Nebraska CTE

Introduction to Business (2023-2024)

Analyze the formation and structure of a business. BMM.HS.16.1	**a** Explain the role of business in society. BMM.HS.16.1.A
	b Explain types of business ownership. BMM.HS.16.1.B
	c Describe the two basic types of business profit structures (i.e. profit and not for profit). BMM.HS.16.1.C
	d Examine the opportunities and risks of entrepreneurship. BMM.HS.16.1.D
Differentiate economic systems in order to recognize the environments in which businesses function. BMM.HS.16.2	**a** Compare and contrast economic goods and services. BMM.HS.16.2.A
	b Analyze economic indicators and how they affect the business cycle. BMM.HS.16.2.B
	c Explain the principles of supply and demand and pricing. BMM.HS.16.2.C
	d Compare and contrast the basic features of economic systems. BMM.HS.16.2.D
	e Identify factors that impact a business' profit and risk. BMM.HS.16.2.E
Interpret business profitability, sustainability, and the necessary dependencies upon leadership, management, staff, and community. BMM.HS.16.3	**a** Analyze the management functions within the business environment (e.g. planning, organizing, leading, controlling). BMM.HS.16.3.A
	b Differentiate between leading and managing. BMM.HS.16.3.B
	c Identify the structural and economic impact of human resource management within a business. BMM.HS.16.3.C
	d Evaluate how organizational culture impacts business and retaining quality employees. BMM.HS.16.3.D
	e Identify and apply the use of software, tools, and techniques that impact business productivity. BMM.HS.16.3.E
	f Assess the ethical dilemmas that arise between business decisions and social responsibility. BMM.HS.16.3.F

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Identify the fundamental strategies of marketing and its role within an organization. BMM.HS.16.4	**a** Describe marketing and its relevance in a global economy. BMM.HS.16.4.A
	b Analyze and explain the elements of the marketing mix and their impact on business. BMM.HS.16.4.B
Demonstrate finance management and decision making through the use of accounting principles in business. BMM.HS.16.5	**a** Explain and provide examples of accounting concepts and financial records used by businesses. BMM.HS.16.5.A
	b Explain the role of finance in business and how it affects decision-making. BMM.HS.16.5.B
Evaluate and describe the functions of business operations. BMM.HS.16.6	**a** Identify and analyze the key business processes and functions needed to bring products and services to market. BMM.HS.16.6.A
	b Explain the business implications of proprietary information, technology, and forms of security on profitability and sustainability. BMM.HS.16.6.B
Evaluate and explore careers in the areas of business, marketing, and management. BMM.HS.16.7	**a** Identify careers and organizations within a business career field. BMM.HS.16.7.A
	b Compare and contrast personal interests, aptitudes, information, and skills necessary for each career pathway. BMM.HS.16.7.B
	c Research and discuss specific verbal and nonverbal techniques for effective business communication to include cultural respect and meaning. BMM.HS.16.7.C
	d Conduct a job market search and devise a career plan that reflects business career interests, pathways, and postsecondary options. BMM.HS.16.7.D