



Colorado BMEF CTE Course – Scope and Sequence

Course Name	Introduction to Business	Course Details	Credits = .5 (Semester) or 1.0 (Year)		
		Course = 0.50 Carnegie Unit Credit			
Course Description	Introduces the application of fundamental business principles to local, national, and international forums. This course examines the relationship of economic systems, governance, regulations, and law upon business operations. It surveys the concepts of career development, business ownership, finance and accounting, economics, marketing, management, operations, human resources, regulations, and business ethics.				
Note	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all competency/performance indicators are covered. Course aligns to the CCNS (BUS1015) competencies. *Please note if you teach this with concurrent or dual enrollment, it may be taught at a level 3 or 4.				
SCED Identification # 12055		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
Business and Career Opportunities		Standard: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career	Understand the macro view of business that is essential to such advanced and specialized courses such as finance, marketing, management, and human relations.	a. Describe the role of each of the functions of business serves within a business.	FBLA: Intro to Business, Business Plan DECA: Entrepreneurship events, Principles of Business, Principles of Entrepreneurship
			Describe the range of career opportunities in business and processes for selecting and developing a career path.	a. Identify the functions of a business and potential career opportunities that exist within the function	FBLA: Introduction to Business, Future Business Leader, Electronic Career Portfolio
Fundamentals of Business		Standard: Understands business's responsibility to	Understand the role of business in society	a. Explain the connections between	FBLA:

		know, abide by, and enforce laws and regulations that affect business operations and transactions		businesses, consumers, and the government	Business Law, Global Business, Introduction to Business DECA: Principles events
		Apply knowledge of business ownership to establish and continue business operations.	Compare the advantages and disadvantages of different forms of business ownership, including entrepreneurship.	a. Define the advantages and disadvantages of each type of business ownership. b. Identify the different ways one can “own” a business. Identify the differences between: Sole Proprietorship, Partnership, Corporation, Franchise, LLC, etc.	FBLA: Entrepreneurship, Introduction to Business DECA: Entrepreneurship events
			Realize the integrated and dynamic nature of the exciting world of business.	a. Describe how innovative/entrepreneurial thinking is necessary for today’s businesses.	FBLA: Entrepreneurship, Introduction to Business DECA: Innovation Plan
Economics		Standard: Understands the economic principles and concepts fundamental to business operations	Understand the fundamentals of economics concepts.	a. Explain the concept of economic resources b. Explain the principles of supply and demand c. Explain the types of economic systems d. Demonstrate their understanding of economics by applying the concepts to current media (PBL)	FBLA: Introduction to Business, Management Decision Making, Political Science, Economics, Advertising, DECA: Principles events
			Understand the impact of an economic system and the government on business activities.	a. Determine the relationship between government and business b. Describe each of the economic system and	FBLA: Economics, Political Science, Global Business, Introduction to Business, Introduction to

				provide examples of countries that operate under the system. c. Describe the nature of taxes d. Describe the effects of fiscal and monetary policies	Business Procedures, Entrepreneurship DECA: Principles events
			Identify how businesses participate in the global economy.	a. Understand the impact of global trade/globalization and how businesses adapt to today's markets. b. Discuss the impact of globalization on business. c. Describe the impact of the political environment on world trade d. Explain the impact of a country's economic development on world trade	FBLA: Economics, Political Science, Global Business, Introduction to Business DECA: International Business Plan
Finance and Accounting Basics		Standard: Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources	Understand personal finance (how to write a check, taxes, budgeting, forecasting, and insurance/risk management).	a. Students can describe and explain the importance of personal finance literacy b. Explain the nature of risk management	FBLA: Personal Finance, Insurance & Risk Management, Introduction to Business DECA: Accounting Applications
			Discuss financial statements and the components of income statements and balance sheets for a business. Basic Accounting principles and Finance concepts (accounting equation, debits/credits, balance sheet, income	a. Use a spreadsheet program to complete a personal balance sheet to illustrate their net worth. b. Use a spreadsheet program to prepare a personal income statement to demonstrate their income and spending for an event such as	FBLA: Personal Finance, Accounting I, Spreadsheet Applications, Introduction to Business DECA: Accounting, Business Finance, Financial Team, Personal Financial

			statement, statement of cash flows). Students will understand liquidity and the importance of cash flow. Students will understand the basis of monetary systems and banking	homecoming, prom, and/or spring break. c. Describe how their income and personal financial statements are similar to the statement of a business. d. Use a spreadsheet program and graphing function to calculate a break-even analysis to show when a business becomes profitable ($R > E$)	Literacy
Business Ethics and corporate social responsibility		Apply ethics to demonstrate trustworthiness.	Examine the importance of business ethics and corporate social responsibility	a. Identify the difference between an ethical issue and a legal issue. b. Attempt to identify the best course of action when presented with ethical and legal issues.	FBLA: Business Ethics, Business Law DECA: Business law and ethics
		Adhere to a professional code of ethics to guide business decisions.	Develop an awareness of ethical and legal issues affecting business.	a. Discuss ethical business practices and social responsibility b. Explain the role of ethical decision making in business. c. Use an ethical philosophy to identify the best course of action when presented with ethical and legal issues.	FBLA: Business Ethics, Management Decision Making DECA: Business law and ethics, Human Resources
			Understand the nature of contracts, legal procedures, human resource laws and regulations, and reasoning behind business laws.	a. Identify the nature of contracts, legal procedures, human resource laws and regulations, and reasoning behind business laws. b. Develop a contract and terms for a group.	FBLA: Business Law, Introduction to Business DECA: Business law and ethics

			Understand the role of stock ownership and the stock market.	a. Define the term stock and describe how owning stock is a type of business ownership. b. Choose three stocks he/she would like to purchase and state the reason why.	FBLA: Securities & Investments, Introduction to Business
Management & Leadership		Standard: Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department	Discuss the essential elements of leadership.	a. Demonstrate the rational decision making process business managers utilize Including: Entrepreneurship, Fundamentals of management and organization, teamwork, and production systems and logistics b. Reflect on personal post-secondary goals which connect industry with educational interests	FBLA: Business Ethics, Introduction to Business, Entrepreneurship, Organizational Leadership, Introduction to Business Procedures, Electronic Career Portfolio DECA: Management events
			Identify basic principles and styles of management and how they impact organizational success	a. Discuss teamwork, organizational structures, i.e. functional, matrix, and projectized.	FBLA: Organizational leadership, Management Decision Making, Introduction to Business, Introduction to Business Procedures DECA: Management Events
			Describe the fundamental principles of management.	a. Identify fundamentals of management and organization	FBLA: Introduction to Business, Introduction to Business Procedures, Agribusiness, Global Business

					DECA: Principles events
		Standard: Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others	Utilize effective communication techniques.	a. Develop a great first impression, deliver a proper professional introduction, and remember names. b. Network within their communities c. Develop and present a 30 second personal introduction to peers and/or professionals.	FBLA: Job Interview DECA: Role play events
			Understand personal SWOT analysis (time management, self-assessment, leadership styles).	a. Demonstrate time management skills. b. Assess personal strengths and weaknesses c. Develop a personal SWOT analysis. d. Adapt leadership style to the personality type of others.	FBLA: Introduction to Business, Electronic Career Portfolio DECA: Management events
			Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department.	a. Explain the concept of management. b. Identify two companies that attribute success to effective management. c. Locate the Mission and Vision for a Fortune 500 Company.	FBLA: Organizational Leadership DECA: Management events
			Employ leadership skills to achieve workplace objectives (conflict resolution, communication, personal responsibility, motivation).	a. Explain the nature of effective communications b. Demonstrate effective communication. c. Collaborate with others. d. Use conflict-resolution skills	FBLA: Introduction to Business Communication DECA: Principles Events

				e. Take responsibility for decisions and actions f. Apply motivational techniques as well as team building.	
Entrepreneurship		Standard: Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture	Understand the profit motive and fundamental entrepreneurial risks involved with starting a business. Understand the steps involved in starting a business (type of ownership, legal steps, challenges and barriers).	a. Identify the impact of small business/entrepreneurship on market economies b. Explain the concept of competition c. Explain the role of business in society	FBLA and DECA Entrepreneurship events
			Review the basic elements of a business plan (discovery, SWOT analysis, market research, funding sources, exit strategies).	a. Describe why each of the elements of a business plan are important for entrepreneurs to consider. b. Discuss potential opportunities that exist in the global business environment. c. Identify potential methods of adapting to changes in a business environment.	FBLA and DECA Entrepreneurship events
Marketing		Standard: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives	Distinguish between the wants and needs of different customers.	a. Create a product that targets the needs and/or wants of students in class.	FBLA: Business Plan DECA: Integrated marketing events
			Describe the elements of the Marketing Mix (Product, Place, Price, Promotion) and how each element applies to the marketing strategy.	a. Identify each element of the marketing mix. b. Select two businesses and compare/contrast the differences between their Marketing Mix.	FBLA: Marketing DECA: Integrated marketing events

			Understand the marketing mix (product strategy, pricing strategy, promotional strategy, and distribution strategy, branding) and its application.	a. Define the marketing mix for the product they will sell in class. b. Prepare in class promotional materials which advertise the company and product. Adapt communication to meet the various cultures and social needs of classmates. c. Foster positive relationships with customers and resolve customer conflicts and reinforce the company's image while completing the classroom selling process.	DECA: Integrated marketing events
Human Resource Management and Motivation		Standard: Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources	Understand the basics of Human resource management		FBLA: Introduction to Business DECA: Human Resources
			Understand the management-labor relationship	a. Awareness of Human Resource laws, regulations and procedures. b. Look up the Colorado Department of Labor Laws that impact youth and summarize the overall impact of the laws on teenage workers.	FBLA: Introduction to Business, Business Law DECA: Human Resources
			Understand the theories of motivation	a. Understand and conduct a personal SWOT Analysis.	FBLA: Electronic Career Portfolio

				b. Conduct a personal SWOT Analysis to identify their own strengths, weaknesses, opportunities, threats. c. Conduct a social media SWOT Analysis to evaluate the social media presence of a peer in class. d. Discuss their SWOT with a peer to obtain feedback and reflect upon the information	DECA: Human Resources
			Understand the value of networking and the application of networking to finding jobs and business. Foster positive relationships with businesses and peers. Understand effective “selling” and pitching the idea to be the best candidate during a job interview.	a. Prepare a job application and resume. b. Encourage an employer to hire him/her during a job interview	FBLA: Job Interview, Electronic Career Portfolio DECA: Human Resources
			Understanding your paycheck. Awareness of the difference between a W-2 and a 1099	a. Correctly identify FICA, state, federal, and deduction on a paycheck. b. Students can explain the difference between Gross Pay and Net Pay. c. Mathematically calculate the percentage taken from a paycheck.	FBLA: Personal Finance DECA: Personal financial literacy
Operations and Supply Chain Management		Standard: Understands the processes and systems implemented to monitor, plan, and control the day-to-day	Describe production and operations management.		FBLA: Introduction to Business Procedures, Management Decision Making

		activities required for continued business functioning			DECA: Buying and Merchandising events
			Understand the processes behind businesses and their supply chains (SC)	a. Explain examples of SC from beginning to end b. Identify three SC process components of logistics, purchasing, and manufacturing c. Choose a product they can relate to and develop a high-level SC	DECA: Buying and Merchandising events
			Understand function and relationships between businesses and their suppliers	a. Understand procurement functions and why a company needs to buy things b. Describe the importance of relationships	DECA: Buying and Merchandising events
			Understand and apply operational organization to a SC	a. Recognize issues in operations and brainstorm ways to solve them b. Show creativity and out of the box thinking to solve problems	FBLA: Organizational Leadership DECA: Buying and Merchandising events
			Understand what logistics is and how it contributes to everyday life: transportation and warehousing	a. Differentiate between various logistics options b. Know what the best options are depending on the product	DECA: Buying and Merchandising events

Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- **Prepared Graduate 1:** Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- **Prepared Graduate 4:** Read a wide range of informational texts to build knowledge and to better understand the human experience.
- **Prepared Graduate 5:** Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.

Standard 3: Writing and Composition

- **Prepared Graduate 6:** Craft arguments using techniques specific to the genre.
- **Prepared Graduate 7:** Craft informational/explanatory texts using techniques specific to the genre.
- **Prepared Graduate 9:** Demonstrate mastery of their own writing process with clear, coherent, and error-free polished products.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.