

Curriculum at a Glance--Introduction to Business

This course is designed for students interested in developing an idea or concept into an actual business venture. They will identify key factors that will help them decide if their idea represents a real business opportunity. Students will study the interplay between marketing, manufacturing, financing, accounting and management. Students develop skills necessary to promote business ideas, test their feasibility and complete a business plan. This course offers hands on activities in addition to various guest speakers.

Unit Description	Content and/or Skills
Business Environment & Ownership	<ul style="list-style-type: none"> • Entrepreneurship: Recognize characteristics of an entrepreneur and determine opportunities, problem recognition, and pursuit. • Identify the characteristics of a successful entrepreneur. • List the advantages and disadvantages to being an entrepreneur. • Discuss the impact of entrepreneurs being ethically and socially responsible. • Compare and contrast the advantages and disadvantages of the various forms of business ownership.
Market Research	<ul style="list-style-type: none"> • Describe the application of the marketing mix, including product, place, price, and promotion.
Developing a Business Plan	<ul style="list-style-type: none"> • Identify the information to be included in each component of a business plan. • Apply generally accepted business management principles and procedures to the design of a business plan.
Shark Tank Presentation	<ul style="list-style-type: none"> • Students create companies and using the "Shark Tank" model, present their company ideas and business plans to a team of "sharks" who in turn, invest in their company. In partnership with Junior Achievement, business partners, students are mentored in the various stages of company development, production, and liquidation of a company.
Management Functions & Leadership	<ul style="list-style-type: none"> • Discuss the characteristics of effective and ineffective leaders. • Identify effective communication skills. • Managers must plan, organize, implement and control business operations and activities, as well as demonstrate leadership skills in various ways.
Production Manufacturing	<ul style="list-style-type: none"> • Identify the difference between products and services. Students identify the importance for development and/or improvement of new products in business. The essential role that marketing plays in the success of a business.
Financial Management	<ul style="list-style-type: none"> • Factors and methods associated with financing business operations. Keeping accurate financial records is essential to a successful business. • Analyze the management functions and their implementation and integration within the business environment. • Identify the total cash needed to start a business, including start-up costs, ongoing operational expenses, and cash reserves. • Describe the impact incomplete and/or inaccurate business records have on a business.
Company Liquidation	<ul style="list-style-type: none"> • Complete financial reports associated with the liquidation of a company.
Annual Report Presentation	<ul style="list-style-type: none"> • Students share company Annual Report and reflect on their experience through this process of owning and operating a business. Parents, business partners, and community members are invited to the Final Presentation.