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Course Revision

Revisions are required when a school:

- Changes the course title, transcript abbreviation or course code/number
- Changes grade level
- Reduces course length (i.e. from year to semester)
- Eliminates honors status

Revisions are NOT required when a school:

- Updates course materials
- Makes minor shifts in course content

[> Begin revision](#)

Intro to Business

CORE Butte Charter School (054171)

Basic Course Information

Abbreviations:

Abbreviation	Course code
a-g Intro to Business	
Intro to Business	

Length of course:

Half Year (1 semester; 2 trimesters; 2 quarters)

Subject area:

Subject area	Discipline
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College-Preparatory Elective ("g")

Interdisciplinary

UC honors designation:

None

Grade levels:

9th	10th	11th	12th
✓	✓	✓	✓

Course learning environment:

Classroom	Online
✓	

Is this course an integrated course?

No

Course Description

Overview:

Intro to Business provides an overview to all aspects of starting and operating a business. It will provide students the skills needed to effectively organize, develop, create, and manage a business. Students will gain basic knowledge of economics and private enterprise systems, the impact of global business, basic marketing of goods & services, and advertising and finance management. Emphasis will be placed on the functions of business management: organization, management, finance, marketing, information technology, product/service management, distribution, promotion, and selling. Additional topics to be addressed, but not limited to are the government's role in a business, the assessment of personal skills, the components of the free enterprise system and its place in our global economy, the importance of business ethics, and the role quality and service play in business. The six basics business fundamentals included are:

Introduction to Business; History of Business; The American Economic System; Small and Large Businesses; Employees, Human Resources and Money Management; and Financing and Investments.

Prerequisites:

Prerequisite	Required / Recommended
none	Recommended

Co-requisites:

Corequisite	Required / Recommended
none	Recommended

Course content:

Money Management

This unit is designed to provide students with the knowledge of financial planning of a business. Finance management is a huge part of a successful business. Students will study the components of personal financial management starting with managing assets and the use of income. Students will learn to manage their money through financial planning of personal financial statements and various other budgeting techniques including stocks, bonds, mutual funds and real estate investments. They will learn how to define an asset in addition to defining inflation and deflation and how it affects a business. Types of financing will be discussed as students learn about short-term vs. long-term financing and even alternative financing. They will learn the cost of credit to the consumer and the business as a whole. Students will also learn about investment options with the advantages and disadvantages of each. They will learn about stocks, bonds, savings, and real estate. They will learn when is the best time to purchase and sell these investments and the risks that are incurred with each.

Key Assignments- Gathering information from newspapers, radio, television, magazines, or the internet find at least three current articles giving information on long-term or short-term financing. Using the information from these articles write a 1-2 page paper telling what you would like to purchase, what type of financing you will get, what the interest will be on the loan and why you have chosen this type of financing. This paper must site the sources used in proper MLA format.

Employees, Labor, and Management

This unit is designed to provide students with the knowledge of recruiting, interviewing, hiring, staffing and personnel management, and labor and management. As students learn new vocabulary as it relates to business management, they will learn about hiring the right type of people for their business, how to conduct an interview and an overview of the hiring process. Students will continue their study by learning about the important relationship between business ownership in relationship to staffing and personnel management including salaries, wages, incentives, and benefits. Students will end the unit learning about types of labor including organized labor and how it affects management. Students will be able to describe the nature of today's workforce and the changing status of employment in the U.S. enabling them to compare this change with alternative organizational structures for businesses, differentiate between types of businesses and major forms of business ownership, as well as recognize the importance of entrepreneurship in the economy. Students will describe the need for effective leadership and the qualities that embraces, recognizing the importance of their employees, and the need for a highly skilled, highly motivated, diverse workforce that provides the company with a competitive edge.

Key Assignment- Write a current resume and cover letter that would be appropriate to distribute in pursuit of employment. Research will need to be done to determine the type of resume and cover letter that is appropriate for the type of employment desired. Include personal information, objective, education, experience, interests, and references in the resume. Include heading, date, introduction, objective desired, and other pertinent information in the cover letter.

The Structure of Private Enterprise

This unit is designed to provide students with knowledge about The American enterprise system. They will learn how it encourages individuals to take the risk of starting a business. They will see how consumers play a very important role in this enterprise system because their demand for goods and services influences which businesses will be successful. They will be exposed to vocabulary that defines Private Enterprise and starting a business, the structure and role of government in business including regulations and how business contracts are written. Students will come to understand the important factors in considering establishing a small business. They will learn about e-commerce and risks that every business must be aware of. They will learn the

structure and role of government in American business, how federal government encourages competition among American businesses with its exceptions. Students will also learn about business contracts and how business credit works.

Key Assignment- Using newspaper, radio, television, magazines, or the Internet, write a new business plan. The plan should include: The business you would like to start; how much money you will need; where you will get the money; will you need outside financing, if so, what kind; where will the business will be located; what will the product or service be; what are the anticipated costs; are you going to operate the business alone, have partners or establish a corporation, will you participate in e-commerce, what is your risk management plan, what are the resources for help, what government regulations will be applicable to the business; will you need to use contracts, and will the business extend credit to buyers, if so, what kind of credit. This assignment may be completed as a report, or presentation. This assignment should reflect the type of business being started including design and style.

Business and Our Economic System

This unit is designed to provide students with an analytical perspective on how organizations operate within the U.S. economic system, how the U.S. system compares to other economies, and how economic decisions are made in such a dynamic business environment. Students will compare Capitalism, Socialism, Communism, and Economic Needs. They will see how these forms of government affect business. They will compare how business can be organized in America. They will see that decisions made by the U.S. businesses can affect every other country as well as its own citizens. Businesses, consumers, and governments have responsibilities to make sure economic decisions are effective fair, and contribute to the well-being of individuals and the environment. This unit will expose the students to topics including, but not limited to; supply and demand, government regulations and protection, the global marketplace, and international business basics. Allowing students to develop an understanding of and respect for diversity in ethnic groups, geographical regions, and social roles; and apply higher level thinking skills to interpret business trends and the economic choices that must be made in a global environment.

Key Assignment- Challenge students to explore the economic environment and find a story about the business cycle fluctuation happening now. For their research, they may explore newspapers, radio, television, or magazines. They are to write a 2-3 page paper on the business cycle fluctuation. They will give the facts on the fluctuation that is currently happening, who is being affected, and is there a proposed solution. In addition, they will site their source and evidence of the fluctuation.

History of American Business

This unit includes but not limited to a study of business in Colonial America, the Industrial Revolution, and the Information Age. Students will learn vocabulary as it pertains to the topics of American Business. They will learn how the early emigrants came to America and started with a very primitive economy that even today continues to change as the population grows and the economic swings up and down. They will learn how industry and global trade has had a great influence on American Business. They will see how the development of the railroad and canals have helped with the transportation of goods and how the invention of technology has caused American Business to expand and grow. Students will explore how historical times of war and depression have also shaped the American economy. With the dawn of the Information Age, global communication has helped businesses grow at a phenomenal rate.

Key Assignment- Using the newspaper, radio, television, or magazines find five stories about new technology that is just coming into the global market. Write a one-page paper on each new product/and or service. As you describe each product/service include background information on creator/company, place of origin, what does it do, what types of marketing are being used to promote the product/service, and "What do you see as the product/services assets or draw backs? Also include "Why do you think this product/service will be successful or a failure?" Students may include any additional information they would like to for each product/service.

Introduction to Business

This unit provides students with the knowledge of what are the benefits of studying business, the goals of business and marketing in our society, and the American Economic System compared to other global economies. This unit will expose students to topics including, but not limited to; the history of American business, entrepreneurship, goals of business, a business plan, understanding the needs of the customer, the goals of marketing, and a comparison of global economic systems. As students come to understand these topics, they will apply higher level thinking skills to interpret business trends and the economic choices that must be made in a global environment.

Key Assignment- Students will be asked to reflect on their observations of radio ads, television advertising and newspaper advertising. They will be asked to complete a log for one week of where they saw or heard the .ads; what was the product or service being advertised; and how effective they thought the ads were. Were these ads marketed to a certain population or group of people? Were the ads marketed to a specific area? How did the advertising focus on the customer? This assignment will be evaluated and a reflection essay will be completed where the student will write a description of the ads found during the week. Which ad did they like the best? Why? Describe the ad that they heard on the radio or TV that was directed specifically to their area. How would they have changed one of the ads to make it aimed directly for the local community? Tell where they heard or saw this ad and the product that was being marketed.

Course Materials

Textbooks

Title	Author	Publisher	Edition	Website	Primary
Business	Starline Press	Starline Press	1st Edition, 2002	www.starlinepress.com	Yes

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