

Introduction to Business

Credit - ½

Term(s) - 1 Semester

Prerequisites: None

Course Description:

In our role as workers, consumers, and citizens, each of us is touched by some element of business.

The main areas of focus are to:

- Learn basics for ownership and operation of businesses
- Develop a business plan for starting and financing a small business
- Create and run a business
- Learn from community small business owner relationships

This course help students gain an understanding of the business/marketing principles necessary to start and operate a business. Basic economic principles related to business ownership are emphasized. Students will identify and assess common traits and skills found in entrepreneurs, explore business opportunities, and compare the risks and rewards of owning a business. The primary focus of the course is understanding the process of analyzing a business opportunity, determining feasibility of an idea utilizing research, developing a plan to organize and promote the business and its products/services, and finally, to understand the capital required and the potential for profit.

Course Content:

- What business is all about
- Labor-management relations
- Planning your career
- Entering the world of work
- Career opportunities in small business
- Consumer buying decisions
- Entrepreneurship Skills
- Types of Business Ownership
- How to Build a Business
- Developing Business Plans
- Marketing Skills and Strategies
- Record Keeping and Accounting
- Staffing - Management/Employees

Course Format:

The following instructional strategies may be used in the teaching of this course: lecture, small-group collaboration, discussion, workshop, problem-based research, project-based learning, and technology-based learning.

Course Expectations:

Students are expected to complete projects, read chapters and complete textbook and workbook assignments by following teacher instructions and provided samples.

Course Objectives:

- Explain the basic kinds of businesses and the activities performed by most businesses.
- Explain the forms of business enterprise.
- Explain human resources and the economy.
- Describe the relationship between labor and management.
- Plan their career.
- Describe the procedures and complete the forms to enter the world of work.
- Describe the career opportunities in small business.
- Interpret perceptions and definitions of entrepreneurship
- Define "small business" and role of classification
- Identify major characteristics of an entrepreneur .
- Utilize tools for turning a business idea into reality
- Develop skills to gather market information
- Weigh risks of starting a small business
- Demonstrate basics of writing a business plan
- Analyze funding landscape and options