list-style-type: none"> <li>1 Identify why employment is important</li> <li>2 Assess individual interests and aptitudes</li> <li>3 Relate individual skills and interests to careers</li> <li>4 Develop short-term and long-term career goals</li> <li>5 Complete a job application</li> <li>6 Demonstrate interviewing skills</li> <li>7 Describe appropriate ways to leave a job</li> </ol>
Entrepreneurship	<ol style="list-style-type: none"> <li>1 Identify the characteristics of a successful entrepreneur</li> <li>2 Match one's individual characteristics and interests to those of a successful entrepreneur</li> <li>3 Explain the process of starting a new business</li> <li>4 Compare and contrast the rewards and risks of owning a business</li> <li>5 Identify the components of a business plan (e.g., description of company, description of service/product)</li> </ol>
Consumer Decisions	<ol style="list-style-type: none"> <li>1 Identify wise buying practices</li> <li>2 Describe the stages of the buying process</li> <li>3 Use consumer resources to collect information for making buying decisions</li> <li>4 Explain the government's role in consumer affairs (e.g., Federal Reserve, FDIC, State Attorney General's Office)</li> <li>5 Identify the components of a guarantee, warranty, and consumer contract</li> <li>6 Identify rights and responsibilities of consumers (e.g., following manufacturer's directions, recourse for defective merchandise)</li> </ol>

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Research Skills	<ol style="list-style-type: none"><li>1 Identify different types of written and on-line resources (e.g., websites, blogs, videos, magazines, surveys, journals, personal interviews, podcasts)</li><li>2 Evaluate the credibility of resources</li><li>3 Demonstrate how to conduct an effective search</li><li>4 Research a given topic</li><li>5 Provide proper documentation of resources</li><li>6 Differentiate between paraphrasing and plagiarizing</li></ol>
Business Operations	<ol style="list-style-type: none"><li>1 Explain organizational design of businesses (e.g., business ownership, types of businesses, etc.)</li><li>2 Explain the relationship between the essential business functions (e.g., management, marketing,</li><li>3 Identify ways technology impacts business.</li><li>4 Describe the importance of good customer service to a business</li><li>5 Explain the functions of human resource management</li><li>6 Explain forms of financial exchange (cash, credit, debit, EFT, etc.)</li><li>7 Describe sources of income (sales, interest, rent, dividends, etc.)</li><li>8 Explain the concept of marketing strategies</li><li>9 Describe the functions of a manager in a business environment (e.g., organize, plan, direct)</li><li>10 Describe different management styles (e.g., coaching, directive)</li></ol>