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

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**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.