

Colorado CTE Course – M.S. Intro to Business Scope and Sequence

Course Name	M.S. Intro to Business		Course Details	.5
		Course = 0.50 Carnegie Unit Credit		
Course Description	This course introduces basic business concepts to students through the exploration of key topics. The Middle School Intro to Business examines the elements of a business and its relationship of economics and global systems. It surveys the concepts of career development, business ownership, finance and accounting, economics, marketing, management, operations, human resources, and business ethics.			
Note:	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 essential knowledge and skills are covered. Menu of Options/Ideas for Curriculum: Level 1: Career Interest Development - CTECS - WRS			
SCED Identification #	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 https://www.cde.state.co.us/standardsandinstruction/essentialskills 2021 Version of PWR/Essential Skills				
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment <i>Standard alignment to be added at local discretion</i>	Competency / Performance Indicator	CTSO/PWR (essential) Skills/ICAP* Integration *MS ICAP Quality Indicators
Unit 1: The World of Business		<p>1.1 Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career</p> <p>1.2 Examine the importance of business ethics and corporate social responsibility</p> <p>1.3 Understand the</p>	<p>a. Describe the range of career opportunities in business and processes for selecting and developing a career path.</p> <p>b. Identify the functions of a business and potential career opportunities that exist within the function</p> <p>c. Describe how innovative/entrepreneurial thinking are necessary for today's businesses.</p> <p>a. Identify the difference between an ethical issue and a legal issue.</p> <p>b. Discuss ethical business practices and social responsibility</p> <p>c. Develop an awareness of ethical and legal issues affecting business.</p> <p>d. Explain the role of ethical decision making in business</p> <p>a. Explain the concept of economic resources</p> <p>b. Explain the principles of supply and demand</p>	

		fundamentals of economics concepts.	<ul style="list-style-type: none"> c. Explain the types of economic systems d. Identify how businesses participate in the global economy. 	
Unit 2: Forms of Business		2.1 Apply knowledge of business ownership to establish and continue business operations.	<ul style="list-style-type: none"> a. Compare the advantages and disadvantages of different forms of business ownership, including entrepreneurship. b. Define the advantages and disadvantages of each type of business ownership. c. Identify the different ways one can “own” a business. Identify the differences between: Sole Proprietorship, Partnership, Corporation, Franchise, LLC, etc. 	
Unit 3: Entrepreneurship		3.1 Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with	<ul style="list-style-type: none"> a. Understand the profit motive and fundamental entrepreneurial risks involved with starting a business. b. Identify the impact of small business/entrepreneurship on market economies c. Explain the concept of competition d. Review the basic elements of a business plan (discovery, SWOT analysis, market research, funding sources, exit strategies). 	
Unit 3: Leadership, Organization, & HR		<p>3.1 Discuss the essential elements of leadership. Identify basic principles and styles of management and how they impact organizational success</p> <p>3.2 Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources</p>	<ul style="list-style-type: none"> a. Discuss the essential elements of leadership. b. Identify basic principles and styles of management and how they impact organizational success c. Utilize effective communication techniques. d. Understands techniques, strategies, and systems used to foster self understanding and enhance relationships with others <ul style="list-style-type: none"> a. Understand the basics of Human resource management b. Understand the theories of motivation c. Identify relevant human Resource laws, regulations and procedures d. Foster positive relationships with businesses and peers. 	
Unit 4: Operations		4.1 Understands the processes and systems implemented to monitor, plan, and control the	<ul style="list-style-type: none"> a. Describe production and operations management. b. Understand function and relationships between businesses and their suppliers c. Understand what logistics is and how it contributes to everyday life: transportation and warehousing 	

		overall and day-to-day activities required for continued business functioning		
Unit 5: Marketing & Sales		5.1 Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives	<ul style="list-style-type: none"> a. Identify customer needs, wants, and reasons why customers return to the same business b. Describe the elements of the Marketing Mix (Product, Place, Price, Promotion) and how each element applies to the marketing strategy. c. Understand the marketing mix (product strategy, pricing strategy, promotional strategy, and distribution strategy, branding) and its application. 	
Unit 6: Accounting & Finance		6.1 Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources	<ul style="list-style-type: none"> a. Understand personal finance (how to write a check, taxes, budgeting, forecasting, and insurance) b. Discuss financial statements and the components of income statements and balance sheets for a business. c. Identify and define basic accounting principles and finance concepts d. Understand liquidity and the importance of cash flow. 	