2018 Business Education Standards—Introduction to Business

**Course Focus (Apply the following for each content standard.)**

**IBUS.1 Identify SDA Christian principles and values in correlation with business.**

IBUS.1.1 Recognize God’s purpose in the dynamics of business.

IBUS.1.2 Explore God’s ownership of all things and His role in the social, economic, and spiritual areas of business.

IBUS.1.3 Apply prayerfully biblical principles of SDA Christian morality, integrity, and ethical behavior to all aspects of business.

**Course Abilities (Apply the following to each content standard.)**

**IBUS.2 Develop abilities in business.**

IBUS.2.1 Develop critical and creative thinking skills (research, analysis, evaluation, correlation).

IBUS.2.2 Utilize cooperative learning (project-based activities and manual/computerized simulations).

IBUS.2.3 Develop self-management skills (individual responsibility, self-worth, sociability, time management, etc.).

IBUS.2.4 Build effective communication skills (speaking, writing, listening, using technology, etc.).

**IBUS.3 Be able to apply business knowledge and skills.**

IBUS.3.1 Read, research, analyze, write, and present using various sources (technology, business plans, budgets, etc.).

IBUS.3.2 Identify key concepts and themes.

IBUS.3.3 Acknowledge the positive and negative implications of technological advances.

IBUS.3.4 Demonstrate ability to apply business concepts with integrity.

IBUS.3.5 Assess personal applications and potential career opportunities.

**Course Content: Business Communication, Finance, Economics, Marketing, Entrepreneurship, Ethics**

**IBUS.4 Be able to understand, apply, and evaluate business communication skills.**

IBUS.4.1 Demonstrate proficiency in keyboarding and written communication (formatting business documents, email, proposals, etc.).

IBUS.4.2 Apply interpersonal and teamwork skills to generate ethical solutions to business problems (presentations, customer service, leadership, etc.).

IBUS.4.3 Evaluate appropriate technologies to enhance the effectiveness of business communication.

**IBUS.5 Be able to understand, apply, and evaluate financial management decisions.**

IBUS.5.1 Develop, utilize, and evaluate a budget (personal and business).

IBUS.5.2 Use basic recordkeeping skills for financial management (checkbooks, investments, credit, etc.).

IBUS.5.3 Apply and evaluate biblically-based ethical financial decision-making skills.

**IBUS.6 Be able to understand, apply, and evaluate economic systems.**

IBUS.6.1 Understand the effects of consumer needs/wants, supply/demand, and competition.

IBUS.6.2 Evaluate the factors of production and resource allocation and the effects on business decisions.

IBUS.6.3 Analyze and interpret data using statistical procedures, charts, graphs, and economic indicators.

**IBUS.7 Be able to understand, apply, and evaluate marketing practices.**

IBUS.7.1 Describe the changing nature of marketing and the impact on individuals, businesses, and society.

IBUS.7.2 Evaluate the elements of marketing research (advertising, promotional mix, product value, etc.).

IBUS.7.3 Create and implement a biblically-based ethical marketing plan (development, forecasting, etc.).

**IBUS.8 Be able to understand, apply, and evaluate entrepreneurship.**

IBUS.8.1 Recognize the role and characteristics of an entrepreneur.

IBUS.8.2 Design, implement, and evaluate a biblically-based ethical business plan.

IBUS.8.3 Understand how the legal system affects the various forms of business ownership.

**IBUS.9 Be able to understand, apply, and evaluate business ethics.**

IBUS.9.1 Understand ethical business concepts (integrity, confidentiality, etc.).

IBUS.9.2 Assess and prayerfully examine biblically-based ethical business decisions.