

COURSE TITLE: Intro to Business
COURSE LENGTH: 1 semester
COURSE CREDIT: 0.5 credit

COURSE TYPE: required
GRADE LEVEL: 10
PREREQUISITE: N/A

COURSE GOALS:

1. Students will distinguish between different types of businesses and business ownerships.
2. Students will describe the opportunities and risks of entrepreneurship by constructing a business plan.
3. Students will identify the functions and levels of management and recognize the leadership influence.
4. Students will outline the goals and activities of human resources to contribute to an effective organizational culture.
5. Students will recognize the career planning process and identify the actions to be successful on the job.
6. Students will explain important marketing concepts with an emphasis on determining price for products and services.
7. Students will list the steps in budget preparation and identify several different types of financial records for businesses.
8. Students will recall sources of consumer information for buying.

COURSE CONTENT:

1. Business organization
2. Entrepreneurship and small business management
3. Management and leadership
4. Human resources, culture, and diversity
5. Career planning and development
6. Marketing
7. Financial management
8. Consumers in the global economy