

# 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](#)

**Identify the fundamental strategies of marketing and its role within an organization.** BMM.HS.16.4

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- 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
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**Demonstrate finance management and decision making through the use of accounting principles in business.** BMM.HS.16.5

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- 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
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**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
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**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