

# Introduction to Business

## Consumer Decisions 1

- 1 Describe the stages of wise and unwise buying practices and the process. 1.1
- 2 Classify and examine consumer resources for the collection of information for making buying decisions 1.2
- 3 Explain the government's role in consumer affairs (e.g., Federal Reserve, FDIC, State Attorney General's Office) 1.3
- 4 Compare and contrast the components of a guarantee, warranty, and consumer contract. 1.4
- 5 Differentiate rights and responsibilities of consumers (e.g., following manufacturer's directions, claims process for defective merchandise) 1.5

## Economic Awareness 2

- 1 Distinguish between goods and services 2.1
- 2 Examine goods and services as related to the economic problem. 2.2
- 3 Compare and contrast economic systems and their resources. 2.3
- 4 Evaluate the relationship between supply, demand, and price. 2.4
- 5 Interpret the effects of inflation and deflation 2.5
- 6 Describe the four phases of the business cycle 2.6
- 7 Analyze economic indicators (e.g., CPI, unemployment, GNP, GOP) 2.7
- 8 Distinguish the different roles in the economy (e.g., consumers, producers, government). 2.8
- 9 Explain economic interdependence (e.g., importing, exporting) 2.9
- 10 Describe the major elements of the U.S. Economy 2.10

## Global Economic Awareness 3

- 1 Describe the influence of international trade on business 3.1
- 2 Explain marketing and its importance on a global economy 3.2
- 3 Describe ethical standards, social and cultural differences of various cultures 3.3

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**4 Assess the impact of the global economy on consumers** 3.4

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**5 Discuss the impact of globalization on business** 3.5

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**6 Compare and contrast the US dollar to other currencies.** 3.6

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**Entrepreneurship** 4

**1 Identify the characteristics of an entrepreneur.** 4.1

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**2 Compare one's individual characteristics to those of an entrepreneur** 4.2

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**3 Compare and contrast the rewards and risks of owning a business** 4.3

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**4 Identify the process of starting a business by utilizing a business plan (e.g., description of company, description of service/product, etc)** 4.4

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**Business Operations** 5

**1 Explain organizational design of businesses (e.g., business ownership, types of businesses, etc.)** 5.1

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**2 Explain the relationship between the essential business functions (e.g., management, marketing, etc)** 5.2

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**3 Evaluate ways technology impacts business.** 5.3

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**4 Demonstrate appropriate standards of customer service** 5.4

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**5 Explain the functions of human resource management** 5.5

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**6 Explain forms of financial exchange (cash, credit, debit, EFT, etc.)** 5.6

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**7 Describe sources of income (sales, interest, rent, dividends, etc.)** 5.7

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**8 Explain the concept of marketing and advertising strategies** 5.8

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**9 Describe the functions of a manager in a business environment (e.g., organize, plan, direct)** 5.9

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**10 Describe different management styles (e.g., coaching, directive)** 5.10

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**Communication and Interpersonal Skills** 6

**1 Follow and give verbal and written instructions** 6.1

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**2 Employ good listening skills and demonstrate nonverbal communication techniques** 6.2

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**3 Demonstrate Netiquette** 6.3

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**4 Explain how diversity impacts the workplace** 6.4

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**5 Demonstrate use of non-bias language as a communication tool.** 6.5

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**6 Assess appropriate workplace behaviors (e.g., awareness of issues relating to harassment, business etiquette) 6.6**

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**7 Identify and apply the decision-making process to a given situation 6.7**

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**8 Examine unethical conduct and potential consequences 6.8**

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**9 Differentiate between ethical and legal concepts 6.9**

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**10 Demonstrate effective oral presentation skills 6.10**

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**Employability Skills 7**

**1 Explain why employment is important 7.1**

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**2 Assess individual interests and aptitudes 7.2**

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**3 Relate individual skills and interests to careers 7.3**

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**4 Develop short-term, intermediate and long-term career goals 7.4**

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**5 Complete a job application and other employment documents (Resume, cover letter, W-4, I-9, etc) 7.5**

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**6 Demonstrate interviewing skills 7.6**

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**7 Describe and demonstrate appropriate ways to terminate employment 7.7**

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**Research Skills 8**

**1 Identify different types of written and digital resources (e.g., websites, blogs, videos, magazines, surveys, journals, personal interviews, podcasts) 8.1**

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**2 Evaluate the credibility of resources 8.2**

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**3 Demonstrate effective research of a given topic 8.3**

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**4 Demonstrate citation of primary and secondary resources 8.4**

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**5 Differentiate between paraphrasing and plagiarizing 8.5**

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