

**Glencoe/McGraw-Hill**

**Introduction to Business ©2003**

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**correlated to**

**South Carolina  
Introduction to Business and Marketing  
Competencies**

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**CORRELATED TO  
SOUTH CAROLINA  
INTRODUCTION TO BUSINESS AND MARKETING COMPETENCIES**

OBJECTIVES	PAGE REFERENCES
<b>A. SAFETY</b>	
<b>The student will be able to:</b>	
1. Identify good work attitudes that affect safety on the job.	The opportunity to address this objective is available. See the following:  SE: 51, 54, 57, 58, 59, 60  TWE: 51, 54, 57, 58, 59, 60
2. Identify the major causes of work-related accidents.	The opportunity to address this objective is available. See the following:  SE: 51, 54, 57, 58, 59, 60  TWE: 51, 54, 57, 58, 59, 60
3. Demonstrate knowledge of an emergency plan.	The opportunity to address this objective is available. See the following:  SE: 51, 54, 57, 58, 59, 60  TWE: 51, 54, 57, 58, 59, 60
4. Describe the threat of viruses to a computer network, methods of avoiding attacks, and options in dealing with a virus attack.	SE: 290, 291, 294, 295  TWE: 290, 291, 294, 295
5. Identify potential abuse and unethical uses of computers and networks.	SE: 290, 291, 294, 295  TWE: 290, 291, 294, 295
<b>B. STUDENT ORGANIZATIONS</b>	
<b>The student will be able to:</b>	
1. Explain how related student organizations are integral parts of career and technology courses.	SE: 338  TWE: 338
2. Explain the goals and objectives of related student organizations.	SE: 338  TWE: 338

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<b>OBJECTIVES</b>	<b>PAGE REFERENCES</b>
3. List opportunities available to students through participation in related student organization conferences and other activities.	SE: 338 TWE: 338
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development	SE: 338 TWE: 338
<b>C. AMERICAN ECONOMIC SYSTEM</b>	
<b>The student will be able to:</b>	
1. Explain the major characteristics of the American economic system.	SE: 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 30, 31, 32, 33, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159  TWE: 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 30, 31, 32, 33, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159
2. Explain the principles of the production and marketing of goods and services.	SE: 20, 21, 22, 23, 24, 25, 148, 149, 150, 151, 152, 153, 154, 198, 199, 200, 201, 202, 203, 249, 253  TWE: 20, 21, 22, 23, 24, 25, 148, 149, 150, 151, 152, 153, 154, 198, 199, 200, 201, 202, 203, 249, 253
3. Explain the economic role played by business in satisfying customer needs and wants in a free enterprise system.	SE: 6, 7, 8, 9, 23, 24, 25, 30, 31, 32, 33, 198, 199, 200, 201, 202, 203  TWE: 6, 7, 8, 9, 23, 24, 25, 30, 31, 32, 33, 198, 199, 200, 201, 202, 203
4. Explain the economic responsibilities of citizenship in a free enterprise system.	SE: 7, 8, 9, 11, 12, 13, 27, 50, 51, 52, 53, 376, 377, 378, 379, 380, 381, 382, 383, 458  TWE: 7, 8, 9, 11, 12, 13, 27, 50, 51, 52, 53, 376, 377, 378, 379, 380, 381, 382, 383, 458

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5. Distinguish between economic systems around the world and their effect on how businesses operate in the United States.	SE: 23, 24, 25, 26, 27, 28, 29, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159  TWE: 23, 24, 25, 26, 27, 28, 29, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159
<b>D. BUSINESS ORGANIZATION</b>	
<b>The student will be able to:</b>	
1. List the advantages and disadvantages of various types of business ownership.	SE: 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 80, 81, 82, 83, 86, 87, 88, 89, 90, 91  TWE: 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 80, 81, 82, 83, 86, 87, 88, 89, 90, 91
2. Identify the five functions of business (accounting, finance, production, marketing, and management).	SE: 75, 76, 77, 78, 79, 80, 81, 82, 83  TWE: 75, 76, 77, 78, 79, 80, 81, 82, 83
3. Explain the interrelationships between these five functions of business.	SE: 75, 76, 77, 78, 79, 80, 81, 82, 83  TWE: 75, 76, 77, 78, 79, 80, 81, 82, 83
<b>E. CONSUMER AWARENESS</b>	
<b>The student will be able to:</b>	
1. List sources of consumer information.	SE: 361, 363, 366, 367, 382, 385, 386, 387, 388, 389, 390, 396, 397  TWE: 361, 363, 366, 367, 382, 385, 386, 387, 388, 389, 390, 396, 397
2. List rights of consumers.	SE: 370, 371, 372, 373, 374, 375, 380, 381, 382, 383  TWE: 370, 371, 372, 373, 374, 375, 380, 381, 382, 383
3. List methods that can be used to protect consumer rights.	SE: 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397  TWE: 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397

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<b>OBJECTIVES</b>	<b>PAGE REFERENCES</b>
4. Identify consumer responsibilities.	SE: 376, 377, 378, 379, 380, 381, 382, 383  TWE: 376, 377, 378, 379, 380, 381, 382, 383
<b>F. PERSONAL FINANCIAL PLANNING</b>	
<b>The student will be able to:</b>	
1. Develop long- and short-term financial goals.	SE: 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469  TWE: 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469
2. Develop a financial plan.	SE: 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469  TWE: 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469
3. Demonstrate proper procedures for managing a checking account.	SE: 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483  TWE: 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483
4. Describe several kinds of savings plans.	SE: 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497  TWE: 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497
5. Identify various ways in which money can be invested (stocks, bonds, mutual funds, real estate, etc.).	SE: 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525  TWE: 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525
6. Compute simple and compound interest on investments.	SE: 178, 179, 489, 490, 496, 497  TWE: 178, 179, 489, 490, 496, 497

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<b>G. UNDERSTANDING AND USING CREDIT</b>	
<b>The student will be able to:</b>	
1. Compare and contrast various sources of credit.	SE: 404, 405, 409, 410, 411, 412, 413, 414, 415, 417 TWE: 404, 405, 409, 410, 411, 412, 413, 414, 415, 417
2. Explain the advantages and disadvantages of using credit.	SE: 407, 408, 414, 415, 416, 417 TWE: 407, 408, 414, 415, 416, 417
3. Compute simple interest loans.	SE: 407, 409, 411, 413 TWE: 407, 409, 411, 413
4. Explain how a good credit record can be established and maintained.	SE: 406 TWE: 406
<b>H. RISK MANAGEMENT</b>	
1. Identify reasons for buying personal and business insurance.	SE: 539, 544, 545, 546, 550, 558, 559, 560 TWE: 539, 544, 545, 546, 550, 558, 559, 560
2. Distinguish among the various types of insurance (home, life, medical, automobile, liability, disability, etc.).	SE: 530, 534, 535, 536, 537, 544, 545, 550, 551, 552, 553, 554, 555, 558, 559 TWE: 530, 534, 535, 536, 537, 544, 545, 550, 551, 552, 553, 554, 555, 558, 559
<b>I. CAREER PLANNING</b>	
<b>The student will be able to:</b>	
1. Identify personal qualities and characteristics.	SE: 320, 321, 322 TWE: 320, 321, 322
2. Identify careers that utilize these personal qualities and characteristics.	SE: 323, 324, 325 TWE: 323, 324, 325

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3. Develop a career plan to include writing a resume, completing a job application, preparing for an interview, dressing appropriately, etc.	<p>SE: 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349</p> <p>TWE: 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349</p>
4. Demonstrate oral and written communication skills.	<p>This objective is addressed throughout. See, for example:</p> <p>SE: 5, 46, 56, 76, 82, 96, 106, 110, 124, 134, 188, 225, 288, 310, 330, 378, 432, 488, 538, 570</p> <p>TWE: 5, 46, 56, 76, 82, 96, 106, 110, 124, 134, 188, 225, 288, 310, 330, 378, 432, 488, 538, 570</p>

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