



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

OUR GOAL

The goal of Seventh-day Adventist education is about more than quality teachers providing innovative instruction. Adventist education aims to provide student learning infused with Christian faith and an Adventist worldview. To achieve this goal Seventh-day Adventist standards for grades 9-12 subjects have been carefully developed to embody Seventh-day Adventist beliefs and to prepare students for life-long learning, equipping them for earthly service and heavenly citizenship. An education of this kind imparts strong academic knowledge and a clear picture of Christ and His love for mankind.

These standards focus on what students should know, understand and be able to do. They will be a useful tool for teachers in developing lessons and ensure a thorough preparation for college or university when fully implemented across the curriculum.

Seventh-day Adventist Secondary Standards:

1. Provide clear expectations for student learning and accountability.
2. Provide an essential user-friendly tool for developing instruction.
3. Transform textbooks from curriculum guide to a resource for instruction.
4. Provide for a complete and uniform Adventist secondary curriculum.
5. Have been developed exclusively by Seventh-day Adventist educators.
6. Have been aligned with the goals of Journey to Excellence
7. Have been developed using national and state standards, Adventist curriculum guides, and standards compendiums from McRel and Ten Sigma.

RATIONALE

Secondary Business Education Standards for Seventh-day Adventist Schools seeks to ensure that the beliefs and values of our Adventist Christian faith are integrated into the curriculum. Instruction from this type of curriculum should help students learn to reflect God's image while developing proficiency in the content areas of business education through understanding, application, and evaluation of concepts and skills. This kind of education imparts more than academic knowledge. It fosters the balanced development of the whole person to prepare them for earthly service and heavenly citizenship.

These carefully developed business education standards are a practical tool to assist teachers in focusing their instruction so that students achieve competence and are engaged successfully in understanding business principles and concepts and in applying them for productive purposes with integrity in various real life situations. These standards should help students grasp biblical principles of stewardship, essential resource management, and business transactions as well as see the opportunity provided for support of the mission and ministry of the church. These standards also create meaningful connections for technology with other fields of learning. The intent of these standards is to focus on the essence of what students should learn, retain and apply to their lives.

CREDITS

The following resources were referenced in developing *Secondary Foreign Language Standards for Seventh-day Adventist Schools*: a sampling of state (Florida, Louisiana, Michigan, Missouri, New York, Tennessee, Texas) and Canadian provincial standards (British Columbia, Nova Scotia, Saskatchewan), National Business Education Association, National Educational Technology Standards, International Society for Technology in Education, NAD Curriculum Guide for Business & Computer Education, McREL Compendium of Standards, and Journey to Excellence.

STANDARDS CODING

The standards and essential learnings have been coded so that educators can easily refer to them in their curriculum, instruction, assessment, and professional development activities. The coding system begins with the course abbreviation in letters where the abbreviations are: ACCT—Accounting, IBUS—Introduction to Business, and PFIN—Personal Finance. The first numeral (ACCT.2.1) refers to the standard and the second numeral (ACCT.2.1) refers to the subcategory under the standard.

JOURNEY TO EXCELLENCE

When the standards on the next page have been met the instruction in this course will have also met some of the Goals and Essential Core Elements for the curriculum in Seventh-day Adventist schools listed in *Journey to Excellence*. The number (1.A) refers to the Goal and the letter (1.A) refers to the Essential Core Element that is met.

ACCOUNTING

- | | |
|-------------|----------------|
| 1.A,B,D,E,F | 6.A,B,C,D,E,F |
| 2.C,F | 7.A,B,D,E |
| 3.C,D | 8.A,B,C,D,E,G |
| 4.B,C,D | 10.A,B,C,D,E,F |
| 5.C,F | |

INTRODUCTION TO BUSINESS

- | | |
|-----------|-----------------|
| 1.B,D;F | 6.A,B,C,D,E,F |
| 2.C,F | 7.A,B,C,D,E |
| 3.C,D | 8.A,B,C,D,E,F,G |
| 4.A,B,C,D | 9.D |
| 5.C | 10.A,B,C,D,E,F |

PERSONAL FINANCE

- | | |
|-----------|---------------|
| 1.B,D,F | 6.A,B,C,D,E,F |
| 2.A,C,F | 7.A,B,C,D,E |
| 3.B,C,D | 8.A,B,C,D,E,G |
| 4.A,B,C,D | 10.A,B,C,E,F |
| 5.C,E,F | |

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.

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