



Introduction to Business

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STANDARDS	PAGE REFERENCES
<p>STANDARD 0000-01 Students will identify and describe the planning function of management.</p>	
<p>0101 Explain what planning is and the importance of planning.</p>	<p>Student Edition: 14, 85-87, 103, 111-112, 221-222, 224-227, 240-241, 295-298 <i>Ask Standard & Poor's</i> 108 Teacher Wraparound Edition: C 114; RS 226; SP 112; WS 86</p>
<p>0102 Explain the business decision-making process.</p>	<p>Student Edition: 9-10, 111-112, 221-222, 224-228, 276 <i>Active Learning</i> 230 Teacher Wraparound Edition: C 227; RS 9, 226; WS 9</p>
<p>0103 Distinguish between strategic (long-term) and operational (short-term) plans.</p>	<p>Student Edition: 84-87, 111, 112-113, 295-298 <i>Ask Standard & Poor's</i> 74 Teacher Wraparound Edition: WS 86</p>

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0104 Identify planning tools used in project planning (budgets, schedules, policies, etc.).	Student Edition: 295-298, 337 <i>Real World</i> 337 Teacher Wraparound Edition: CT 337
STANDARD 0000-02 Students will identify and describe the organizing function of management.	
0201 Identify and provide examples of basic ownership forms: sole proprietorship, partnership, corporations, franchises, cooperatives, S-corporations and evaluate the advantages and disadvantages of each form.	Student Edition 79-81, 95-98, 104-105 Teacher Wraparound Edition: C 98; SP 96
0202 Identify types of organization structure: line, line and staff, matrix, team, committee, and grapevine (optional); centralized vs decentralized; understand organization charts.	Student Edition: 113, 116-117, 134-135, 181 Teacher Wraparound Edition: RS 116; SP 117
0203 Understand legal aspects of business: laws pertaining to business practices (Sherman Act, Wheeler Lea Act, Clayton Act, Robinson-Patman Act).	Student Edition: 181-184, 280, 424-426, 428-430 Teacher Wraparound Edition: C 431; RS 280; SP 182; WS 280
STANDARD 0000-03 Students will identify and describe the directing (leadership) function of management.	
0301 Describe effective leadership qualities and the need for leadership.	Student Edition: 127-130, 136, 137 Teacher Wraparound Edition: C 130; CT 130; T 127
0302 Compare and contrast leadership styles: autocratic, democratic, laissez-faire.	Student Edition: 132-136 Teacher Wraparound Edition: R 134; T 132

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0303 Describe techniques managers use to motivate individual employees (e.g., goal setting, management, cross-training, empowerment, and self-direction).	Student Edition: 128, 134-135 <i>Business Week</i> 262 <i>Real World</i> 114 Teacher Wraparound Edition: T 128
0304 Understand professionalism and why membership in professional associations is important.	Student Edition: <i>Business Week</i> 118 <i>Critical Thinking</i> 361
STANDARD 0000-04 Students will identify and describe the controlling and evaluating functions of management.	
0401 Describe the importance of business mission statement, goals (short-term and long-term) and objectives.	Student Edition: 83-87, 111, 112, 275, 295-298 <i>Ask Standard & Poor's</i> 108 <i>Real World</i> 61, 85 Teacher Wraparound Edition: SP 112; WS 85
0402 Determine alternative actions when goals are not being met in a specific situation (e.g., changing goals, changing strategies).	Student Edition: 114
0403 Evaluate performance expectations with established standards.	Student Edition: 114, 264 Teacher Wraparound Edition: WS 264
STANDARD 0000-05 Students will analyze and understand the importance of financial information.	
0501 Understand the purpose of various financial statements.	Student Edition: 300-305 <i>Ask Standard & Poor's</i> 254, 270 Teacher Wraparound Edition: R 303, 304

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<p>0502</p> <p>Analyze and interpret the data that appears on financial statements, and how companies determine break-even analysis.</p>	<p>Student Edition:</p> <p>222, 300-305</p> <p><i>Ask Standard & Poor's</i> 254</p> <p>Teacher Wraparound Edition:</p> <p>C 305; CT 304; RS 304; WS 303, 304</p>
<p>0503</p> <p>Identify sources for securing financing and information for starting and operating a business.</p>	<p>Student Edition:</p> <p>80, 83-89, 96, 199-200, 295-298, 551-556</p> <p><i>Ask Standard & Poor's</i> 4, 292</p> <p>Teacher Wraparound Edition:</p> <p>SP 296; T 295; WP 551; WS 86</p>
<p>STANDARD 0000-06</p> <p>Students will define the overall nature of marketing and economics.</p>	
<p>0601</p> <p>Understand economic growth and problems (recession, depression, inflation, GDP, etc.).</p>	<p>Student Edition:</p> <p>39-49, 501, 539, 552</p> <p><i>Ask Standard & Poor's</i> 36, 388</p> <p><i>Real World</i> 186, 205</p> <p>Teacher Wraparound Edition:</p> <p>CT 47, 205; RS 44; SP 45; UA 46; WS 46</p>
<p>0602</p> <p>Identify ways businesses compete with one another both domestically and globally.</p>	<p>Student Edition:</p> <p>13-14, 24, 28-32, 61, 78, 167, 170-175, 181-182, 235-244, 273-274, 407-408, 426</p> <p><i>Business Week</i> 78</p> <p><i>International Business</i> 237</p> <p><i>Real World</i> 172</p> <p><i>Science/TechTRENDS</i> 187</p> <p><i>Thematic Project</i> 158-159, 250-251</p> <p>Teacher Wraparound Edition:</p> <p>RS 172; SP 78, 274; T 165; WS 167, 172</p>
<p>0603</p> <p>Compare and contrast supply and demand and its effect on competition.</p>	<p>Student Edition:</p> <p>15, 29-30, 41, 167</p> <p><i>Real World</i> 29</p> <p>Teacher Wraparound Edition:</p> <p>CT 15, 30; SP 29; T 165</p>

STANDARDS	PAGE REFERENCES
0604 Compare and contrast various forms of competition (monopoly, monopolistic competition, oligopoly, pure competition).	Student Edition: 13, 181-182, 426 Teacher Wraparound Edition: SP 182
0605 Present various types of market segmentation and how a manager identifies a target market.	Student Edition: 14, 224-225, 228-229 <i>Real World</i> 13 Teacher Wraparound Edition: RS 224; T 224; WS 14
0606 Identify and understand the four P's (the marketing mix: product, price, place, promotion).	Student Edition: 29-30, 220-222, 225-229, 235-244 <i>Thematic Project</i> 250-251 Teacher Wraparound Edition: C 222, 238; RS 221, 235; WS 221, 237
STANDARD 0000-07 Students will describe human resource management and its importance to the successful operation of an organization.	
0701 Discuss employee training and development. Understand management theories: Theories X, Y, Z, Herzberg's, Maslow's Hierarchy of Needs, etc.).	Student Edition: 262-264, 316, 330 <i>Real World</i> 262 Teacher Wraparound Edition: CT 281, 316
0702 Identify methods used to recruit and select employees including issues such as hiring from within or from outside.	Student Edition: 259-260, 280-281, 367-370, 376-377 Teacher Wraparound Edition: C 260; RS 259; WS 369
0703 Describe how the workplace has changed as a result of labor legislation (e.g., drug testing, ADA, sexual harassment, safety, right-to-privacy, affirmative action, termination/demotion, etc.).	Student Edition: 56, 62, 278-281 <i>Science/TechTRENDS</i> 278 Teacher Wraparound Edition: C 265; RS 280; SP 56; WS 280

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0704 Identify trends in the modern workplace such as downsizing, quality control circles, teams, flexible work schedules, job-sharing, telecommuting, etc.).	Student Edition: 134-135, 265, 313-314, 354, 357 <i>Business Week</i> 143 <i>International Business</i> 353 <i>Real World</i> 354 <i>Thematic Project</i> 70-71, 344-345 Teacher Wraparound Edition: SP 314, 357; T 313
0705 Understand compensation and benefits.	Student Edition: 258 <i>Ask Standard & Poor's</i> 364 <i>Business Week</i> 262 <i>Real World</i> 114 Teacher Wraparound Edition: SP 258
STANDARD 0000-08 Understand and identify ethics and social responsibility as it relates to business.	
0801 Describe a business code of ethics.	Student Edition: 55-59, 64-65 Teacher Wraparound Edition: C 58; RS 60; WS 57
0802 Identify ethical issues in business such as dumping goods on the market at below-cost prices, bribery, trading with other countries where labor practices are unfair and human rights violations exist, computer hacking, false advertising, bate & switch tactics, etc., and their impact.	Student Edition: 55, 57 <i>Ethics in Business</i> 8, 40, 111, 144, 296, 330, 407, 445, 478, 551 <i>Real World</i> 300 Teacher Wraparound Edition: C 58; CT 58, 63; RS 57
0803 Explain the overall nature of social responsibility.	Student Edition: 59-65 Teacher Wraparound Edition: CT 63; RS 60; SP 61; T 60