

Statewide Dual Credit Learning Objectives

Introduction to Business

Category 1: Workforce and Ethics

Topic 1: Human Resource

1.HR.A	Describe current issues of human resource management.
1.HR.B	Identify the steps involved in human resource planning.
1.HR.C	Identify the set of methods used in human resource management to select, train,

Topic 2: Management

1.MGMT.A	Discuss the importance of management.
1.MGMT.B	Identify the four basic management functions (i.e., planning, leading, organizing, and controlling) to help managers increase organizational efficiency and effectiveness).
1.MGMT.C	Identify the five steps of the decision making process (define the problem, identify possible solutions, select one or more alternatives, put the plan into action, and follow up to see if the problem has been solved).
1.MGMT.D	Explain the primary roles (e.g., leaders, monitor, entrepreneur) managers take on within an organization.

Topic 3: Leadership

1.LDRSHP.A	Identify behaviors and actions of effective leaders.
1.LDRSHP.B	Identify the three main leadership styles of managers and the effect on employee empowerment and corporate culture.
1.LDRSHP.C	Determine the differences between managers and leaders.
1.LDRSHP.D	Define the meaning of leadership empowerment and workforce motivation.

Topic 4: Ethics and Ethical Decision-Making

1.ETHICS.A	Define, describe, and analyze ethics and ethical decision-making.
1.ETHICS.B	Identify and analyze ethical concerns and issues that impact multiple stakeholders.
1.ETHICS.C	Identify and understand the factors that affect ethical behavior in organizations including the role of government, individual and corporate social responsibility (CSR).
1.ETHICS.D	Describe the role of organizations to establish and facilitate ethical behavior including government, trade associations, and private industry.

Topic 5: Workforce Law

1.LAW.A	Understand the effects of federal, state, and regional laws on business operations including workforce management, operations, liability, and consumer protection.
1.LAW.B	Understand, define, and differentiate key legal concepts and terms, including tort law, criminal law, and civil law, related to business operations.
1.LAW.C	Identify and define key federal laws related to workforce management
1.LAW.D	Identify and define key federal laws related to consumer protection, product liability, and warranty.
1.LAW.E	Identify and understand key federal agencies related to business operations in the U.S. including the EPA, OSHA, and the Department of Labor.

Category 2: Understanding and Managing Financial Resources	
Topic 6: Accounting and Finance	
2.ACCT.FIN.A	Describe the roles of both financial accounting and managerial accounting in business, non-profit, and government operations.
2.ACCT.FIN.B	Identify and describe the primary accounting reports organizations use to communicate results of their operations.
2.ACCT.FIN.C	Identify and describe the key analytical calculations organizations include in accounting activities and how they are used in decision-making.
2.ACCT.FIN.D	Identify and describe the primary steps and activities of the accounting cycle.
2.ACCT.FIN.E	Describe and explain the typical organization's investment, financing, and asset management needs and activities.
2.ACCT.FIN.F	Identify and describe the key analytical calculations organizations include in financial management and how they use these calculations for decision-making.
2.ACCT.FIN.G	Describe how organizational leaders and managers use financial reports for decision-making purposes.
Topic 7: Economics	
2.ECON.A	Identify and describe the key economic theories and policies.
2.ECON.B	Describe the practical importance of economic thinking in everyday life.
2.ECON.C	Describe and apply the interconnected relationship between supply, demand, and price and how that relationship impacts consumers.
2.ECON.D	Describe and apply the various consequences of price elasticity levels (i.e., low, medium, high) on products.
2.ECON.E	Understand and describe the concept of monetary theory.
Category 3: Creating Demand and Competing in the Marketplace	
Topic 9: Marketing and Digital Marketing	
3.MKTG.A	Understand and describe the objectives, the process, and the scope of marketing.
3.MKTG.B	Understand and describe the concept of "product" and product classifications
3.MKTG.C	Understand and describe the key elements of marketing strategy and research.
3.MKTG.D	Understand and describe product pricing including pricing objectives and strategies
3.MKTG.E	Define and discuss product promotion including integrated marketing, promotional mix, and promotional tools.
3.MKTG.F	Understand and describe key concepts related to product retailing (e.g., wholesale, retail, in-store, eCommerce, etc.).
3.MKTG.G	Understand and describe key concepts related to product distribution (e.g., channels of distribution, physical, online, etc.).
3.MKTG.H	Define digital marketing and the use of digital tools and platforms (e.g., internet, social media, search engines, etc.) to promote brands and product awareness.
3.MKTG.I	Explain the roles of social responsibility in marketing.
Topic 10: World and Global Business	
3.GLOBL.A	Analyze why and how businesses expand internationally.
3.GLOBL.B	Understand and describe operational challenges for businesses related to international trade and international economic communities like World Bank and International Monetary Fund.

3.GLOBL.C	Define and understand the concept of comparative advantage in a globalized economy.
3.GLOBL.D	Identify and understand key concepts related to international importing and exporting as a part of the global trade of goods and services.
Category 4: Building and Delivering Products and Services	
Topic 11: Logistics and Supply Chain	
4.LOGSC.A	Define and differentiate logistics and supply chain management.
4.LOGSC.B	Identify and understand the core activities of supply chain management including (procurement/sourcing, inbound/outbound logistics, manufacturing /service, order management, outbound logistics, customer service, returns, etc.
4.LOGSC.C	Understand and describe how contemporary integrated supply chain management contributes to an organization's ongoing competitive advantage.
4.LOGSC.D	Develop foundational knowledge in the discipline of logistics including terms, concepts, processes, and tools used to manage logistical operations.
Topic 112: Operations Management	
4.OPS.A	Define operations management and describe its role in business.
4.OPS.B	Identify processes and techniques used to ensure quality in production and service.
4.OPS.C	Describe the planning process of operations management.
Category 5: Working in Business	
Topic 13: Career Paths, Tracks, and Planning	
5.CAREER.A	Identify and demonstrate the key skills (e.g., interpersonal, analytical, technical, conceptual) needed for a career in business.
5.CAREER.B	Learn how to research careers in various business disciplines including management, administration, accounting, finance, marketing, operations, etc.
5.CAREER.C	Conduct a job market search in an identified business discipline and identify key requirements and attributes including educational requirements, certification, previous experience, salary, roles, and responsibilities.
Topic 14: Small Business and Entrepreneurship	
5.ENTR.A	Define entrepreneur and entrepreneurship.
5.ENTR.B	Understand the pros and cons of entrepreneurship or small business ownership.
5.ENTR.C	Define and describe a business plan and its role in launching a new business.
5.ENTR.D	Define and differentiate between lifestyle and growth businesses.