

CAREER TECHNICAL EDUCATION (CTE) COURSE COMPETENCIES

AP Introduction to Business

Course No. 12051

Credit: 0.5

Student name: _____ Graduation Date: _____

Pathways and CIP Codes: **Business Management & Entrepreneurship (52.0201)**; Business Finance (52.0801); Marketing (52.1402); Restaurant & Event Management (12.0504); Travel & Tourism (52.0901); Vehicle Maintenance & Repair (47.0600)

Course Description: **Introductory Level:** AP Introduction to Business introduces students to the foundational principles that guide how businesses operate in a modern economy. Students explore core concepts including economic decision-making, entrepreneurship, marketing, financial literacy, and business ethics while developing practical workplace skills such as communication, collaboration, problem-solving, and professional conduct. Through real-world applications, projects, and analysis of business scenarios, learners gain an understanding of how organizations create value, manage resources, serve customers, and adapt to changing markets. The course also supports career readiness by helping students evaluate career pathways, develop professional skills, and apply business knowledge to personal and professional decision-making.

Directions: The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

RATING SCALE:

4. **Exemplary Achievement:** Student possesses outstanding knowledge, skills or professional attitude.
3. **Proficient Achievement:** Student demonstrates good knowledge, skills or professional attitude.
Requires limited supervision.
2. **Limited Achievement:** Student demonstrates fragmented knowledge, skills or professional attitude.
Requires close supervision.
1. **Inadequate Achievement:** Student lacks knowledge, skills or professional attitude.
0. **No Instruction/Training:** Student has not received instruction or training in this area.

BENCHMARK 1: FOUNDATIONS OF BUSINESS & ECONOMICS

Competencies

#	DESCRIPTION	RATING
1.1	Explain how scarcity, choice, and incentives influence business decisions.	_____
1.2	Describe how businesses create value for customers, owners, and communities.	_____
1.3	Compare types of economic systems and how they affect business activity.	_____
1.4	Analyze how costs, pricing, and competition impact profitability.	_____
1.5	Evaluate how government policy and regulation influence business operations.	_____
1.6	Distinguish among common business ownership structures and their advantages.	_____
1.7	Interpret how global trade and international markets affect organizations.	_____
1.8	Explain legal and ethical responsibilities of businesses.	_____

BENCHMARK 2: CUSTOMER RELATIONS & BUSINESS TECHNOLOGY**Competencies**

#	DESCRIPTION	RATING
2.1	Demonstrate professional customer interaction skills in simulated business settings.	_____
2.2	Use digital tools to collect, analyze, and apply customer or market information.	_____
2.3	Apply appropriate technology tools to complete workplace-style tasks and projects.	_____

BENCHMARK 3: PROFESSIONALISM, LEADERSHIP & ETHICS**Competencies**

#	DESCRIPTION	RATING
3.1	Apply ethical reasoning to business decisions and workplace scenarios.	_____
3.2	Demonstrate collaboration, leadership, and accountability in team environments.	_____
3.3	Practice professional behaviors expected in modern workplaces.	_____

BENCHMARK 4: ENTREPRENEURSHIP & INNOVATION**Competencies**

#	DESCRIPTION	RATING
4.1	Evaluate characteristics and skills associated with successful entrepreneurs.	_____
4.2	Generate and refine business ideas using structured problem-solving methods.	_____
4.3	Design and communicate a basic venture concept or business model.	_____
4.4	Reflect on personal interests, strengths, and career 't related to entrepreneurship.	_____

BENCHMARK 5: FINANCIAL LITERACY & BUSINESS FINANCE.**Competencies**

#	DESCRIPTION	RATING
5.1	Analyze personal 'nancial decisions involving spending, saving, credit, and investing.	_____
5.2	Interpret basic 'nancial statements to assess business performance.	_____
5.3	Explain the relationship among assets, liabilities, and ownership value.	_____
5.4	Use 'nancial information to support business or personal decision-making.	_____

BENCHMARK 6: WORKPLACE TECHNOLOGY & COMMUNICATION.**Competencies**

#	DESCRIPTION	RATING
6.1	Produce professional business documents using appropriate digital tools.	_____
6.2	Organize and present information visually and verbally for business audiences.	_____
6.3	Apply research and data analysis tools to support conclusions.	_____

BENCHMARK 7: MARKETING & MARKET STRATEGY.**Competencies**

#	DESCRIPTION	RATING
7.1	Explain how marketing connects businesses with customers.	_____

#	DESCRIPTION	RATING
7.2	Analyze how businesses identify and target specific audiences.	
7.3	Evaluate how product, price, promotion, and distribution decisions affect success.	
7.4	Examine how marketing strategies change in global environments.	

BENCHMARK 8: CAREER READINESS & EMPLOYABILITY**Competencies**

#	DESCRIPTION	RATING
8.1	Demonstrate workplace readiness skills including communication, initiative, and adaptability.	
8.2	Analyze career pathways, required credentials, and advancement opportunities.	
8.3	Apply decision-making and problem-solving strategies to workplace situations.	
8.4	Plan and manage long-term projects using structured timelines and goals.	
8.5	Prepare professional written and oral communications appropriate for business settings.	

I certify that the student has received training in the areas indicated.

Instructor Signature: _____

For more information, contact:

CTE Pathways Help Desk
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