

Wyoming Department of Education Required Virtual Education Course Syllabus

BIG HORN COUNTY SCHOOL DISTRICT #1

Program Name	WYCA	Content Area	Vocational Education
Course ID	CAOT78941	Grade Level	9, 10, 11, 12
Course Name	Introduction to Business	# of Credits	0.5
SCED Code	12051G0.5011	Curriculum Type	Connections Academy

COURSE DESCRIPTION

In this course, the student will explore business in global society, learning terminology, concepts, systems, strategies, and current issues. Topics include the business environment, ethics, entrepreneurship and global business, management, marketing, production, information systems, and financial elements. By the end of the course, the student will be able to:

- Describe the key components of the contemporary U.S. and international business environment
- Describe the role of ethics and social responsibility in the business environment
- Examine how businesses can be organized and structured
- Analyze the various functions of and approaches to management
- Examine the key strategies, tools, and issues involved in business operations
- Develop a business plan incorporating business concepts, systems, and strategies

WYOMING CONTENT AND PERFORMANCE STANDARDS

STANDARD#	BENCHMARK
CV12.1.1	College and career-ready students evaluate current knowledge and interests in order to set career goals.
CV12.1.2	College and career-ready students explore careers including outlook, salary, needed training, duties and lifestyle utilizing all available resources including mentors and industry experts.
CV12.1.3	College and career-ready students prepare an educational and career plan to enable them to gain desired knowledge and experience.
CV12.1.4	College and career-ready students demonstrate employability skills that enable them to be responsible and contributing citizens and employees.
CV12.2.1	College and career-ready students communicate clearly, effectively, and with reason.
CV12.2.2	College and career-ready students identify and model integrity, ethical leadership and effective management skills.
CV12.2.3	College and career-ready students work productively in teams while using cultural global competence.
CV12.2.4	College and career-ready students apply safe, legal, and responsible use of information and technology as appropriate to the task.
CV12.3.1	College and career-ready students identify and define authentic problems and significant questions for investigation.
CV12.3.2	College and career-ready students identify trends, forecast possibilities, and explore complex systems and issues.
CV12.3.3	College and career-ready students employ valid and reliable research strategies and apply prior knowledge to solve a problem or complete a project.
CV12.3.4	College and career-ready students demonstrate creativity and innovation while considering the environmental, social, and economic impacts of decisions.
CV12.4.1	College and career-ready students produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
CV12.4.2	College and career-ready students determine the meaning of symbols, key terms, and other content-specific words and phrases as they are used in technical context. (*Adapted from CCSS RL.9.11)
CV12.4.3	College and career-ready students acquire, manipulate, analyze, diagnose, and/or report information, using the appropriate technology.
CV12.4.4	College and career-ready students precisely follow a complex multistep procedure when performing technical tasks. (*Adapted from CCSS RL.9.3)
CV12.5.1	College and career-ready students manage resources to develop, analyze, and implement systems and applications.
CV12.5.2	College and career-ready students productively complete tasks taking constraints, priorities and resources into account.
CV12.5.3	College and career-ready students safely and ethically use current industry-standard tools and emerging technologies.
CV12.5.4	College and career-ready students utilize technology to develop innovative solutions or products.

SCOPE AND SEQUENCE

UNIT OUTLINE	STANDARD#	OUTCOMES
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<p>Introduction to Business</p> <p>In this course, the student will explore business in global society, learning terminology, concepts, systems, strategies, and current issues. Topics include the business environment, ethics, entrepreneurship and global business, management, marketing, production, information systems, and financial elements. By the end of the course, the student will be able to</p> <ul style="list-style-type: none"> • Describe the key components of the contemporary U.S. and international business environment • Describe the role of ethics and social responsibility in the business environment • Examine how businesses can be organized and structured • Analyze the various functions of and approaches to management • Examine the key strategies, tools, and issues involved in business operations • Develop a business plan incorporating business concepts, systems, and strategies 	<p>CV12.1.4, CV12.2.1, CV12.2.2, CV12.2.3, CV12.2.4, CV12.3.1, CV12.3.2, CV12.3.3, CV12.4.1, CV12.4.2, CV12.4.3, CV12.4.4, CV12.5.1, CV12.5.2, CV12.5.3, CV12.5.4</p>	<ul style="list-style-type: none"> • Define the goals and functions of business • Identify the factors of production in an economic system • Explain each of the major types of economic systems • Explain the concepts of supply and demand • Define the various degrees of competition in a free enterprise system • Compare and contrast buyers' and sellers' markets • Define the dimensions of the external U.S. business environment • Explain emerging challenges and opportunities related to the U.S. business environment • Define a business or industry code of ethics • Outline a model of ethical judgment making • Distinguish social responsibility from ethics • Describe how social responsibility applies to internal and external stakeholders in a company • Explain the four approaches to social responsibility • Distinguish between entrepreneurship and small business • Outline the steps in starting a new business endeavor • Identify the reasons for success and failure of new businesses • Compare each type of business organizational structure • Identify major issues involved in creating and managing a corporation • Describe the major world marketplaces • Explain the concept of competitive advantage • Explain the concept of import-export balance of trade • Identify challenges and barriers associated with doing business internationally • Analyze international trading trends in marketing • Analyze import and export laws in relation to buying and selling products in an international market • Identify the planning functions and basic skills required for effective management • Describe the four activities involved in the management process • Define corporate culture • Explain and map the organizational structure necessary for effective decision making across various management levels and areas • Identify ways organizations can be structured and emerging trends in organization design • Understand human resources, staffing, professional development, and compensation • Explain legal issues associated with human resources • Explain why workers organize into labor unions and utilize collective bargaining • Explain theories and strategies used to improve motivation and job satisfaction • Explain marketing, target marketing, organizational marketing, market segmentation, and the marketing mix • Describe market research methods • Describe the key components that influence the consumer buying process • Compare organizational buying behavior with consumer buying behavior • Explain the elements of the international marketing mix • Describe types of rating scales, including Likert scales, semantic differential scales, and behavior intention scales • Defend the importance of market identification and segmentation to the success of the marketing business • Define a product in terms of a value package • Describe the new product development process • Describe the stages of the product life cycle • Explain how price is determined for a product • Analyze pricing strategies and tactics • Evaluate product mix strategies • Analyze profit standards for industries • Explain the distribution mix and common distribution strategies • Explain the promotion mix and how products are advertised • Outline the personal selling process • Describe various promotional strategies • Distinguish between goods production and service operations • Identify the factors involved in operations planning, scheduling, and control • Relate quality to productivity and explain various strategies for improving both • Identify the tools used to total quality management • Define supply chain management • Define information management • Explain why businesses must manage information effectively • Discuss how communication technologies can be used to improve business • Identify the roles of accountants in business • Define the different types of accounting • Identify the components of a balance sheet, income statement, cash flow statement, and budget
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Statement, and budget

- Explain the use of various financial ratios
- Explain specific issues related to international accounting
- Explain legal considerations for finance
- Critique rationales for finance and credit policies
- Discuss the role of ethics in finance
- Describe the characteristics and functions of money
- Describe the different kinds of financial institutions that make up the U.S. financial system
- Identify special financial services in the U.S. financial system
- Discuss the structure and function of the Federal Reserve System
- Identify the tools the Federal Reserve System uses to control the U.S. money supply
- Identify issues related to international banking
- Define the different types of stocks and bonds
- Describe various investment opportunities
- Analyze the process by which securities are bought and sold
- Explain how the securities market is regulated
- Develop a personal financial plan and explain how to protect personal net worth
- Describe the time value of money
- Identify ways to manage money and credit cards
- Identify various investment opportunities including IRAs
- Describe home ownership
- Describe the responsibilities of a financial manager
- Distinguish between operating expenditures and capital expenditures
- Identify sources of short-term and long-term funds
- Explain the risk-return relationship
- Outline the steps in a risk management process and business insurance
- Compare credit options available to businesses