

Bemidji Area School Business Education Objectives

College Introduction to Business		Grades 11 -12
<p>No matter what your career is, you will be working in some sort of business. This course provides an overview of the world of business. Included is an introduction to basic business terminology, concepts, and functions featuring an analysis of marketing, finance, production, personnel management, accounting, and economics as they relate to business meeting its social responsibility of resource allocation. <i>This class is part of the College in the High School Program.</i></p>		
Standard	Benchmarks	
1. Analyze factors that influence marketing	<ul style="list-style-type: none"> • Analyze a marketing strategy for a product or service • Analyze the elements of the marketing mix 	
2. Analyze the characteristics, motivations, and behaviors of consumers	<ul style="list-style-type: none"> • Explain economic concepts of supply and demand • Analyze the impact of marketing activities on the individual, business, and society 	
3. Analyze management functions and their implementation and integration within the business environment.	<ul style="list-style-type: none"> • Assess the contributions of small business to our economy • Demonstrate proficiency with business vocabulary 	
4. Analyze management theories and their application within the business environment	<ul style="list-style-type: none"> • Identify management skills necessary for success • Analyze theories of motivation 	
5. Analyze the organization of a business	<ul style="list-style-type: none"> • Describe the dynamic business environment in which we live and work • Evaluate different forms of business ownership 	
6. Examine the role of ethics and social responsibility in decision making.	<ul style="list-style-type: none"> • Identify ethical and socially responsible behavior in the business world 	
7. Describe management functions and their importance to an organization's successful operation.	<ul style="list-style-type: none"> • Discuss human resource functions • Differentiate between different management theories and discuss how they are interrelated 	
8. Describe the role of organized labor and its influence on government and business.	<ul style="list-style-type: none"> • Discuss the role of labor unions in business • Discuss legislation related to labor unions 	
9. Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.	<ul style="list-style-type: none"> • Discuss principles of sound financial management 	
10. Apply operations management principles and procedures to the design of an operations plan.	<ul style="list-style-type: none"> • Explain the impact of organizational structure on achieving organizational goals • Compare organizational structures 	
11. Examine the issues of corporate culture and managing in the global environment.	<ul style="list-style-type: none"> • Identify strategies for managing a culturally diverse workforce • Discuss the importance of global trade • Analyze the impact of the global economy on business profitability 	