

Introduction to Business

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

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Research Skills	<ol style="list-style-type: none">1 Identify different types of written and on-line resources (e.g., websites, blogs, videos, magazines, surveys, journals, personal interviews, podcasts)2 Evaluate the credibility of resources3 Demonstrate how to conduct an effective search4 Research a given topic5 Provide proper documentation of resources6 Differentiate between paraphrasing and plagiarizing
Business Operations	<ol style="list-style-type: none">1 Explain organizational design of businesses (e.g., business ownership, types of businesses, etc.)2 Explain the relationship between the essential business functions (e.g., management, marketing,3 Identify ways technology impacts business.4 Describe the importance of good customer service to a business5 Explain the functions of human resource management6 Explain forms of financial exchange (cash, credit, debit, EFT, etc.)7 Describe sources of income (sales, interest, rent, dividends, etc.)8 Explain the concept of marketing strategies9 Describe the functions of a manager in a business environment (e.g., organize, plan, direct)10 Describe different management styles (e.g., coaching, directive)