

URBANDALE COMMUNITY SCHOOL DISTRICT  
CURRICULUM FRAMEWORK OUTLINE

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SUBJECT:	Business Education	
COURSE TITLE:	Introduction to Business	
GRADE LEVEL:	9, 10	Elective
PREREQUISITES:	None	1 Credit/1 Semester

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**COURSE DESCRIPTION:**

Introduction to business serves as a starting point for students interested in the world of business. All other business classes at UHS build off of the information provided in this class. Students will cover a variety of business related topics including: leadership, career planning, banking, money management, consumerism, insurance, and credit.

**CONTENT STANDARDS AND BENCHMARKS:**

In order that our students may achieve the maximum benefit from their talents and abilities, the students of Urbandale Community School District's Introduction to Business course should be able to . . .

**Content Standard I. Demonstrate comprehension, computation, and applied technology skills.**

Benchmarks: Understand the various areas of money management.

**Content Standard II. Develop communication, employability, and life-management skills.**

Benchmarks: Understand effective career planning in a global economy.  
Understand the importance of consumer rights and responsibilities.  
Recognize how to get and keep credit.  
Understand the importance of risk management with various types of insurance.



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**CONTENT STANDARDS AND COURSE BENCHMARKS WITH INDICATORS  
FOR INTRODUCTION TO BUSINESS:**

**Standard I. Demonstrate comprehension, computation, and applied technology skills. Students in Introductions to Business should be able to ...**

**Benchmark: Understand the various areas of money management.**

Indicators: Demonstrate ability to budget money.  
Name different types of income and expenses.  
Describe some of the major services that banks provide.  
Explain how to reconcile a checking account.  
Demonstrate ability to appropriately handle a checking account.  
Name reasons for saving money.  
Explain how interest is earned.  
Explain how stock is bought and sold.  
Demonstrate understanding of different types of investments.  
Demonstrate ability to calculate gain achieved on investments.

**Standard II. Develop communication, employability, and life-management skills. Students in Introduction to Business should be able to ...**

**Benchmark: Understand effective career planning in a global economy.**

Indicators: Explain the difference between a career and a job.  
Name ways to find out about your career options.  
List the things you can do to get prepared for a career.  
Name the employability skills.  
Describe how to prepare a resume.  
List sources of information about job openings.  
Explain the job application process.

**Benchmark: Understand the importance of consumer rights and responsibilities.**

Indicators: Describe choices consumers make when buying goods and services.  
Identify types of stores where consumers can make purchases.



Name the seven rights of consumers.  
List the basic responsibilities of a consumer.  
Describe ways you can learn consumer skills.  
Describe what consumers can do when they have problems with products.  
Explain how government protects consumers.  
Name ways in which businesses help and inform consumers.

**Benchmark: Recognize how to get and keep credit.**

Indicators: Explain the advantages and disadvantages of using credit.  
Name the places where you can get credit.  
Identify the different types of credit.  
Name the five factors creditors use to consider credit worthiness.  
Explain some of the costs involved in paying for credit.  
Explain how government protects credit rights.  
Name and describe federal laws that protect consumers.

**Benchmark: Understand the importance of risk management with various types of insurance.**

Indicators: Name the different types of vehicle insurance coverage.  
Describe the factors that affect the costs of vehicle insurance.  
Determine which type of auto insurance applies in accidents.  
Explain the different types of property insurance.  
Identify the factors that affect the cost of property insurance premiums.  
Identify the factors that affect the cost of life insurance.  
Describe the types of health insurance.  
Demonstrate understanding of insurance terminology.

