

School District of Loyal

Introduction to Business

Grade: 10-12

Student Learning Targets



Students who demonstrate understanding can:

WI State Standards	Standard:	Student Learning Targets:
BIT.EC.1 BIT.EC.2 BIT.EC.4 BIT.GB.1	Students will analyze how economic systems, market forces, and global conditions influence business decisions and consumer choices.	Students will be able to: • Explain scarcity, opportunity cost, factors of production, and the characteristics of major economic systems. • Analyze how supply, demand, competition, and market structures influence prices and business decisions. • Interpret the business cycle and key economic indicators, including GDP, inflation, and unemployment. • Explain how trade, barriers, culture, technology, and exchange rates affect global business.
BIT.BLE.2 BIT.BLE.5	Students will evaluate legal structures, ethical responsibilities, and the role of business in society.	Students will be able to: • Compare sole proprietorships, partnerships, corporations, limited liability companies, cooperatives, and franchises. • Explain how legal liability, taxation, control, and financing influence the choice of business ownership. • Analyze ethical dilemmas using integrity, fairness, stakeholder impact, and corporate social responsibility. • Explain how government regulation, consumer protection, and employment law affect business operations.
BIT.EN.1 BIT.EN.2 BIT.EN.4	Students will examine entrepreneurship and evaluate opportunities for successful business ventures.	Students will be able to: • Describe the characteristics, risks, rewards, and economic contributions of entrepreneurs. • Identify business opportunities that address a customer problem, need, want, or emerging trend. • Evaluate the feasibility of a venture using customer research, competition, demographics, and SWOT analysis. • Explain the process of starting, purchasing, or franchising a business.

WI State Standards	Standard:	Student Learning Targets:
BIT.MAN.1 BIT.MAN.2 BIT.MAN.3	Students will explain how management, operations, leadership, and human resources contribute to organizational success.	Students will be able to: • Explain the management functions of planning, organizing, leading, and evaluating. • Compare leadership styles, organizational structures, levels of authority, and departmental relationships. • Describe human resource functions, including recruitment, selection, training, compensation, evaluation, and workplace law. • Analyze operations and production decisions involving suppliers, scheduling, inventory, quality, and productivity.
BIT.MKT.1 BIT.IT.1 BIT.EN.5	Students will analyze how marketing, finance, accounting, and information technology support business operations and decision-making.	Students will be able to: • Explain how the marketing mix is used to create value and meet customer needs. • Interpret basic financial information involving startup costs, revenue, expenses, profit, cash flow, and break-even. • Explain how information technology, e-commerce, and data support communication, operations, and customer service. • Analyze how the functional areas of a business work together to achieve organizational goals.
BIT.EN.4 BIT.EN.5 BIT.BC.4 BIT.BC.5	Students will research, develop, and communicate a comprehensive business plan for a feasible venture.	Students will be able to: • Define a business concept, company purpose, product or service, target market, and competitive advantage. • Develop market research, marketing and sales, competition, management, operations, and growth sections. • Prepare realistic startup costs, financing, cash-flow projections, financial assumptions, and a break-even analysis. • Write and present a professional business plan supported by evidence, appropriate visuals, and digital tools.