

Syllabus

RCAS Policies/Procedures

Students will be required to follow all RCAS policies and procedures. To view the RCAS High School Student Handbook, click [handbook](#).

Course Description

Introduction to Business introduces students to the world of business, including the concepts, functions, and skills required for meeting the challenges of operating a business on a local, national, and international scale. The course will focus on all aspects of business: the domestic and international economics, financial principles, management strategies, administrative and information systems, ethics, and organizational and professional leadership. Students will analyze the elements of the business environment and focus on attitudinal and problem-solving skills inherent to success.

Grading

A 90-100

B 89.99-80

C 79.99-70

D 69.99-60

Textbook

Canvas Classroom

Reading

Teen Entrepreneur and various other materials.

Optional Reading

None

Instructional Resources

Teen Entrepreneur and various community partners.

Essential Questions

Explain how limited resources affect business

Explain factors which affect supply and demand

Explain concepts of economic resources

Identify economic indicators to detect economic trends and conditions

Discuss career choices in economics

Explain ways in which businesses interact with society

Describe different ways our government intervenes in and/or regulates business

Explain the nature of labor unions

Explain the nature of global trade

Compare and contrast the different types of economic systems

Explain how economic systems answer the basic economic questions

Discuss common forms of business ownership

Explain factors that affect the selection of ownership

Explore careers concerning business ownership

Examine management strategies to improve performance and competitive advantages of an organization

Determine human resources management legal responsibility in maintaining labor relations

Determine proper human resources procedures for managing employees

Examine career options within business organizations

Describe factors that influence customer-business relationships

Identify the elements of the marketing mix

Explain the effects of competition in a free enterprise system

Explore careers in marketing and sales fields

Identify information technologies commonly used in business operations

Discuss how information technology impacts business operations

Discuss technology careers available within business organizations

Recognize the need for a business plan

Importance of maintaining accurate business records using the Acceptable Accounting Process

Importance of utilizing information available to make sound decisions in operating a business

Explain the importance of the profit motive

Apply the steps in a rational decision-making process to a situation involving an economic decision by an individual

Demonstrate responsibility for consequences of economic choices

Identify the difference between needs and wants

Describe the importance of financial goals

Create and analyze the budget process

Examine careers in financial planning

Describe different types of financial institutions and their services

Explain various types of consumer credit

Describe positive and negative consequences of using credit

Explore careers pertaining to financial services

Explain the time value of money

Explain differences between savings and investing

Identify criteria for choosing savings and investment options

Examine careers concerning savings and investing

Essential Learning Intentions

- IBEHH1 – Students will identify career pathways within the hospitality, tourism and recreation industry.
- IBEHH5 – Students will demonstrate skills and practices required for careers in hospitality, tourism and recreation industry.
- IBEH1RMCA1 – Students will analyze career paths and professional practices within the food production and food service industries.
- IBEH1RMCA6 – Students will describe food service management and leadership functions.
- IBEH1RMCA7 – Students will demonstrate internal and external customer service.
- IBEHFTT4 – Students will evaluate travel motivators and consumer needs.
- IBEHA1 – Examine the role of accounting in business.
- IBEHA2 - Demonstrate the basic principles and procedures of the accounting cycle.
- IBEHA3 – Create and interpret financial statements.
- IBEHIB1 – Students will identify skills needed to be successful in the global economic environment.
- IBEHIB2 – Students will compare the different forms of business organizations and management styles.

- IBEHIB3 – Students will apply the concepts of marketing, business finances, and technology in the operation of a business.
- IBEHIB4 – Students will evaluate roles individuals play as consumers in the economy and financial management tools needed to be a successful consumer.
- IBEHMP1 – Students will understand and classify the fundamental concepts of marketing.
- IBEHMP2 – Students will understand the relationships among product, price, promotion, and distribution.
- IBEHMP3 – Students will understand market segmentation and targeting.
- IBEHBL4 – Students will analyze the role and importance of employment law as it relates to the conduct of business.