
Coal City Unit District #1
Introduction to Business
Career and Technical Curriculum

CTE.IB:1 Students will demonstrate knowledge of basic business concepts. (NBES ECON 1)

- CTE.IB:1-1 Distinguish between goods and services.
- CTE.IB:1-2 Identify economic resources.
- CTE.IB:1-3 Recognize the decision making process steps.
- CTE.IB:1-4 Name the features of the US economy.
- CTE.IB:1-5 Identify the basic economic problem.
- CTE.IB:1-6 Determine who sets the law of supply and demand.

CTE.IB:2 Students will demonstrate knowledge of basic government economic conditions. (NBES INTB 2)

- CTE.IB:2-1 Identify GDP, Unemployment rate and CPI.
- CTE.IB:2-2 Recognize the four economic cycles.
- CTE.IB:2-3 Distinguish between imports and exports.
- CTE.IB:2-4 Distinguish between embargoes and tariffs.
- CTE.IB:2-5 Identify the role of government in economics.
- CTE.IB:2-6 Determine the economic measurements of a country.

CTE.IB:3 Students will demonstrate knowledge of business social and ethical responsibilities. (NBES MGMT 5)

- CTE.IB:3-1 Identify the areas of social responsibility for a business.
- CTE.IB:3-2 Define business ethics.
- CTE.IB:3-3 Identify unethical behavior of businesses.
- CTE.IB:3-4 Recognize the different types of government regulation of business.

CTE.IB:4 Students will demonstrate knowledge of business types and ownerships. (NBES ECON 3, NBES ENTRE 1)

- CTE.IB:4-1 Identify the different types of businesses.
- CTE.IB:4-2 Identify the different types of business ownership.
- CTE.IB:4-3 Recall the advantages and disadvantages of business ownership.
- CTE.IB:4-4 Define corporations and franchises.
- CTE.IB:4-5 Distinguish the entrepreneur's characteristics and methods of business.

CTE.IB:5 Students will demonstrate knowledge of management styles. (NBES MGMT 1, 2, 3, 4)

- CTE.IB:5-1 Identify the basic management functions.
- CTE.IB:5-2 Identify the different types of business management levels.
- CTE.IB:5-3 Distinguish the different styles of management.
- CTE.IB:5-4 Designate the characteristics of a good leader.
- CTE.IB:5-5 Recognize communication skills needed by a manager.
- CTE.IB:5-6 Identify the different types of influence used by managers.

CTE.IB:6 Students will demonstrate knowledge of basic financial concepts related to business. (NBES MGMT 1, 2, 3, 4)

- CTE.IB:6-1 Identify the basic financial equation.
- CTE.IB:6-2 Identify pieces to a budget.
- CTE.IB:6-3 Recognize the steps to the budget process.
- CTE.IB:6-4 Identify basic financial statements.
- CTE.IB:6-5 Define the stock market.
- CTE.IB:6-6 Identify the risk/return trade off for investing in stock market.

CTE.IB:7 Students will demonstrate knowledge of human resource management. (NBES MGMT 6)

- CTE.IB:7-1 Define the roles of the human resource department.
- CTE.IB:7-2 Recognize the steps to the selection process of new employees.
- CTE.IB:7-3 Identify the legal rights and procedures that are involved in the workplace.
- CTE.IB:7-4 Define job evaluation.
- CTE.IB:7-5 Identify basic pay and benefit plans.

CTE.IB:8 Students will demonstrate knowledge of production. (NBES MGMT 11)

- CTE.IB:8-1 Identify the role of producers.
- CTE.IB:8-2 Classify the forms of production.
- CTE.IB:8-3 Determine steps of the product development process.
- CTE.IB:8-4 Identify the means of product development.
- CTE.IB:8-5 Define inventory control.

CTE.IB:9 Students will demonstrate knowledge of marketing. (NBES MRKT 1, 2, 3, 4, 5, 6)

- CTE.IB:9-1 Identify the marketing concept.
- CTE.IB:9-2 Recognize the four P's of marketing.
- CTE.IB:9-3 Identify the segments in marketing.
- CTE.IB:9-4 Distinguish the processes of introducing a new product.
- CTE.IB:9-5 Determine effective ways to advertise.
- CTE.IB:9-6 Identify the product life cycle.