

Minnesota Articulated College Credit (ACC) Agreement

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Agreement Name: **Introduction to Business**

Agreement Last Reviewed: **Fall 2023**

Next Review Date: **Fall 2025**

College Courses

Class	Title	School	Credits	
BUS 1101	Introduction to Business	Rochester Community & Technical College	1.0	of 3.0
MKT 1820	Introduction to Business	South Central College	2.0	of 3.0
ENTR 1170	Introduction to Small Business	Dakota County Technical College	2.0	of 3.0

Curriculum Content Objectives

To receive credit, students will demonstrate proficiency in the following content objectives:

1. Identify the macroeconomic factors that affect business performance
2. Identify the key functions of managers
3. Explain how foreign exchange rate movements can affect a firm's performance
4. Explain how foreign characteristics influence a firm's international business
5. Describe how and why firms engage in international business
6. Explain how the government influences economic conditions
7. Describe responsibilities of firms to the environment
8. Describe business ethics and social responsibilities
9. Demonstrate solving problems in business
10. Describe key functions of a business
11. Identify the industry characteristics that influence business performance/SWOT¹ analysis
12. Describe how firms can use public relations to promote products
13. Explain how wholesalers can serve manufacturers and retailers
14. Explain the direct channel of distribution
15. Identify the factors that influence the pricing decision
16. Identify the main phases of a product life cycle
17. Explain and demonstrate the common methods used to differentiate a product
18. Identify and demonstrate the steps involved in creating a new product
19. Identify the main factors that affect a product's target market
20. Identify the key methods used to improve production efficiency
21. Describe the key tasks that are involved in production control
22. Describe and demonstrate how various factors in production affect the design and layout decision
23. Identify the key resources used for production
24. Describe responsibilities of firms to their employees
25. Differentiate the types of compensation that firms offer to employees

26. Identify the levels of management
27. Explain the human resource planning by firms
28. Explain how firms can enhance job satisfaction and enhance motivation
29. Identify methods that can be used to departmentalize tasks
30. Explain and demonstrate how performance of employees can be evaluated
31. Identify key participants involved in a business
32. Explain how a firm can compete within its industry
33. Explain why some firms are more exposed to industry conditions
34. Describe responsibilities of firms to their communities, stockholders, creditors and customers
35. Demonstrate how business owners measure business performance
36. Describe methods of owning existing business
37. Explain selection process of form of ownership
38. Prepare a basic business plan
39. Identify factors that affect the plant site decision
40. Explain how organization structure is used by a firm to achieve its strategic plan

KEY

¹ **SWOT** Analysis: A strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities and Threats involved in a project or business.

Assessments

Students must achieve no less than 80% or B for a final grade in the high school course to receive ACC.

ACC Concept

Through Articulated College Credit (ACC), specific college curriculum content goals and assessments are embedded in participating high school career and technical education (CTE) programs as specified in this agreement. Relevant knowledge, skills, and standards are taught by qualified CTE high school instructor(s) in one or more high school course. ACC is awarded if the student meets the college equivalency standards and later enrolls in the college(s) listed requiring the course in a specific program.