



Dublin City Schools  
Business  
Graded Course of Study  
2022

## **Business Education Vision**

In Dublin City Schools, we believe that all students deserve experiential learning opportunities that support each child in making connections to business and industry. The Business curriculum provides our high school students with learning experiences that focus on the development of employability and technical skills through collaboration, design thinking, problem solving, and resilience. We believe that by teaching students these skills, they can transfer them to their future endeavors that may include education, entrepreneurship, enlistment and/or employment.

### **Instructional Agreements:**

- Experiential learning will be a cornerstone of learning within Business, providing students with real-life learning that will serve their future.
- Students will be provided opportunities to connect their learning with their own experiences.
- Employability (soft) skills will be integrated into course instruction.
- Learning will connect to real world problems and applications.

# Introduction to Business

## Introduction to Business Course Goals:

This course introduces students to specializations within the various business career fields. Students will obtain knowledge and skills in fundamental business activities. They will acquire knowledge of business processes, economics and business relationships. Students will use technology to synthesize and share business information. Employability skills, leadership and communications and financial literacy will be addressed.

Introduction to Business		
Strand	Topic	Content Statements
<b>1. Business Operations/21st Century Skills</b> Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.	<b>1.1 Employability Skills:</b> Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.	1.1.2 Identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience.
	<b>1.2 Leadership and Communications:</b> Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.	1.2.6 Use proper grammar and expression in all aspects of communication. 1.2.11 Write professional correspondence, documents, job applications and resumés. 1.2.12 Use technical writing skills to complete forms and create reports.

<p><b>2. Business Foundations</b> Learners acquire foundational knowledge of business activities in a global environment that are undergirded by economic principles and business processes.</p>	<p><b>2.1 Business Activities:</b> Relate business functions to business models, business strategies and organizational goal achievement.</p>	<p>2.1.1 Explain the reasons that businesses and organizations exist and their role in society and describe types of business models.</p> <p>2.1.2 Describe the business changes that are occurring in response to the external environment in which businesses operate.</p> <p>2.1.3 Describe types of business activities, or functions (e.g., accounting, finance, human resources management, information management, marketing, operations, sales, and strategic management); the interactions among business functions, or activities; and the differences in implementation that occur in big versus small business.</p> <p>2.1.4 Explain forces that are driving business changes (e.g., globalization, consumer demand, government policies, political climate, diversity, spending trends, industry structure changes) and how organizations are adapting to today's business environment (e.g., proactive management, competitive aggression, innovative management, agile management, organizational learning, market orientation, slack resources).</p> <p>2.1.5 Describe the need for and role of accounting and finance (e.g., understanding accounting treatment, verifying information, analyzing variances, guiding decision-making), and explain how they interact with and impact other business activities or functions.</p> <p>2.1.6 Explain the role and function of human resources management, describe its interactions with other functional areas, and identify its contributions to an organization.</p> <p>2.1.7 Explain the nature and scope of information management and its contributions to business operations.</p> <p>2.1.8 Describe marketing's role and function in business and its contributions to overall business strategy.</p> <p>2.1.9 Explain factors that motivate customers, clients and businesses to buy and actions employees can take to achieve the company's desired results.</p> <p>2.1.10 Describe connections among business ethics, actions and results (e.g., influencing consumer behavior, gaining market share).</p>
<p><b>4. Business Governance</b> Learners apply governance</p>	<p><b>4.1 Enterprise Risk Management Fundamentals:</b> Apply foundational business skills and tools to identify risks and seize</p>	<p>4.1.3 Describe ways that businesses prevent, control, transfer and retain risks.</p>

<p>principles to plan, organize and monitor an organization's strategy, structure and systems to ensure achievement of organizational goals and objectives.</p>	<p>opportunities related to the achievement of business objectives.</p>	
<p><b>6. Resource Management</b> Learners develop a deep understanding of the role of management in organizations and the strategies, processes, procedures and tools needed for efficient, effective management of business information, knowledge and talent.</p>	<p><b>6.1 Management Fundamentals:</b> Describe business management practices and their contributions to goal achievement and organizational success.</p>	<p>6.1.1 Distinguish between management and leadership, and describe the factors that influence management.</p> <p>6.1.2 Describe decision-making styles (e.g., analytical, abstract or conceptual, intuitive, creative, procedural or directive), and identify the factors that influence their effectiveness.</p> <p>6.1.3 Describe the types of resources managed in business and their significance in business operations, and explain the differences between managing internal versus external resources.</p> <p>6.1.5 Compare management and motivation theories, and determine appropriate situations in which each would be used.</p>

