

Course Title	Introduction to Business (beginning 2025-2026)	
CCV Course Title	BUS 1010 - Introduction to Business	
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CCV Description	This course is an introduction to the characteristics, organization, and operation of business, including organization and management, production planning and control, marketing, finance, day-to-day operations in the areas of accounting, personnel, research and development, and management information systems. Prerequisites: Students must meet basic skills policy requirements. No other course prerequisites required.	
Statement of Outcome	How would you like to be your own boss? In this class students will have the opportunity to learn more about business by creating their own micro business and learning the basic concepts and principles of business. Students will learn how to make a product, and work with their peers to produce, market and keep track of sales. To successfully complete this course, students must be able to work independently and meet deadlines, while also collaborating with their peers. Students have the opportunity to complete a capstone project per semester. The first semester they take the course, students will focus on the Critical Thinking capstone and the second semester students will work on the Persistence capstone.	
Unit Name & Time Frame	Introduction - First Semester Apx 30 class periods	Building a Business - Second Semester Apx 30 class periods
Topic(s) and driving question. <i>Clarification: This is stuff or “content” you will use to teach the GP indicators and GX and the questions you use to frame the big ideas.</i>	• Characteristics and Functions of Business ○ What is Business? ○ Management ○ Human Resources ○ Strategy ○ Information Management ○ Operations ○ Types of Business Models ○ Competition ○ Current Business and Technology Trends ○ Types of Business Ownership • Build Your Own Business	• Marketing ○ What is Marketing and why does it matter? ○ The Marketing Functions ○ Marketing Strategies ○ Target Markets • Finance & Accounting ○ Business Income, Revenues, Expenses ○ Concept of Accounting ○ The Role of Finance in Business ○ Financial Analysis • Ethics in Business • Business is Global • Money, Currency & Cash ○ Functions of Money ○ Types of Currency ○ Financial Exchange • Career Opportunities in Business
GX Focus <i>Clarification: This is the GX’s you plan to pay particular attention to.</i>	Students will have the option to opt into a Critical Thinking Capstone Project	Students will have the option to opt into a Persistence Capstone Project
GP- Content Indicators	N/A College Level Coursework Graded at CCV Standards	N/A College Level Coursework Graded at CCV Standards

Clarification: These are the <i>performance indicators you will teach, assess and report on.</i>		
Summative Assessment Clarification: <i>This is a brief description of the task and or product you will use to assess student proficiency on the performance indicators you identified above.</i>		
Link to Unit <i>Clarification:</i> <i>This is the link to your unit plan.</i>	Example of BusinessU curriculum , but some units will be removed to focus on students building their own in class businesses and applying this learning.	