



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 Entrepreneurship

Introduction to Entrepreneurship Course Goals:

In this course, students will use innovation skills to generate ideas for new products and services, evaluate the feasibility of ideas, and develop a strategy for presentation. Students will learn about the different types of entrepreneurship and leadership through research and hands-on experience. Creative thinking, problem solving and effective communication skills (verbal and written) will be emphasized.

Introduction to Entrepreneurship		
Strand	Topic	Content Statements
1. Business Operations/21st Century Skills 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	1.6 Business Literacy Develop foundational skills and knowledge in entrepreneurship, financial literacy and business operations.	1.6.1 Identify business opportunities. 1.6.2 Assess the reality of becoming an entrepreneur, including advantages and disadvantages (e.g., risk vs. reward, reasons for success and failure). 1.6.3 Explain the importance of planning your business. 1.6.4 Identify types of businesses, ownership and entries (i.e., individual proprietorships, partnerships, corporations, cooperatives, public, private, profit, not-for-profit). 1.6.9 Explain how the performance of an employee, a department and an organization is assessed. 1.6.12 Describe classifications of employee benefits, rights, deductions and compensations.
	1.7 Entrepreneurship/ Entrepreneurs: Analyze the environment in which a business operates and the economic factors and opportunities associated with self-employment.	1.7.2 Explain the role of profit as the incentive to entrepreneurs in a market economy. 1.7.3 Identify the factors that contribute to the success and failure of entrepreneurial ventures. 1.7.6 Describe life cycles of an entrepreneurial business and an entrepreneur. 1.7.7 Create a list of personal strengths, weaknesses, skills and

related to the career field.		<p>abilities needed to be successful as an entrepreneur.</p> <p>1.7.8 Explain pathways used to become an entrepreneur.</p> <p>1.7.9 Conduct a self-assessment to determine entrepreneurial potential.</p>
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Leadership & Communication		
Strand	Topic	Content Statements
<p>1. Business Operations/21st Century Skills 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.</p>	<p>1.1. Employability Skills: Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.</p>	<p>1.1.4 Describe the role and function of professional organizations, industry associations and organized labor and use networking techniques to develop and maintain professional relationships.</p>
	<p>1.2. Leadership and Communications: Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.</p>	<p>1.2.2 Deliver formal and informal presentations.</p> <p>1.2.3 Identify and use verbal, nonverbal and active listening skills to communicate effectively.</p> <p>1.2.4 Use negotiation and conflict-resolution skills to reach solutions.</p> <p>1.2.5 Communicate information (e.g., directions, ideas, vision, workplace expectations for an intended audience and purpose.</p> <p>1.2.7 Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.</p> <p>1.2.10 Use interpersonal skills to provide group leadership, promote collaboration, and work in a team.</p> <p>1.2.12 Use technical writing skills to complete forms and create reports.</p>

3. Business Relationships Learners apply tactics, processes and strategies to develop and build relationships with stakeholders (e.g., customers, staff, vendors), to address stakeholder interactions and problems and to develop a collaborative work environment.	3.1 Customer Relations: Apply techniques, strategies and tools to develop, maintain and grow positive internal and external customer, or client, relationships.	3.1.1 Explain the nature of positive customer, or client, relations and their role in keeping customers; and describe the importance of meeting and exceeding customer expectations. 3.1.8 Build, maintain and improve relationships with customers or clients; and promote brand and solicit new ideas and solutions using social media. 3.1.9 Identify opportunities to use crowdsourcing to engage customers or clients, improve customer or client relationships, promote brand, and solicit new ideas and solutions.
	3.2 Relationship Management: Apply techniques and strategies to develop, maintain and grow positive relationships with employees, peers and stakeholders.	3.2.7 Identify when and how to take risks to achieve objectives. 3.2.8 Describe the nature of organizational culture and its impact on business, and interpret and adapt to a business's culture. 3.2.11 Manage internal and external business relationships to foster positive interactions, and strategically plan and leverage business relationships for growth.

Marketing		
Strand	Topic	Content Statements
5. Marketing Learners implement tactics, processes and strategies to	5.1 Marketing Fundamentals: Describe principles of marketing, marketing functions and the factors influencing their effectiveness.	5.1.6 Explain factors affecting pricing decisions (e.g., customer value perception, brand, negotiating power, corporate policies, competitive strategy, stage of customer life cycle). 5.1.8 Explain the drivers of the brand and the impact, benefits and drawbacks of branding. 5.1.9 Describe promotion's nature, scope and role in meeting

<p>create, communicate, deliver and exchange offerings of value to others by understanding and applying marketing functions, including channel management, marketing-information management, market planning, pricing, product and service management, promotion and selling.</p>		<p>business objectives (e.g., types of promotion, promotional mix, promotional channels).</p> <p>5.1.11 Describe sales processes and techniques that can be used to facilitate selling.</p>
	<p>5.5 Market Planning: Utilize principles and tools to select an audience and to identify and select marketing strategies to reach targeted audiences.</p>	<p>5.5.3 Describe the concept of market and market identification.</p> <p>5.5.4 Identify market segments, and select target market(s).</p> <p>5.5.5 Profile target customer to determine market needs and customer demand for products and services.</p> <p>5.5.7 Conduct a market analysis (market size, area, potential, etc.).</p>
	<p>5.8 Branding: Apply branding techniques and methods to acquire a position in the minds of internal and external customers that is consistent with organizational goals and objectives.</p>	<p>5.8.4 Determine company's unique selling proposition.</p>
	<p>5.9 Marketing Communications: Apply the concepts and determine the strategies needed to communicate information about products, services, images or ideas to achieve desired outcomes that support organizational goals and objectives.</p>	<p>5.9.1 Describe types of promotional channels used to communicate with targeted audiences (e.g., word-of-mouth, direct, advertising, social) and the use of public-relations activities and trade shows or exhibitions.</p>

Innovation

Strand	Topic	Content Statements
<p>10. Strategic Management Learners apply principles of corporate planning and analysis, product development, and cash and capital management to manage the liquidity and solvency of an organization; define strategies; and establish tactical plans to successfully implement strategies.</p>	<p>10.6 Product Development: Generate, screen and develop ideas into new products and services that can be commercialized.</p>	<p>10.6.1 Generate ideas for new products and services using innovation skills, creative- thinking techniques, and crowdsourcing.</p> <p>10.6.2 Develop decision-making criteria, and define the decision-making process that will be used to screen ideas for feasibility.</p> <p>10.6.3 Research the potential costs, revenues and profits, and marketing strategy of the new product or service (i.e., conduct feasibility study).</p>