

## Colorado CTE Course – Scope and Sequence

| Course Name  | Intro to Business   |  | Course Details   | .5<br>or 1.0 (B-core pathway)  |   |
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|  |   |  | Course = 0.50 Carnegie Unit<br>Credit  |  |   |
| <b>Course Description</b>  | <b>Introduces the application of fundamental business principles to local, national, and international forums. This course examines the relationship of economic systems, governance, regulations, and law upon business operations. It surveys the concepts of career development, business ownership, finance and accounting, economics, marketing, management, operations, human resources, regulations, and business ethics.</b>          |  |  |  |   |
| <b>Note:</b>   | This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all competency/performance indicators are covered. Course aligns to the <a href="#">CCNS</a> competencies. This course is built out in the state Schoology account.<br>*Please note if you teach this with concurrent or dual enrollment, it may be taught at a level 3 or 4. |  |  |  |   |
| SCED Identification #  | 12055   | Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics. |  |  |   |
| All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at <a href="https://www.cde.state.co.us/standardsandinstruction/essentialskills">https://www.cde.state.co.us/standardsandinstruction/essentialskills</a> |   |  |  |  |   |
| Instructional Unit Topic   | Suggested Length of Instruction   | CTE or Academic Standard Alignment   | Competency / Performance Indicator   | Outcome / Measurement  | CTSO Integration  |
| <b>Business and Career Opportunities</b>   |   | Standard:<br>Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career   | Understanding of macro view of business that is essential to such advanced and specialized courses as finance, marketing, management, and human relations. | Describe the role of each of the functions of business serves within a business. | DECA:<br>Entrepreneurship events<br><br>FBLA: Intro to Business,<br>Business Plan |



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|                                 |  |   | Describe the range of career opportunities in business and processes for selecting and developing a career path. | Identify the functions of a business and potential career opportunities that exist within the function   | FBLA: Introduction to Business, Future Business Leader, Electronic Career Portfolio                        |
| <b>Fundamentals of Business</b> |  | Standard:<br>Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions | Understand the role of business in society   | Explain the connections between businesses, consumers, and the government  | FBLA: Business Law, Global Business, Introduction to Business<br>DECA: principles events                   |
|                                 |  | Apply knowledge of business ownership to establish and continue business operations.  | Compare the advantages and disadvantages of different forms of business ownership, including entrepreneurship.   | Define the advantages and disadvantages of each type of business ownership.<br><br>Identify the different ways one can "own" a business. Identify the differences between: Sole Proprietorship, Partnership, Corporation, Franchise, LLC, etc. | DECA:<br>Entrepreneurship events<br>FBLA:<br>Entrepreneurship, Introduction to Business                    |
|                                 |  |   | 3-Give students an integrated view of the dynamic and exciting world of business.                                | Describe how innovative/entrepreneurial thinking are necessary for today's businesses.   | <a href="#">DECA: Innovation Plan (scaled down)</a><br>FBLA:<br>Entrepreneurship, Introduction to Business |



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| <b>Economics</b>                     |  | Standard:<br>Understands the economic principles and concepts fundamental to business operations | 1. Understand the fundamentals of economics concepts.                                     | Explain the concept of economic resources<br>Explain the principles of supply and demand<br>Explain the types of economic systems<br>Demonstrate their understanding of economics by applying the concepts to current media (PBL)  | FBLA: Introduction to Business, Management Decision Making, Political Science, Economics, Advertising,<br><br>DECA: principles events                               |
|                                      |  |  | 2. Understand the impact of an economic system and the government on business activities. | Determine the relationship between government and business<br>Describe each of the economic system and provide examples of countries that operate under the system.<br>Describe the nature of taxes<br>Describe the effects of fiscal and monetary policies  | FBLA: Economics, Political Science, Global Business, Introduction to Business, Introduction to Business Procedures, Entrepreneurship<br><br>DECA: principles events |
|                                      |  |  | Identify how businesses participate in the global economy.                                | Understand the impact of global trade/globalization and how businesses adapt to today's markets.<br><br>Discuss the impact of globalization on business.<br>Describe the impact of the political environment on world trade<br>Explain the impact of a country's economic development on world trade | DECA: International Business Plan<br><br>FBLA: Economics, Political Science, Global Business, Introduction to Business  |
| <b>Finance and Accounting Basics</b> |  |  |   |  |   |
|                                      |  | Standard:<br>Understands tools, strategies, and systems used to                                  | 1 - Understand personal finance (how to write a check, taxes, budgeting, forecasting, and | Students can describe and explain the importance of personal finance literacy<br>Explain the nature of risk management   | <a href="#">DECA: Accounting Role Play</a>  |



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|  |  | maintain, monitor, control, and plan the use of financial resources  | insurance/risk management).  |  | FBLA: Personal Finance, Insurance & Risk Management, Introduction to Business  |
|  |  |  | <p>2. Discuss financial statements and the components of income statements and balance sheets for a business.</p> <p>3 - Basic Accounting principles and Finance concepts (accounting equation, debits/credits, balance sheet, income statement, statement of cash flows).</p> <p>4 - Students will understand liquidity and the importance of cash flow.</p> <p>5. Students will understand the basis of monetary systems and banking</p> | <p>Use a spreadsheet program to complete a personal balance sheet to illustrate their net worth.</p> <p>Use a spreadsheet program to prepare a personal income statement to demonstrate their income and spending for an event such as homecoming, prom, and/or spring break.</p> <p>Describe how their income and personal financial statements are similar to the statement of a business.</p> <p>Use a spreadsheet program and graphing function to calculate a break-even analysis to show when a business becomes profitable (R&gt;E)</p> | <p>FBLA: Personal Finance, Accounting I, Spreadsheet Applications, Introduction to Business</p> <p>DECA: Accounting, Business Finance, Financial Team, Personal Financial Literacy</p> |
| <b>Business Ethics and corporate social responsibility</b> |  | Apply ethics to demonstrate trustworthiness.                         | 1.Examine the importance of business ethics and corporate social responsibility  | Identify the difference between an ethical issue and a legal issue. Attempt to identify the best course of action when presented with ethical and legal issues.  | <p>FBLA: Business Ethics, Business Law</p> <p>DECA: Business law and ethics</p>  |
|  |  | Adhere to a professional code of ethics to guide business decisions. | 2. Develop an awareness of ethical and legal issues affecting business.  | Discuss ethical business practices and social responsibility   | FBLA: Business Ethics, Management Decision Making  |



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|   |  |  |  | <p>Explain the role of ethical decision making in business.</p> <p>Use an ethical philosophy to identify the best course of action when presented with ethical and legal issues.</p>   | <p>DECA: Business law and ethics, Human Resources</p>  |
|   |  |  | <p>3. Understand the nature of contracts, legal procedures, human resource laws and regulations, and reasoning behind business laws.</p> | <p>Identify the nature of contracts, legal procedures, human resource laws and regulations, and reasoning behind business laws.</p> <p>Develop a contract and terms for a group.</p>   | <p>FBLA: Business Law, Introduction to Business</p> <p>DECA: Business law and ethics</p>   |
|   |  |  | <p>5. Understand the role of stock ownership and the stock market.</p>   | <p>Define the term stock and describe how owning stock is a type of business ownership.</p> <p>Choose three stocks he/she would like to purchase and state the reason why.</p>   | <p>FBLA: Securities &amp; Investments, Introduction to Business</p>  |
| <p><b>Management &amp; Leadership</b></p> |  | <p>Standard:<br/>Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department</p> | <p>1. Discuss the essential elements of leadership.</p>  | <p>Demonstrate the rational decision making process business managers utilize Including: Entrepreneurship, Fundamentals of management and organization, teamwork, and production systems and logistics</p> <p>Reflect on personal post-secondary goals which connect industry with educational interests</p> | <p>FBLA: Business Ethics, Introduction to Business, Entrepreneurship, Organizational Leadership, Introduction to Business Procedures, Electronic Career Portfolio</p> <p>DECA: Management events</p> |



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|  |  |   | Identify basic principles and styles of management and how they impact organizational success | Discuss teamwork, organizational structures, i.e. functional, matrix and projectized.   | DECA: Management events<br><br>FBLA: Organizational Leadership, Management Decision Making, Introduction to Business, Introduction to Business Procedures |
|  |  |   | Describe the fundamental principles of management.  | Identify fundamentals of management and organization  | DECA: Principles events<br><br>FBLA: Introduction to Business, Introduction to Business Procedures, Agribusiness, Global Business                         |
|  |  | Standard: Understands techniques, strategies, and systems used to foster self-understanding and | 2- Utilize effective communication techniques.  | Develop a great first impression, deliver a proper professional introduction, and remember names.<br><br>Network within their communities<br>Develop and present a 30 second personal introduction to peers and/or professionals. | FBLA: Job Interview<br><br>DECA: Role play events   |



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|                         |  | enhance relationships with others   |   |  |  |
|                         |  |   | 3. Understand personal SWOT analysis (time management, self-assessment, leadership styles).   | Demonstrate time management skills.<br>Assess personal strengths and weaknesses<br>Develop a personal SWOT analysis.<br>Adapt leadership style to the personality type of others.  | FBLA: Introduction to Business, Electronic Career Portfolio<br><br>DECA: Management events |
|                         |  |   | 4. Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department. | Explain the concept of management.<br>Identify two companies that attribute success to effective management.<br>Locate the Mission and Vision for a Fortune 500 Company.   | DECA: Management events<br><br>FBLA: Organizational Leadership                             |
|                         |  |   | 5. Employ leadership skills to achieve workplace objectives (conflict resolution, communication, personal responsibility, motivation).    | Explain the nature of effective communications<br>Demonstrate effective communication.<br>Collaborate with others.<br>Use conflict-resolution skills<br>Take responsibility for decisions and actions<br>Apply motivational techniques as well as team building. | FBLA: Introduction to Business Communication<br><br>DECA: Principles Events                |
| <b>Entrepreneurship</b> |  | Standard:<br>Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with | 1. Understand the profit motive and fundamental entrepreneurial risks involved with starting a business.                                  | Identify the impact of small business/entrepreneurship on market economies<br>Explain the concept of competition<br>Explain the role of business in society  | FBLA and DECA Entrepreneurship events  |



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|                  |  | creating or starting a new project or venture   |  |   |  |
|                  |  |   | 2. Understand the steps involved in starting a business (type of ownership, legal steps, challenges and barriers).             | Students can:<br>a. Identify the impact of small business/entrepreneurship on market economies<br>b. Explain the concept of competition<br>c. Explain the role of business in society   | FBLA and DECA Entrepreneurship events<br><br>FBLA: Introduction to Business, Entrepreneurship, Introduction to Business Procedures, Business Plan, Business Financial Plan |
|                  |  |   | 3. Review the basic elements of a business plan (discovery, SWOT analysis, market research, funding sources, exit strategies). | Describe why each of the elements of a business plan are important for entrepreneurs to consider.<br>Discuss potential opportunities that exist in the global business environment.<br>Identify potential methods of adapting to changes in a business environment. | FBLA and DECA Entrepreneurship events<br><br>FBLA: Business Plan, Business Financial Plan  |
| <b>Marketing</b> |  | Standard:<br>Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives |  |   | First level Marketing events in DECA/FBLA  |
|                  |  |   | 1. Distinguish between the wants and needs of different customers.   | a. Create a product that targets the needs and/or wants of students in class.   | FBLA: Business Plan<br>DECA: Integrated marketing events   |
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|   |  |   | 2. Describe the elements of the Marketing Mix (Product, Place, Price, Promotion) and how each element applies to the marketing strategy.             | a. Identify each element of the marketing mix.<br>b. Select two businesses and compare/contrast the differences between their Marketing Mix.   | DECA: Integrated marketing events   |
|   |  |   | 3. Understand the marketing mix (product strategy, pricing strategy, promotional strategy, and distribution strategy, branding) and its application. | a. Define the marketing mix for the product they will sell in class.<br>b. Prepare in class promotional materials which advertise the company and product. Adapt communication to meet the various cultures and social needs of classmates.<br>c. Foster positive relationships with customers, and resolve customer conflicts and reinforce the company's image while completing the classroom selling process. | DECA: Integrated marketing events   |
| <b>Human Resource Management and Motivation</b> |  | Standard: Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources | Understand the basics of Human resource management   |  | DECA: Human Resources<br><br>FBLA: Introduction to Business,              |
|   |  |   | Understand the management-labor relationship   | Awareness of Human Resource laws, regulations and procedures.<br>-Look up the Colorado Department of Labor Laws that impact youth and summarize the overall impact of the laws on teenage workers.   | FBLA: Introduction to Business, Business Law<br><br>DECA: Human Resources |
|   |  |   | Understand the theories of motivation  | Understand and conduct a personal SWOT Analysis.<br>-Conduct a personal SWOT Analysis to identify their own strengths, weaknesses, opportunities, threats.   | FBLA: Electronic Career Portfolio<br><br>DECA: Human Resources            |



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|  |  |  |  | <p>Conduct a social media SWOT Analysis to evaluate the social media presence of a peer in class.<br/>Discuss their SWOT with a peer to obtain feedback and reflect upon the information</p>                           |  |
|  |  |  | <p>4. Understand the value of networking and the application of networking to finding jobs and business.<br/>5. Foster positive relationships with businesses and peers.<br/><br/>6. Understand effective “selling” and pitching the idea to be the best candidate during a job interview.</p> | <p>Prepare a job application and resume.<br/>Encourage an employer to hire him/her during a job interview</p>  | <p>DECA: Human Resources<br/><br/>FBIA: Job Interview, Electronic Career Portfolio</p>   |
|  |  |  | <p>3. Understanding your paycheck. Awareness of the difference between a W-2 and a 1099</p>  | <p>Correctly identify FICA, state, federal, and deduction on a paycheck.<br/>Students can explain the difference between Gross Pay and Net Pay.<br/>Mathematically calculate the percentage taken from a paycheck.</p> | <p>FBIA: Personal Finance<br/><br/>DECA: Personal financial literacy</p>   |
| <p><b>Operations and Supply Chain Management</b></p> |  | <p>Standard:<br/>Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning</p> | <p>Describe production and operations management.</p>  |  | <p>DECA: Buying and Merchandising events<br/><br/>FBIA<br/>Introduction to Business Procedures, Management Decision Making</p> |



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|  |  |  | 1- Understand the processes behind businesses and their supply chains (SC)                              | <p>Explain examples of SC from beginning to end</p> <p>Identify three SC process components of logistics, purchasing, and manufacturing</p> <p>Choose a product they can relate to and develop a high-level SC</p> | DECA: Buying and merchandising   |
|  |  |  | 2- Understand function and relationships between businesses and their suppliers                         | <p>Students Can:</p> <p>Understand procurement functions and why a company needs to buy things</p> <p>Describe the importance of relationships</p>   | DECA: Buying and merchandising   |
|  |  |  | 3- Understand and apply operational organization to a SC  | <p>Students Can:</p> <p>Recognize issues in operations and brainstorm ways to solve them</p> <p>Show creativity and out of the box thinking to solve problems</p>  | <p>FBLA: Organizational Leadership</p> <p>DECA: Buying and merchandising</p> |
|  |  |  | 4- Understand what logistics is and how it contributes to everyday life: transportation and warehousing | <p>Students Can:</p> <p>Differentiate between various logistics options</p> <p>Know what the best options are depending on the product</p>   | DECA: Buying and merchandising   |
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