



Course Title: **Intro to Business (1 semester, 18 weeks)**

Description: This course will provide a solid foundation of understanding for students interested in the world of business. This course will provide a starting point for all business classes offered at UHS. Students will explore a variety of business-related topics included but not limited to: Consumerism, Economics, Management, Accounting, Leadership, Marketing and Entrepreneurship.

This course uses Iowa CTE Business, Finance, Marketing, and Management Standards #1, 2, 3, 4, 5, 6, 7, 8, 10, and 13 as well as the Iowa Core Social Studies, Financial Literacy and 21<sup>st</sup> Century Skills Standards.

<b><u>Reporting Topic</u></b>	<b><u>Course Level Standards</u></b>	<b><u>Competency Statement</u></b>
<p><b><u>Consumerism</u></b> <b>2 Weeks</b></p>	<ul style="list-style-type: none"> <li>● Explain the purposes and importance of credit CTE Bus 7.1.6</li> <li>● Explain legal responsibilities associated with financial exchange CTE Bus 7.1.7</li> <li>● Analyze financial needs and goals to determine financial requirements. CTE Bus 7.2</li> <li>● Calculate the cost of credit. CTE Bus 7.3.6</li> <li>● Demonstrate the wise use of credit. CTE Bus 7.3.7</li> <li>● Demonstrate procedures to validate credit history. CTE Bus 7.3.8</li> <li>● Make responsible financial decisions. CTE Bus 7.3.9</li> <li>● Protect against identity theft. CTE Bus 7.3.10</li> <li>● Pay bills. CTE Bus 7.3.11</li> <li>● Control debt. CTE Bus 7.3.12</li> <li>● Prepare personal income tax forms. CTE Bus 7.3.13</li> <li>● Develop short-and long-term financial goals. (21st century skills). SS-FL.9-12.13</li> <li>● Summarize a borrower's rights and responsibilities. (21st-century skills) SS-FL.9-12.19</li> <li>● Investigate strategies to avoid and manage debt effectively. (21st-century skills) SS-FL.9-12.20</li> </ul>	<p>Students will identify consumerism, the rights and responsibilities of a consumer, credit and debt, fraud, loans, and bankruptcy</p>



<p><b><u>Economics</u></b> <b>4 Weeks</b></p>	<ul style="list-style-type: none"> <li>● <b>CTE Bus 4 - Understand the economic principles and concepts fundamental to business operations.</b> <ul style="list-style-type: none"> <li>● Understand the fundamental economic concept to obtain a foundation for employment in business 4.1</li> <li>● Distinguish between economic goods and services CTE Bus 4.1.1</li> <li>● Explain the concept of economic resources CTE Bus 4.1.2</li> <li>● Describe the concepts of economics and economic activities CTE Bus 4.1.3</li> <li>● Understand the nature of business to show its contributions to society CTE Bus 4.2</li> <li>● Explain the role of business in society. CTE Bus 4.2.1</li> <li>● Describe types of business activities CTE Bus 4.2.3</li> </ul> </li> <li>● Understand economic systems to be able to recognize the environments in which businesses function CTE Bus 4.3           <ul style="list-style-type: none"> <li>● Explain the types of economic systems CTE Bus 4.3.1</li> </ul> </li> <li>● Acquire knowledge of the impact of government on business activities to make informed economic decisions CTE Bus 4.4           <ul style="list-style-type: none"> <li>● Determine the relationship between government and business CTE Bus 4.4.1</li> </ul> </li> </ul>	<p>Students will evaluate economic goods/services, understand economic resources, business' economic activities, supply and demand, role of business in economics, types of economic systems, and business cycle</p>
<p><b><u>Business Organizations, Planning and Management</u></b> <b>6 Weeks</b></p>	<ul style="list-style-type: none"> <li>● Apply knowledge of business ownership to establish and continue business operations CTE Bus 1.2           <ul style="list-style-type: none"> <li>○ Research types of business ownership. CTE Bus 1.2.1</li> </ul> </li> <li>● Describe the nature of ethics CTE Bus 5.3.8</li> <li>● Explain reasons for ethical dilemmas CTE Bus</li> </ul>	<p>Students will be able to examine types of ownership, examine the role of the government in business. Understand business risk, business management, the relationship between business and government, the concept of productivity, acting ethically, leading</p>



	<p>5.3.9</p> <ul style="list-style-type: none"><li>• Exhibit techniques to manage emotional reactions to people and situations 5.4</li><li>• Use communication skills to foster open, honest communications CTE bus 5.6</li><li>• Demonstrate leadership skills to achieve workplace objectives CTE Bus 5.9</li><li>• Explain the concept of leadership CTE Bus 5.</li><li>• Explain the nature of ethical leadership CTE Bus 5.9.2</li><li>• Model ethical behavior CTE Bus 5.9.3</li><li>• Determine personal vision CTE Bus 5.4</li><li>• Inspire others CTE Bus 5.9.5</li><li>• Demonstrate adaptability CTE Bus 5.9.6</li><li>• Challenge the status quo CTE Bus 5.9.8</li><li>• Lead change CTE Bus 5.9.9</li><li>• Coach Others CTE Bus 5.9.11</li><li>• Manage internal and external business relationships to foster positive interactions CTE Bus 5.10</li><li>• Treat other with dignity and respect CTE Bus 5.10.1</li><li>• Foster positive working relationships CTE bus 5.10.2</li><li>• Consider conflicting view points CTE Bus 5.10.3</li><li>• Manage staff growth and development to increase productivity and employee satisfaction CTE Bus 8.2</li><li>• Apply processes and systems needed to monitor, plan and control the day-to-day activities require for continued business functioning. CTE Bus11<ul style="list-style-type: none"><li>• Explain the nature of operations. CTE Bus 1.1.1</li><li>• Implement safety procedures to minimize loss CTE Bus 11.3</li><li>• Comply with security rules, regulations, and</li></ul></li></ul>	<p>change and understanding the steps to prepare a business plan</p>
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	<p>codes (e.g., property, privacy, access, confidentiality) to protect customer and company information, reputations and image CTE Bus 11.9.1</p> <ul style="list-style-type: none"><li>• Explain employment opportunities in business CTE Bus 12.3.6</li><li>• Understand tools, techniques and systems that affect a business' ability to plan, control and organize an organization/department. CTE Bus 13<ul style="list-style-type: none"><li>• Explain the concept of management CTE Bus 13.1.1</li></ul></li></ul>	
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<p><b><u>Accounting/</u></b> <b><u>Bookkeeping</u></b> <b>3 Weeks</b></p>	<ul style="list-style-type: none"><li>● Understand the fundamental principles of money needed to make financial exchanges. CTE Bus 7.1<ul style="list-style-type: none"><li>○ Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.) CTE Bus 7.1.1</li><li>○ Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.) CTE Bus 7.1.2</li><li>○ Describe functions of money (medium of exchange, unit of measure, store of value). CTE Bus 7.1.3</li><li>○ Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.) CTE Bus 7.1.4</li><li>○ Explain the time value of money. CTE Bus 7.1.5</li><li>○ Explain the purposes and importance of credit. CTE Bus 7.1.6</li></ul></li><li>● Explain legal responsibilities associated with financial exchange. CTE Bus 7.1.7</li><li>● Acquire foundation knowledge of accounting to understand its nature and scope CTE 7.6<ul style="list-style-type: none"><li>● Describe the need for financial information CTE BUS 7.6.1</li><li>● Explain the concept of accounting CTE Bus 7.6.2</li></ul></li></ul>	<p>Students will understand basic accounting procedures, preparation and use of journals, ledgers, checking accounts and financial statements.</p>
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<p><b><u>Marketing/ Entrepreneurship</u></b> <b>3 Weeks</b></p>	<ul style="list-style-type: none"><li>• Understand marketing's role and function in business to facilitate economic exchanges with customers CTE Bus 10.1<ul style="list-style-type: none"><li>• Explain marketing and its importance in the global economy. CTE Bus 10.1.1</li><li>• Describe marketing functions and related activities CTE Bus 10.1.2</li><li>• Demonstrate socially responsible marketing practices CTE Bus 10.1.3</li></ul></li><li>• Describe fundamental entrepreneurship factors CTE Bus 6.1<ul style="list-style-type: none"><li>• Describe traits of successful entrepreneurs CTE BUS 6.1.1</li><li>• Identify opportunities for small business ownership CTE Bus 6.1.2</li></ul></li><li>• Evaluate entrepreneurship. (21st-century skills). SS-FL.9-12.14</li><li>• Explain career opportunities in entrepreneurship CTE 12.3.7</li></ul>	<p>Students will understand components of marketing and entrepreneurship, describe marketing campaigns using marketing strategy, talk about rational buying motives, understand the 7 Ps of marketing. Define the characteristics and opportunities available for everyone to be an entrepreneur.</p>
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<b>Consumerism</b>		<b>Sample Tasks</b>
<b>Competency Statement:</b> Students will identify consumerism, the rights and responsibilities of a consumer, credit and debt, fraud, loans, and bankruptcy.		
<b>Score 4.0</b>	Students consistently and independently demonstrate considerations for meeting course level standard(s). Student performance reveals they <i>consistently</i> demonstrate in-depth inferences and applications that go beyond what was explicitly taught in class.	
<b>Score 3.5</b>	Students consistently and independently demonstrate considerations for meeting course level standard(s). Student performance reveals they <i>occasionally</i> demonstrate understanding of in-depth inferences and application of information and skills that go beyond what was explicitly taught in class.	
<b>Score 3.0 Learning Goal</b>	<p><b>Considerations for meeting course level standard(s):</b></p> <ul style="list-style-type: none"> <li>● Explain the purposes and importance of credit CTE Bus 7.1.6</li> <li>● Explain legal responsibilities associated with financial exchange CTE Bus 7.1.7</li> <li>● Analyze financial needs and goals to determine financial requirements. CTE Bus 7.2</li> <li>● Calculate the cost of credit. CTE Bus 7.3.6</li> <li>● Demonstrate the wise use of credit. CTE Bus 7.3.7</li> <li>● Demonstrate procedures to validate credit history. CTE Bus 7.3.8</li> <li>● Make responsible financial decisions. CTE Bus 7.3.9</li> <li>● Protect against identity theft. CTE Bus 7.3.10</li> <li>● Pay bills. CTE Bus 7.3.11</li> <li>● Control debt. CTE Bus 7.3.12</li> <li>● Prepare personal income tax forms. CTE Bus 7.3.13</li> <li>● Develop short-and long-term financial goals. (21st century skills). SS-FL.9-12.13</li> <li>● Summarize a borrower's rights and responsibilities. (21st-century skills) SS-FL.9-12.19</li> <li>● Investigate strategies to avoid and manage debt effectively. (21st-century skills) SS-FL.9-12.20</li> </ul>	
<b>Score 2.5</b>	Students show some evidence of considerations for meeting course level standards.	
<b>Score 2.0</b>	<b>Considerations for approaching course level standard(s):</b>	



	<b>Recall or recognize specific vocabulary, such as:</b>	
<b>Score 1.5</b>	Students show some evidence of considerations for approaching course level standards.	
<b>Score 1.0</b>	Significant gaps in student understanding are present, though there is progress toward approaching course level standards.	
<b>Score 0.0</b>	Based on student evidence that has been collected, the student has not demonstrated any understanding of course-level information and skills.	

<b>Economics</b>		<b>Sample Tasks</b>
<b>Competency Statement:</b> Students will evaluate economic goods/services, understand economic resources, business' economic activities, supply and demand, role of business in economics, types of economic systems, and business cycle.		
<b>Score 4.0</b>	Students consistently and independently demonstrate considerations for meeting course level standard(s). Student performance reveals they <i>consistently</i> demonstrate in-depth inferences and applications that go beyond what was explicitly taught in class.	
<b>Score 3.5</b>	Students consistently and independently demonstrate considerations for meeting course level standard(s). Student performance reveals they <i>occasionally</i> demonstrate understanding of in-depth inferences and application of information and skills that go beyond what was explicitly taught in class.	
<b>Score 3.0 Learning Goal</b>	<p><b>Considerations for meeting course level standard(s):</b></p> <ul style="list-style-type: none"> <li>● <b>CTE Bus 4 - Understand the economic principles and concepts fundamental to business operations.</b> <ul style="list-style-type: none"> <li>○ Understand the fundamental economic concept to obtain a foundation for employment in business 4.1</li> <li>○ Distinguish between economic goods and services CTE Bus 4.1.1</li> <li>○ Explain the concept of economic resources CTE Bus 4.1.2</li> <li>○ Describe the concepts of economics and economic activities CTE Bus 4.1.3</li> <li>○ Understand the nature of business to show its contributions to society CTE Bus 4.2</li> <li>○ Explain the role of business in society. CTE Bus 4.2.1</li> </ul> </li> </ul>	





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<b>Accounting/Bookkeeping</b>		<b>Sample Tasks</b>
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<p><b>Score 3.0</b> <b>Learning Goal</b></p>	<p><b>Considerations for meeting course level standard(s):</b></p> <ul style="list-style-type: none"> <li>● Understand the fundamental principles of money needed to make financial exchanges. CTE Bus 7.1             <ul style="list-style-type: none"> <li>○ Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.) CTE Bus 7.1.1</li> <li>○ Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.) CTE Bus 7.1.2</li> <li>○ Describe functions of money (medium of exchange, unit of measure, store of value). CTE Bus 7.1.3</li> <li>○ Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.) CTE Bus 7.1.4</li> <li>○ Explain the time value of money. CTE Bus 7.1.5</li> <li>○ Explain the purposes and importance of credit. CTE Bus 7.1.6</li> </ul> </li> <li>● Explain legal responsibilities associated with financial exchange. CTE Bus 7.1.7</li> <li>● Acquire foundation knowledge of accounting to understand its nature and scope CTE 7.6             <ul style="list-style-type: none"> <li>○ Describe the need for financial information CTE BUS 7.6.1</li> <li>○ Explain the concept of accounting CTE Bus 7.6.2</li> </ul> </li> </ul>	
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<b>Marketing/Entrepreneurship</b>		<b>Sample Tasks</b>
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**URBANDALE**  
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