



Introduction to Business

2010

**SECONDARY BUSINESS EDUCATION STANDARDS
IN SEVENTH-DAY ADVENTIST SCHOOLS**

OFFICE OF EDUCATION | North American Division Seventh-day Adventist Church

Business Education Standards— Introduction to Business

COURSE FOCUS [Apply the following for each content standard.]

IBUS.1 Identify SDA Christian principles and values in correlation with business.

- IBUS.1.1 Recognize God’s purpose in the dynamics of business.
- IBUS.1.2 Explore God’s ownership of all things and His role in the social, economic, and spiritual areas of business.
- IBUS.1.3 Apply prayerfully biblical principles of SDA Christian morality, integrity, and ethical behavior to all aspects of business.

COURSE ABILITIES [Apply the following to each content standard.]

IBUS.2 Develop abilities in business.

- IBUS.2.1 Develop critical and creative thinking skills (research, analysis, evaluation, correlation).
- IBUS.2.2 Utilize cooperative learning (project-based activities and manual/computerized simulations).
- IBUS.2.3 Develop self-management skills (individual responsibility, self-worth, sociability, time management, etc.).
- IBUS.2.4 Build effective communication skills (speaking, writing, listening, using technology, etc.).

IBUS.3 Be able to apply business knowledge and skills.

- IBUS.3.1 Read, research, analyze, write, and present using various sources (technology, business plans, budgets, etc.).
- IBUS.3.2 Identify key concepts and themes.
- IBUS.3.3 Acknowledge the positive and negative implications of technological advances.
- IBUS.3.4 Demonstrate ability to apply business concepts with integrity.
- IBUS.3.5 Assess personal applications and potential career opportunities.

COURSE CONTENT: Business Communication, Finance, Economics, Marketing, Entrepreneurship, Ethics

IBUS.4 Be able to understand, apply, and evaluate business communication skills.

- IBUS.4.1 Demonstrate proficiency in keyboarding and written communication (formatting business documents, email, proposals, etc.).
- IBUS.4.2 Apply interpersonal and teamwork skills to generate ethical solutions to business problems (presentations, customer service, leadership, etc.).
- IBUS.4.3 Evaluate appropriate technologies to enhance the effectiveness of business communication.

IBUS.5 Be able to understand, apply, and evaluate financial management decisions.

- IBUS.5.1 Develop, utilize, and evaluate a budget (personal and business).
- IBUS.5.2 Use basic recordkeeping skills for financial management (checkbooks, investments, credit, etc.).
- IBUS.5.3 Apply and evaluate biblically-based ethical financial decision-making skills.

IBUS.6 Be able to understand, apply, and evaluate economic systems.

- IBUS.6.1 Understand the effects of consumer needs/wants, supply/demand, and competition.
- IBUS.6.2 Evaluate the factors of production and resource allocation and the effects on business decisions.
- IBUS.6.3 Analyze and interpret data using statistical procedures, charts, graphs, and economic indicators.

IBUS.7 Be able to understand, apply, and evaluate marketing practices.

- IBUS.7.1 Describe the changing nature of marketing and the impact on individuals, businesses, and society.
- IBUS.7.2 Evaluate the elements of marketing research (advertising, promotional mix, product value, etc.).
- IBUS.7.3 Create and implement a biblically-based ethical marketing plan (development, forecasting, etc.).

IBUS.8 Be able to understand, apply, and evaluate entrepreneurship.

- IBUS.8.1 Recognize the role and characteristics of an entrepreneur.
- IBUS.8.2 Design, implement, and evaluate a biblically-based ethical business plan.
- IBUS.8.3 Understand how the legal system affects the various forms of business ownership.

IBUS.9 Be able to understand, apply, and evaluate business ethics.

- IBUS.9.1 Understand ethical business concepts (integrity, confidentiality, etc.).
- IBUS.9.2 Assess and prayerfully examine biblically-based ethical business decisions.