

BUSINESS MANAGEMENT & ADMINISTRATION CAREER CLUSTER DESIGN

Business Management & Entrepreneurship Pathway CIP Code 52.0799

Approved Pathway:

- 1) Includes minimum of three secondary-level credits.
- 2) Includes a work-based element.
- 3) Consists of a sequence: Introductory-level, Technical-level, and Application-level courses.
- 4) Supporting documentation includes Articulation Agreement(s), Certification, Program Improvement Plan, and a Program of Study.
- 5) Technical-level and Application-level courses receive .5 state-weighted funding in an approved CTE pathway.

INTRODUCTORY LEVEL

*Business Essentials 12050** .5 credit

TECHNICAL LEVEL

*Entrepreneurship 12053 .5 credit
 *Business Management 12052 .5 credit
 *Business Communications 12009 .5 credit

(Optional Technical Courses)			(Optional Technical Courses)		
Supportive Business & Entrepreneurship Technical			Supportive Entrepreneurship Technical		
Business Economics	12105	.5 credit	Web Page Design	10201	1 credit
Accounting	12104	1 credit	Internet Marketing	12162	1 credit
Business Law	12054	.5 credit	Woodworking Principles	17007	1 credit
Principles of Marketing	12164	1 credit	Drafting/CAD	21107	1 credit
IB Business & Management	12059	1 credit	Ag Welding I	18404	1 credit
			Production Welding	39207	1 credit
			Remodel & Bldg. Maint.	17009	.5 credit
			Residential Carpentry	17002	1 credit
			Culinary Essentials	16052	.5 credit
			Found. Early Childhood	19052	1 credit
			Engineering Design & Dev.	21007	1 credit
			Con & Personal Finance	22210	.5 credit

APPLICATION LEVEL

*Applied Business Development 32200 1 credit

* Required for pathway approval

**Business Essentials 12050 may be integrated with Computer Applications 10004

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed
 ___/___/___ ___/___/___ ___/___/___

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

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CCTC CAREER READY PRACTICES
 Career Ready Practices (CRP) describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study (PoS), discipline or level of education. CRP should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a PoS.
<https://cte.careertech.org/sites/default/files/FN-CCTC-PerformanceElements.pdf>

Rating Scale: 4 - Exemplary Achievement 3 - Proficient Achievement
 2 - Limited Achievement 1 - Inadequate Achievement 0 - No Exposure

Topic	1						
Benchmark	1	CCTC CAREER READY PRACTICES (To be included in all courses)					
		Competencies	Sample Indicators				
	1.1	Act as a responsible and contributing citizen and employee.	4	3	2	1	0
	1.2	Apply appropriate academic and technical skills.	4	3	2	1	0
	1.3	Attend to personal health and financial well-being.	4	3	2	1	0
	1.4	Communicate clearly, effectively and with reason.	4	3	2	1	0
	1.5	Consider the environmental, social and economic impacts of decisions.	4	3	2	1	0
	1.6	Demonstrate creativity and innovation.	4	3	2	1	0

	1.7	Employ valid and reliable research strategies.		4	3	2	1	0
	1.8	Utilize critical thinking to make sense of problems and persevere in solving them.		4	3	2	1	0
	1.9	Model integrity, ethical leadership and effective management.		4	3	2	1	0
	1.10	Plan education and career path aligned to personal goals.		4	3	2	1	0
	1.11	Use technology to enhance productivity.		4	3	2	1	0
	1.12	Work productively in teams while using cultural/global competence.		4	3	2	1	0

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CCTC BUSINESS MANAGEMENT & ADMINISTRATION CAREER CLUSTER
 (To be taught throughout the pathway)

<https://cte.careertech.org/sites/default/files/BM-CCTC-PerformanceElements.pdf>

Rating Scale: 4 -Exemplary Achievement 3 -Proficient Achievement
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Topic	1						
Benchmark	1.0						
		Competencies	Sample Indicators				
1.1	Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision making in business.		4	3	2	1	0
1.2	Describe laws, rules and regulations as they apply to effective business operations.		4	3	2	1	0
1.3	Explore, develop and apply strategies for ensuring a successful business career.		4	3	2	1	0
1.4	Identify, demonstrate and implement solutions in managing effective business customer relationships.		4	3	2	1	0
1.5	Implement systems, strategies and techniques used to manage information in a business.		4	3	2	1	0

	1.6	Implement, monitor and evaluate business processes to ensure efficiency and quality results.				4	3	2	1	0
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Instructor Signature: _____ Date: _____

CCTC GENERAL MANAGEMENT CAREER PATHWAY
 (To be taught throughout the pathway)

<https://cte.careertech.org/sites/default/files/BM-CCTC-PerformanceElements.pdf>

Rating Scale: 4 -Exemplary Achievement 3 -Proficient Achievement
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Topic	1						
Benchmark	1.0						
		Competencies	Sample Indicators				
	1.1	Describe and follow laws and regulations affecting business operations and transactions.	4	3	2	1	0
	1.2	Access, evaluate and disseminate information for business decision making.	4	3	2	1	0
	1.3	Apply economic concepts fundamental to global business operations.	4	3	2	1	0
	1.4	Employ and manage techniques, strategies and systems to enhance business relationships.	4	3	2	1	0
	1.5	Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial well-being.	4	3	2	1	0

	1.6	Plan, monitor and manage day-to-day business activities to sustain continued business functioning.		4	3	2	1	0	
	1.7	Plan, organize and manage an organization/ department to achieve business goals.		4	3	2	1	0	
	1.8	Create strategic plans used to manage business growth, profit and goals.		4	3	2	1	0	

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Introductory Level Course

This is a core course designed to give students an overview of the business, marketing and finance career cluster occupations. Students will develop an understanding of how academic skills in mathematics, economics, and written and oral communications are integral components of success in these occupations. Students will examine current events to determine their impact on business and industry and legal and ethical behavior, acquire knowledge of safe and secure environmental controls to enhance productivity, determine how resources should be managed to achieve company goals, and identify employability and personal skills needed to obtain a career and be successful in the workplace. As students learn about different types of business ownership, they will interpret industry laws and regulations to ensure compliance, identify principles of business management, and analyze business practices to determine ethics and social responsibilities.

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Topic	1							
Benchmark	1.0							
		Competencies	Sample Indicators					
	1.1	Analyze fundamental economic concepts necessary for employment in business.	Distinguish between economic goods and services.	4	3	2	1	0
			Explain the concept of economic resources.					
			Describe the concepts of economics and economic activities.					
			Determine economic utilities created by business activities.					
			Explain the principles of supply and demand.					
			Describe the functions of prices in markets.					

1.2	Describe the nature of business and its contribution to society.	Explain the role of business in society.	4	3	2	1	0
		Describe types of business activities.					
		Explain the organizational design of businesses.					
		Discuss the global environment in which businesses operate.					
		Describe factors that affect the business environment.					
		Explain how organizations adapt to today's markets.					
1.3	Recognize how economic systems influence environments in which businesses function.	Explain the types of economic systems.	4	3	2	1	0
		Explain the concept of private enterprise.					
		Identify factors affecting a business's profit.					
		Determine factors affecting business risk.					
		Explain the concept of competitions.					
		Describe market structures.					
1.4	Analyze cost/profit relationships to guide business decision-making.	Explain the concept of productivity.	4	3	2	1	0
		Analyze impact of specialization/division of labor on productivity.					
		Explain the concept of organized labor and business.					
		Explain the impact of the law of diminishing returns.					
		Describe the concept of economies of scale.					

1.5	Describe the purpose and origin of business within the U.S.	Discuss the various commodities of trade within US history.	4	3	2	1	0
		Explain the origins of Wall Street.					
		Describe the evolution in consumer awareness and buyer relationships.					
		Explain the concept of Gross Domestic Product and its development with the U.S.					
1.6	Analyze the history and importance of trade within a global marketplace.	Difference between imports and exports.	4	3	2	1	0
		Explain the role of cultures and political systems on global trade.					
		Explain the currency exchanges and how the value fluctuates.					
1.7	Apply verbal skills when obtaining and conveying information.	Participate in group discussions.	4	3	2	1	0
		Demonstrate open listening when cultivating relationships.					
		Share thoughts respectfully while being direct.					
1.8	Compose internal and external multi-paragraph documents clearly, succinctly, and accurately to convey and obtain information.	Prepare simple written correspondence (cover letters, memorandums, resumes).	4	3	2	1	0
		Identify the elements of effective written communications.					
		Use appropriate etiquette in written communications.					
		Write analytical reports (i.e., reports that examine a problem/issue and recommend an action.)					
		Write research reports.					
		Develop and deliver formal and informal presentations using appropriate media to engage					

	1.9	Prepare oral presentations to provide information for specific purposes and audiences.	Organize information effectively.	4	3	2	1	0
			Select and use appropriate graphic aids.					
			Make oral presentations.					
			Describe business's responsibility to know and abide by laws and regulations that affect business					
	1.10	Describe the nature of legally binding business contracts.	Identify the basic torts relating to business enterprises.	4	3	2	1	0
			Describe the nature of legally binding contracts.					
			Understand the civil foundations of the legal requirements of business to demonstrate					
	1.11	Identify regulatory agencies and regulatory legislation.	Describe the nature of legal procedure.	4	3	2	1	0
			Discuss the nature of debtor-creditor relationships.					
			Explain the nature of agency relationships.					
			Discuss the nature of environmental law.					
			Discuss the role of administrative law.					
	1.12	Identify types of business ownership.	Explain types of business ownership.	4	3	2	1	0
			Select form of business ownership.					
Topic	2							
Benchmark	2.0	Technical Skills: Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.						

		Competencies	Sample Indicators					
	2.1	Perform customer service activities to support customer relationships and encourage repeat business.	Explain a customer-service mindset.	4	3	2	1	0
			Respond to customer inquiries and complaints.					
			Interpret business policies to customers/clients.					
			Understands the techniques and strategies used to foster positive-ongoing relationships with					
	2.2	Utilize technology to facilitate customer relationship management.	Understand the nature of customer relationship management.	4	3	2	1	0
Topic	3							
Benchmark	3.0	EMOTIONAL INTELLIGENCE: Employ and manage techniques, strategies, and systems used by management to foster self-understanding and enhance business relationships						
		Competencies	Sample Indicators					
	3.1	Demonstrate managerial and business ethics.	Discuss ethics, responsibility, honesty, integrity, and work habits.	4	3	2	1	0
	3.2	Develop personal traits and behaviors to foster career advancement.	Identify desirable personality traits important to business.	4	3	2	1	0
			Exhibit a positive attitude.					
			Exhibit self-confidence.					
			Demonstrate interest and enthusiasm.					
			Demonstrate initiative.					
			Foster positive working relationships.					
			Participate as a team member.					

			Explain the nature of effective communications.					
Topic	4							
Benchmark	4.0	ENTREPRENEURSHIP: Assess entrepreneurship/small-business management-career information to enhance opportunities for career success.						
		Competencies	Sample Indicators					
	4.1	Analyze entrepreneur careers to determine careers of interest.	Discuss entrepreneurial discovery processes.	4	3	2	1	0
			Describe entrepreneurial planning considerations.					
			Explain the need for entrepreneurial discovery.					
			Assess global trends and opportunities for business ventures.					
	4.2	Compare individual’s abilities, interests, and attitudes with those associated with entrepreneurial success to determine the match between the two.	Analyze desired lifestyle associated with entrepreneurship.	4	3	2	1	0
			Discern between desired benefits and those associated with entrepreneurship.					
			Research current business issues and entrepreneurs (e.g., Donald Trump, Martha Stewart, Mark Zuckerberg, Magic Johnson, etc.)					
			Contrast personal characteristics with those associated with entrepreneurial success.					
			Examine similarities and differences between personal educational goals and educational requirements for entrepreneurship.					
Topic	5							

Benchmark	5.0	FINANCIAL ANALYSIS: Understand how to maintain, monitor, plan, and control the use of financial resources to protect an entrepreneur and business’s fiscal well-being.						
		Competencies	Sample Indicators					
	5.1	Analyze how proper management of personal finance relates with maintaining business financial efficiency.	Explain forms of financial exchange.	4	3	2	1	0
			Manage personal finances to achieve financial goals with savings and investing.					
			Identify a business’s risks.					
			Explain the time value of money.					
			Explain the purposes and importance of credit.					
	5.2	Define the accounting equation and how accounting can assist in maintaining financial solvency.	Interpret cash-flow statements.	4	3	2	1	0
			Monitor business’s profitability.					
			Develop personal budget.					
			Properly maintain a personal financial account (e.g., savings, checking, etc.)					
			Interpret a pay stub.					
			Read and reconcile bank statements.					
			Maintain financial records.					
			Describe sources of income (e.g., wages/salaries, interest, rent, dividends, transfer payments, etc.)					

Topic	6							
Benchmark	6.0	INFORMATION TECHNOLOGY APPLICATIONS: Use information technology tools specific to the career cluster to access, manage, integrate, and create information.						
		Competencies	Sample Indicators					
	6.1	Use information technology tools to manage and perform work responsibilities.	Assess information needs.	4	3	2	1	0
			Use information literacy skills to increase workplace efficiency and effectiveness.					
			Identify ways that technology impacts business.					
			Explain the role of information systems.					
			Operate writing and publishing applications to prepare business communications.					
	6.2	Prepare simple documents and other business communications.	Demonstrate basic research skills.	4	3	2	1	0
			Evaluate quality and source of information.					
Topic	7							
Benchmark	7.0	MARKETING: Manage marketing activities to facilitate business development and growth.						
		Competencies	Sample Indicators					
	7.1	Understand marketing's role and function in business to facilitate economic exchanges with customers.	Plan product mix.	4	3	2	1	0
			Determine services to provide customers.					
			Explain the role of customer service in positioning/image.					
			Analyze factors that contribute to business success.					

			Develop strategies to position product/business.					
			Acquire foundational knowledge of customer, client, and business behavior to understand what motivates decision-making.					
	7.2	Explain marketing and its importance in global economy.	Identify considerations in implementing international marketing strategies.	4	3	2	1	0
	7.3	Describe marketing functions and related activities.	Identify elements of the marketing mix.	4	3	2	1	0
Topic	8							
Benchmark	8.0	EMPLOYABILITY AND CAREER DEVELOPMENT: Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills. Explore, obtain, and develop strategies for ensuring a successful business career.						
		Competencies	Sample Indicators					
	8.1	Develop personal traits and behaviors to foster career advancement.	Discuss appropriate personal appearance.	4	3	2	1	0
			Explain the importance of having a vision through properly setting personal short, mid and long-term goals.					
			Conduct mock interviews using local business representatives as interviewers.					
			Use time-management skills.					
	8.2	Identify the impact business has on local communities.	Invite guest speakers from represented modules (e.g., accountant, banker, marketer, etc.) to speak	4	3	2	1	0
			Tour a large business in the local community.					
			Tour a small business in the local community.					
	8.3	List the standards and qualifications that must be met in career.	Prepare a resume.	4	3	2	1	0

			Prepare a letter of application.					
			Complete an employment application.					
			Interview for employment.					
8.4	Utilize critical thinking and decision-making skills to exhibit qualifications to a potential employer.		Demonstrate problem-solving skills.	4	3	2	1	0
			Obtain needed information efficiently					
			Evaluate quality and source of information.					
			Apply information to accomplish a task.					
8.5	Demonstrate project-management skills.			4	3	2	1	0
8.6	Demonstrate employability/career success skills.		Place artifacts that demonstrate employability/career success skills in the electronic portfolio section of the IPS (Individual Plan of Study).	4	3	2	1	0

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Technical Level Course
 Entrepreneurship courses acquaint students with the knowledge and skills necessary to own and operate their own businesses or the ability to use the entrepreneurial mindset in an existing organization. Topics from several fields typically form the course content: economics, marketing principles, human relations and psychology, business and labor law, legal rights and responsibilities of ownership, business and financial planning, finance and accounting, and communication.

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Topic	1							
Benchmark	1.0	Solve mathematical problems and use the information as it relates with entrepreneurship/small business ownership.						
		Competencies	Sample Indicators					
	1.1	Solve mathematical problems using numbers and operations.	Recognize relationships among numbers.	4	3	2	1	0
			Employ mathematical operations.					
			Perform computations successfully.					
			Predict reasonable estimations.					
	1.2	Incorporate algebraic skills to make business decisions.	Recognize patterns and mathematical relations.	4	3	2	1	0
			Use algebraic symbols to represent, solve, and analyze mathematical problems.					

		Create mathematical models from real-life situations.						
		Represent changes in quantities mathematically.						
		Determine rate of change mathematically.						
		Interpret graphical and numerical data.						
1.3	Demonstrate an understanding of how basic economic concepts are utilized by an entrepreneur/small business	Explain the principles of supply and demand.	4	3	2	1	0	
		Explain the factors of production.						
		Explain the concept of scarcity.						
		Explain the concept of opportunity costs.						
1.4	Explain and describe cost/benefit analysis as it explains cost-profit relationships.	Describe cost/benefit analysis.	4	3	2	1	0	
		Analyze the impact of specialization/division of labor on productivity.						
		Explain the concept of organized labor and business.						
		Explain the law of diminishing returns.						
		Describe the concept of economies of scale.						
1.5	Explain and demonstrate the nature of effective communications.	Apply effective listening skills.	4	3	2	1	0	
		Explain the nature of effective verbal communications.						
		Demonstrate effective verbal, written, and digital communications.						
		Make oral presentations.						

			Prepare simple written reports (e.g. cover letters, memorandums, resumes)					
			Use appropriate etiquette in written communications.					
			Use proper grammar and vocabulary.					
1.6	Describe methods in dealing with conflict as it relates with entrepreneurship/small business ownership.		Explain negotiation skills	4	3	2	1	0
			Describe techniques and importance of handling difficult customers/clients.					
Benchmark	2.0	Describe an entrepreneur’s responsibility to know and abide by laws and regulations that affect all individuals involved in the business operations.						
		Competencies	Sample Indicators					
2.1	Describe the relationship between principled entrepreneurship and personal responsibility.		Understand the civil foundations of the legal environment of business.	4	3	2	1	0
			Explain the difference and similarities between business and consumer rights to operate in a free market system.					
2.2	Describe the relationship between government and business.		Describe the nature of legal procedures in business.	4	3	2	1	0
			Explain how an entrepreneur can protect its intellectual property rights (i.e., patents, trademarks, copyrights).					
2.3	Identify types of business ownership.			4	3	2	1	0
2.4	Demonstrate understanding of managerial and business ethics.		Discuss ethics, responsibility, honesty, integrity, and work habits.	4	3	2	1	0
2.5	Analyze and define entrepreneurship.		Define entrepreneurship and entrepreneurs.	4	3	2	1	0
			Contrast the expressions of the entrepreneurial mindset (e.g., classic, change agent, intrapreneur), identifying their value and role.					

	2.6	Expound on the importance of entrepreneurship on market economies.	Describe the need for entrepreneurial discovery.	4	3	2	1	0
			Analyze the importance of entrepreneurship to US/global economy.					
	2.7	Explain characteristics of an entrepreneur as it relates to personal assessment and management.	Analyze desired lifestyle and that associated with entrepreneurship.	4	3	2	1	0
			Discern between desired benefits and those associated with entrepreneurship.					
			Examine similarities and differences between personal educational goals and educational requirements for entrepreneurship.					
Benchmark	3.0	Developing and recognizing a successful business venture opportunity through entrepreneurial discovery, concept development, resourcing, actualization and harvesting.						
		Competencies	Sample Indicators					
	3.1	Identify successful methods in developing and assessing innovative business ideas.	Utilize techniques for idea creation.	4	3	2	1	0
			Incorporate innovative thinking methods to meet consumer demands.					
			Identify methods in which technology creates innovation.					
			Use creativity in business activities/decisions.					
	3.2	Give explanation on how entrepreneurs recognize marketplace opportunities.	Assess global trends and opportunities for business ventures.	4	3	2	1	0
			Observe trends in the marketplace.					
	3.3	Explain tools used by entrepreneurs for venture planning.	Assess start-up requirements.	4	3	2	1	0
			Assess risks associated with venture.					
			Describe external resources useful to entrepreneurs during concept development.					

			Use components of a business plan to define venture idea.					
3.4	Explain proper methods in assessing and calculating risk in developing a business venture.		Select an existing business and identify its initial business risks.	4	3	2	1	0
			Using financial and economic tools (e.g., Break-even, ROI, cost-benefit analysis, etc.) determine a venture's risk threshold (i.e., investing in a new business versus an established franchise).					
			Explain the complexity of business operations.					
			Explain the need for business systems and procedures.					
			Explain methods/processes for organizing work flow.					
			Identify processes for ongoing opportunity recognition.					
			Understand the need for changes in a business environment.					
3.5	Describe the need for continuation planning as it relates with entrepreneurship/small business ownership.		Describe methods of venture harvesting.	4	3	2	1	0
			Evaluate options for continued venture involvement.					
			Develop exit strategies.					
3.6	The student demonstrates an understanding of information management concepts and how they support effective business operations.		Explain the role of and justification for information management.	4	3	2	1	0
			Describe the nature of business records.					
			Explain the business and legal benefits of a records management system.					

			Explain how a records management program is established.					
			Describe the steps in planning and implementing a records management system.					
3.7	Describe the impact of the Internet on entrepreneurship/small business ownership.		Explain the nature of e-commerce.	4	3	2	1	0
			Develop basic website.					
			Communicate by computer.					
			Demonstrate basic search skills on the Web.					
			Evaluate credibility of Internet resources.					
Benchmark	4.0	Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas.						
		Competencies	Sample Indicators					
4.1	Understand marketing's role and function in business to facilitate economic exchanges with customers.		Determine services to provide customers.	4	3	2	1	0
			Explain the role of customer service in positioning/image.					
4.2	Analyze the role of marketing research in constructing a small business management model.		Identify the reasons for conducting research.	4	3	2	1	0
			Explain the methods of market research, including an evaluation of the main research techniques.					
4.3	Identify and explain primary and secondary market research.		Analyze the market viability of a new venture by conducting primary market research (surveys, interviews, etc) and secondary market research (publicly available reports, articles, etc).	4	3	2	1	0
4.4	Describe marketing functions and related activities.		Identify elements of the marketing mix.	4	3	2	1	0

	4.5	Describe the components and purpose of a business plan.	Write a business venture executive summary.	4	3	2	1	0
			Describe the business venture in a company overview.					
			Determine the company mission statement, goals and objectives.					
			Describe the business environment and competition.					
			Describe the company description and marketing strategy.					
			Identify financial considerations.					
	4.6	Examine and explain the components and purpose of a financial plan for a business.	Estimate expenses for a start-up business.	4	3	2	1	0
			Identify break-even point.					
			Set profit goals.					
			Identify sources of capital.					
	4.7	Identify and evaluate a local entrepreneurial venture/business.	Evaluate all functions of business.	4	3	2	1	0
Benchmark	5.0	Understand organizational and financial tools used in making business decisions as it relates to entrepreneurship/small business ownership.						
		Competencies	Sample Indicators					
	5.1	Develop organizational skills to improve efficiency.	Apply time management principles.	4	3	2	1	0
			Develop a project plan.					
			Develop project management skills.					
			Describe the way technology affects operations management.					

5.2	Identify and explain expense control strategies to enhance the financial well-being of a business.	Explain the nature of overhead/operating costs.	4	3	2	1	0
		Define expense control plans.					
5.3	Give explanation on how entrepreneurs incorporate accounting in making business decisions.	Explain accounting standards (GAAP)	4	3	2	1	0
		Prepare estimated/projected income statement.					
		Estimate cash-flow needs.					
		Prepare estimated/projected balance sheet.					
		Calculate financial ratios.					
5.4	Understand the need for proper financial and money management as it relates to an entrepreneur/small business owner.	Explain the purposes and importance of obtaining business credit.	4	3	2	1	0
		Describe use of credit bureaus.					
		Explain the nature of overhead/operating expenses.					
		Determine financing needed to start a business.					
		Determine risks associated with obtaining business credit.					
		Explain sources of financial assistance.					
		Explain loan evaluation criteria used by lending institutions.					
		Identify sources of business loans.					
		Determine business's value.					

			Explain the importance of having financial goals and objectives.					
			Define how to build and monitor a budget.					
			Explain the nature of capital investment.					
Benchmark	6.0	Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills. Obtain and develop strategies for ensuring a successful career in entrepreneurship/small business ownership.						
		Competencies	Sample Indicators					
	6.1	Develop personal traits and behaviors to foster career advancement.	Discuss appropriate personal appearance.	4	3	2	1	0
			Set personal goals.					
			Use time-management skills.					
			Discuss the role of one’s community and network in achieving personal and professional success.					
	6.2	Demonstrate employability/career success skills.	Place artifacts that demonstrate employability/career success skills in the electronic portfolio section of the IPS (Individual Plan of Study).	4	3	2	1	0

Name: _____ ID: _____

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Technical Level Course
 Business Management courses acquaint students with management opportunities and effective human relations. These courses provide students with the skills to perform planning, staffing, financing, and controlling functions within a business. In addition, they usually provide a macro-level study of the business world, including business structure and finance, and the interconnections among industry, government, and the global economy. The course may also emphasize problem-based, real-world applications of business concepts and use accounting concepts to formulate, analyze, and evaluate business decisions

Rating Scale: 4 - Exemplary Achievement 3 - Proficient Achievement
 2 - Limited Achievement 1 - Inadequate Achievement 0 - No Exposure

Topic	1							
Benchmark	1.0	Identify, analyze, and process business data and information to make business decisions and enhance business management duties.						
		Competencies	Sample Indicators					
	1.1	Perform data analysis to make business decisions.	Collect relevant data.	4	3	2	1	0
			Organize useful data.					
			Maintain data security.					
Benchmark	2.0	Examine and employ business and economic principles and concepts in making informed business decisions to continue business operations.						
		Competencies	Sample Indicators					
	2.1	Recognize how economic systems influence environments in which businesses function.	Identify factors affecting a business's profit.	4	3	2	1	0
			Determine factors affecting business risk.					

			Explain the concept of competition.					
			Describe market structures.					
			Distinguish between economic goods and services.					
			Describe the concepts of economics and economic activities.					
			Determine economic utilities created by business activities.					
2.2	Use knowledge regarding the impact government has on businesses to make informed economic decisions.		Determine the relationship between government and business.	4	3	2	1	0
			Discuss the supply and demand for money.					
2.3	Describe global trade's impact on business activities.		Discuss the impact of globalizaton on business.	4	3	2	1	0
			Explain cultural considertations that impact global business relations.					
2.4	Use economic indicators to detect economic trends and conditions.		Describe factors that affect the business environment.	4	3	2	1	0
			Describe the concept of price stability as an economic measure.					
			Discuss the measure of consumer spending as an economic indicator.					
			Determine the impact of business cycles on business activities.					
Benchmark	3.0	Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information. Obtain and convey ideas and information to impact business decisions and report on organizational activities.						
		Competencies	Sample Indicators					
3.1	Demonstrate use of content, technical concepts and vocabulary when analyzing information and following directions.		Explore and prepare written professional documents (e.g. business memorandums, financial statements, production reports, etc.)	4	3	2	1	0

	3.2	Employ verbal skills when obtaining and conveying information.	Explain managerial techniques in communicating with various personnel.	4	3	2	1	0
			Describe methods to effectively verbally communicate as a manager within various environments.					
Benchmark	4.0	Evaluate and use information resources to accomplish specific occupational tasks. Identify, write and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability.						
		Competencies	Sample Indicators					
	4.1	Write goals that meet appropriate criteria: Specific, Measurable, Achievable, Realistic, Time Bound.		4	3	2	1	0
Benchmark	5.0	Analyze accounting systems' contribution to the fiscal stability of a business.						
		Competencies	Sample Indicators					
	5.1	Develop a foundational knowledge of accounting to understand its nature and scope.	Explain the concept of accounting.	4	3	2	1	0
			Explain the need for accounting standards (GAAP).					
			Explain legal considerations for accounting.					
Benchmark	6.0	Understand the methods that businesses use to recruit, train and develop human resources.						
		Competencies	Sample Indicators					
	6.1	Describe the role and function of human resources management.	Discuss the nature of human resources management.	4	3	2	1	0
			Adhere to company protocols and policies.					
			Explain the rights of workers.					
			Analyze employer expectations in the business environment.					
	6.2	Manage business risks to protect a business's financial well-being.	Identify, assess and evaluate a business's risks.	4	3	2	1	0

Benchmark	7.0	Assess and implement safety, health, and environmental controls to enhance business productivity.						
		Competencies	Sample Indicators					
	7.1	Assess needed safety policies/procedures to ensure protection of employees.	Identify potential safety issues.	4	3	2	1	0
			Establish safety policies and procedures.					
			Describe the health and safety regulations in a safe environment.					
			Identify and report noncompliance of business, health, and safety regulations.					
			Follow the instructions for the use and maintenance of equipment, tools, and machinery.					
			Follow and enforce all safety precautions.					
			Maintain a safe work environment.					
			Explain the procedures for handling accidents.					
			Handle and report emergency situations.					
Benchmark	8.0	Employ leadership skills to accomplish organizational goals and objectives.						
		Competencies	Sample Indicators					
	8.1	Analyze and exhibit leadership traits and their various roles within organizations (e.g. contribute ideas; share in building an organization; act as role models to employees by adhering to company policies, procedures, and standards; promote the organization's vision; and mentor others).	Illustrate the difference between leading and managing.	4	3	2	1	0
Benchmark	9.0	Describe business's responsibility to know and abide by laws and regulations that affect business operations.						
		Competencies	Sample Indicators					

	9.1	Demonstrate, manage, obtain and protect information through ethical behavior in a business setting to foster positive internal and external interactions.	Follow rules or code of conduct.	4	3	2	1	0
			Protect confidential information.					
			Explain the nature of business ethics.					
			Describe ethics in human resource issues.					
	9.2	Describe the nature and scope of business laws and regulations.	Discuss the nature of law and sources of law in the United States.	4	3	2	1	0
			Describe the US Judicial system hierarchy for legal appeals.					
			Describe legal issues affecting and securing bid specifications, businesses and binding contracts.					
Benchmark	10.0	Explore, obtain, and develop strategies for ensuring a successful business career.						
		Competencies	Sample Indicators					
	10.1	Utilize career-advancement activities to enhance professional development.	Explain employment opportunities in business.	4	3	2	1	0
			Assess personal interests and skills needed for success in business.					
			Identify sources of career information.					
Benchmark	11.0	Access, process, maintain, evaluate, and disseminate information to assist in business decision-making.						
		Competencies	Sample Indicators					
	11.1	Acquire a foundational knowledge of information management to understand its nature and scope.	Discuss the nature of information management.	4	3	2	1	0
			Explain the role of ethics in information management.					

			Identify ways that technology impacts business.					
11.2	Maintain business records to facilitate business operations.		Describe the nature of business records.	4	3	2	1	0
			Maintain customer records.					
11.3	Acquire information to guide business decision-making.		Describe current business trends.	4	3	2	1	0
			Monitor internal records for business information.					
			Conduct an environmental scan to obtain business information.					
			Interpret statistical findings.					
11.4	Manage financial resources to maintain business solvency.		Describe the nature of budgets.	4	3	2	1	0
			Explain the nature of operating budgets.					
			Describe the nature of cost/benefit analysis.					
			Determine relationships among total revenue, marginal revenue, output, and profit.					
			Develop company's/department's budget.					
			Forecast sales.					
			Calculate financial ratios.					
			Interpret financial statements.					
Benchmark	12.0	Employ and explore tools and strategies to influence, plan, control, and organize an organization/department.						
		Competencies	Sample Indicators					

	12.1	Explain the role that business management has in contributing to business success.	Explain the concept of management.	4	3	2	1	0
			Explain the nature of managerial ethics.					
Benchmark	13.0	Plan, monitor, and control day-to-day business functions to ensure continued business operations.						
		Competencies	Sample Indicators					
	13.1	Manage purchasing activities to obtain the best service/product at the least cost.	Discuss the importance of maintaining vendor/supplier relationships.	4	3	2	1	0
			Negotiate terms with vendors.					
			Simulate techniques in establishing and securing bid specs.					
			Explain concept of opportunity costs.					
	13.2	Manage quality-control processes to minimize errors and to expedite workflow.	Explain the nature of quality management.	4	3	2	1	0
			Discuss the need for continuous improvement of the quality process.					
Benchmark	14.0	Examine risk management strategies and techniques in order to minimize potential business loss.						
		Competencies	Sample Indicators					
	14.1	Explain the nature and scope of risk management practices within a business.	Describe the use of technology in risk management.	4	3	2	1	0
			Discuss legal considerations affecting risk management.					
Benchmark	15.1	Plan, organize, and control an organization/department to optimize overall business success.						
		Competencies	Sample Indicators					
	15.1	Explain the nature and scope of strategic management within a business.	Describe the strategic planning process within an organization.	4	3	2	1	0
			Develop strategies for achieving company vision and mission.					

			Discuss the nature of managerial planning.					
			Discuss the nature of balanced scorecards.					
			Discuss relationships among innovation, learning, and change.					
15.2	Demonstrate project-management skills.			4	3	2	1	0
15.3	Demonstrate employability/career success skills.	Place artifacts that demonstrate employability/career succes skills in the electronic portfolio section of the IPS (Individual Plan of Study).		4	3	2	1	0

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Technical Level Course

Business Communications courses help students to develop an understanding and appreciation for effective communication in business situations and environments. Emphasis is placed on all phases of communication: speaking, listening, thinking, responding, reading, writing, communication non-verbally, and utilizing technology for communication. Business communication functions, processes, and applications in the context of business may be practiced through problem-based projects and real-world applications.

Rating Scale: 4 - Exemplary Achievement 3 - Proficient Achievement
 2 - Limited Achievement 1 - Inadequate Achievement 0 - No Exposure

Topic	1						
Benchmark	1.0						
		Competencies	Sample Indicators				
	1.1.1	Define, spell, and pronounce frequently used and business-related words.	4	3	2	1	0
	1.1.2	Apply rules for plurals, possessives, prefixes, and word endings.	4	3	2	1	0
	1.1.3	Demonstrate good sentence structure.	4	3	2	1	0
	1.1.4	Demonstrate proficiency in the use of punctuation.	4	3	2	1	0
	1.1.5	Demonstrate proficiency in using reference materials	4	3	2	1	0
	1.1.6	Demonstrate proficiency in using software and hardware instruction manuals	4	3	2	1	0

1.1.7	Use appropriate words, grammar, sentence construction, and punctuation in written communications with customers, coworkers, and supervisors.		4	3	2	1	0
1.1.8	Interpret, analyze, and confirm written instructions or procedure.		4	3	2	1	0
1.1.9	Operate communications equipment.		4	3	2	1	0
1.1.10	Compose and key error-free email messages.		4	3	2	1	0
1.1.11	Write a letter requesting admission and scholarship information.		4	3	2	1	0
1.1.12	Request a room reservation or reply to such a request.		4	3	2	1	0
1.1.13	Ask for material to be sent or grant or deny such a request.		4	3	2	1	0
1.1.14	Ask for credit, grant it, or deny it.		4	3	2	1	0
1.1.15	Request a speaker for a convention or meeting.		4	3	2	1	0
1.1.16	Sell a service/product through the mail.		4	3	2	1	0
1.1.17	Write or answer a letter of complaint.		4	3	2	1	0
1.1.18	Prepare interoffice communications.		4	3	2	1	0
1.1.19	Identify the communications needs of various types of businesses such as retailing, manufacturing, financial, service, government, wholesaling, and distribution.		4	3	2	1	0
1.1.20	Use appropriate technologies to create identified business correspondence.		4	3	2	1	0
1.1.21	Key documents from edited rough draft.		4	3	2	1	0

1.1.22	Proofread documents.		4	3	2	1	0
1.1.23	Meet the standard of mailability for all production work.		4	3	2	1	0
1.1.24	Prepare and deliver an oral presentation.		4	3	2	1	0
1.1.25	Practice customer contact skills.		4	3	2	1	0
1.1.26	Interpret, analyze, and confirm verbal instructions.		4	3	2	1	0
1.1.27	Utilize listening skills.		4	3	2	1	0
1.1.28	Perform a self-evaluation to determine strengths and weaknesses.		4	3	2	1	0
1.1.29	Describe the importance of the following personal qualities and how they relate to professionalism: honesty, loyalty, courtesy, cooperation, alertness, ambition, punctuality, interest, involvement, patience, tact, confidence, sense of humor, dependability/reliability, flexibility, initiative and appearance.		4	3	2	1	0
1.1.30	Describe acceptable conduct in the following professional relationships: employee-employer, employee, coworker, and employee-public.		4	3	2	1	0
1.1.31	Discuss the various terms of harassment in the workplace.		4	3	2	1	0
1.1.32	Research and report on various business careers.		4	3	2	1	0
1.1.33	Prepare a résumé.		4	3	2	1	0
1.1.34	Compose and type employment- related letters such as application, thank you, resignation, etc.		4	3	2	1	0

	1.1.35	Complete an application form.		4	3	2	1	0
	1.1.36	Demonstrate the techniques of a good job interview.		4	3	2	1	0
	1.1.37	Prepare a spreadsheet to analyze and present data.		4	3	2	1	0
	1.1.38	Prepare graphic presentations of data by computer.		4	3	2	1	0
	1.1.39	Incorporate graphic presentation of data in a printed document.		4	3	2	1	0
	1.1.40	Email Etiquette (For Example: Reply all, CC, Bcc, Complete sentences).		4	3	2	1	0

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Technical Level Course

Business Economics course integrates economic principles (such as free market economy, consumerism, and the role of American government within the economic system) with entrepreneurship/business concepts (such as marketing principles, business law, and risk).

Rating Scale: 4 - Exemplary Achievement 3 - Proficient Achievement
 2 - Limited Achievement 1 - Inadequate Achievement 0 - No Exposure

Topic	1	Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.						
Benchmark	1.01	The student will demonstrate an operational understanding of fundamental terms and concepts to describe what societies can do improve people's lives individually and collectively.						
		Competencies	Sample Indicators					
	1.01.01	Distinguish between economic goods and services.	Describe the difference between goods and services in society.	4	3	2	1	0
	1.01.02	Explain real-world examples of each type of economic resource (For example: Natural, capital, human, and entrepreneurs).	Explain the 4 types of economic resources. Give examples of each and how they are used in our economy.	4	3	2	1	0
	1.01.03	Identify examples of unlimited wants and scarcity in society.	Explain how a hammer might be a scarce resource for a construction company.	4	3	2	1	0
			Describe the value of water to a lumber company.					
			Research why less developed economies have many starving due to lack of resources while affluent societies still have nearly boundless wants.					

1.01.04	Assess opportunity costs and trade-offs involved in making choices.	Describe the impact of choosing one career path over another.	4	3	2	1	0
		Discuss the tradeoffs in calling in sick and going into work.					
		Determine the impact of selling a product below its market value.					
1.01.05	Demonstrate an understanding of costs and benefits analysis by giving real-world examples which properly evaluate alternatives.	Justify why an entrepreneur may consider leaving a successful career to begin a new business.	4	3	2	1	0
		Objectively evaluate how a wage relates to a worker's time.					
		Explain how layoffs may be beneficial to a company.					
1.01.06	Establish a clear distinction between absolute and comparative advantage.	Explain how regions, and countries specialize in production.	4	3	2	1	0
		Demonstrate how each trading partner typically gains by trade.					
1.01.07	Illustrate examples of specialization, recognizing the interdependence it creates.	Explain how one region or country relies upon a good or service that it does not produce. (Examples: Oil, Fruits and Vegetables)	4	3	2	1	0
		Explain the impact a delayed shipment of customized equipment may have to a business that specializes in technology.					
		Describe why a jogger may only run in one brand of athletic footwear over an entire career.					
1.01.08	Explain the four types of economies and how organizations adapt.	List advantages and disadvantages of the four types of economies: Market, Mixed, Traditional, and Command.	4	3	2	1	0
		Convey how economic systems use elements of markets and government direction in producing goods and services.					

	1.01.09	Explain the principles of supply and demand.	Describe how supply and demand affect economic activity.	4	3	2	1	0
			Explain why families may have more than one vehicle or computer.					
	1.01.10	Explain the four types of business cycles.	Determine the impact of business cycles on business activities.	4	3	2	1	0
Topic	2	Technical Skills	Use the technical knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.					
Benchmark	2.01	Students will develop an understanding of how national and global markets allocate scarce resources and produce goods and services.						
		Competencies	Sample Indicators					
	2.01.01	Explain the role of price and other determinants of demand (For example: income, expectations, price of related goods).	Illustrate demand curves that conform to the law of demand and explain the inverse relationship between the price and quantity demanded.	4	3	2	1	0
			Depict both demand and supply curves to convey equilibrium.					
			Explain the direction of expected price changes as the result of a surplus or shortage.					
	2.01.02	Define the role of price in influencing the quantity supplied.	Explain how the supply curves that conform to the law of supply and explain the positive relationship between the price and quantity supplied.	4	3	2	1	0
			Depict both demand and supply curves to convey equilibrium.					
	2.01.03	Demonstrate an understanding of how markets can be affected because of scarcity and the roles markets play in response to a changing economy.	Illustrate how scarce resources can impact two different types of economies.	4	3	2	1	0
			Correctly shift the demand curve in response to a change in a non-price determinant of demand (For example: tastes and preferences, income, prices of related goods, number of consumers).					

			Analyze the role of incentives and risks in economic decision making. (Example: Parents offer to pay for Community College, but not University.)					
	2.01.04	Discuss the global environment in which businesses operate.	Discuss the impact of cultural and social environments of global trade.	4	3	2	1	0
			Explain the impact of major trade alliances on business activities.					
			Correctly shift a supply curve in response to a change in a non-price determinant of supply (For example: costs, technology, taxes, number of producers).					
Benchmark	2.02	Explain the analytical process of economic decisions, involving profit maximization and loss minimization.						
		Competencies	Sample Indicators					
	2.02.01	Evaluate relationship between inputs and outputs, explain the concept of productivity and how it affects economies of scale.	Understand marginal product (For example: The extra output from an extra input).	4	3	2	1	0
			Distinguish how productivity within a business affects inputs and outputs.					
			Demonstrate how technological advancements impact productivity and (global) trade.					
	2.02.02	Explain revenues (total revenue and marginal revenue's) role in making profit maximizing decisions.	Distinguish between sunk costs (For example: rent) and key factors like productivity and marginal costs (i.e., the extra cost from an extra unit of output).	4	3	2	1	0
			Demonstrate an understanding that marginal revenue is the extra revenue from an extra unit of output.					
			Analyzing how to maximize profit or minimize loss by determining the price and output.					
	2.02.03	Identify factors affecting a business's profit. (explicit cost, implicit costs and revenues)	Explain the concept of competition.	4	3	2	1	0

			Explain equilibrium price and its purpose in economic decisions.					
Benchmark	2.03	Demonstrate and experience the value and role of marketplace competition and labor economics.						
		Competencies	Sample Indicators					
	2.03.01	Explain the concept of competition. (Pure and imperfect)	Contrast competition and monopoly in the expected price and output.	4	3	2	1	0
	2.03.02	Illustrate the role labor and other resource markets have on the demand for the good or service.	Identify types of resources needed in a business environment and how they can impact profits and/or risk of loss. (For example: labor, equipment, capital)	4	3	2	1	0
	2.03.03	Explain the concept of organized labor and its impact businesses.	Identify different types of organized labor, and explain how they can change a company's marginal costs.	4	3	2	1	0
Topic	3	Economic Institutions	Know and understand the importance of professional ethics and legal responsibilities.					
Benchmark	3.01	Understand economic institutions and their role in a market economy.						
		Competencies	Sample Indicators					
	3.01.01	Illustrate the role of self-interest in economic decisions by both consumers and producers.	Evaluate the pros and cons of self-interest in the economy.	4	3	2	1	0
			Explain how a farmer's self-interest can affect prices of his produce.					
	3.01.02	Explain the role of government in directing, controlling and regulating market economies.	Explain why public goods (For example: flood control) would not provide optimal amounts through markets.	4	3	2	1	0
Topic	4	Economic Institutions	Using both personal and other financial lessons, explain how individuals and organizations make many financial decisions that have economic implications.					
Benchmark	4.01	Demonstrate an understand that personal spending, saving, and credit decisions have significant implications for the future.						
		Competencies	Sample Indicators					
	4.01.01	Explain the role and impact saving has on building wealth.	Identify and describe examples of saving and investment tools.	4	3	2	1	0

			Develop a sample financial/budget plan that includes saving/investing instruments.					
	4.01.02	Define money and explain the role of banks.	Define the role of financial institutions (For example: banks, capital markets, etc.).	4	3	2	1	0
			Describe how savings and investing tools can affect the money supply.					
			Explain how banks and other depository institutions create money when they lend.					
	4.01.03	Explain fiscal and monetary policies and describe their effects on the economy and businesses.	Describe macroeconomic measures of economic activity.	4	3	2	1	0
			Describe the nature of taxes.					
			Explain of the role of the Federal Reserve system.					
			Describe the impact of government on business activities.					
			Explain the economic impact of interest-rate fluctuations.					
	4.01.04	Explain the role and utilization of credit for a consumer.	Give examples of different types of credit.	4	3	2	1	0
			Identify potential costs and benefits of using credit.					
			Explain how credit systems operate and function.					
	4.01.05	Discuss the measure of consumer spending as an economic indicator.	Explain why a higher national savings rate can affect consumer spending activity on the market.	4	3	2	1	0
Benchmark	4.02	Explain how nations grow and prosper depending on many factors, including resources, technology, and consumers.						
		Competencies	Sample Indicators					
	4.02.01	Explain the concept of Gross Domestic Product [GDP].	Demonstrate the market value of the U.S. economy's output produced in a year.	4	3	2	1	0
			Analyze how GDP is measured.					

	4.02.02	Describe how the different types of price fluctuations occur in the marketplace. (Examples: inflation, deflation, hyperinflation, reflation)	Demonstrate how inflation can impact the marketplace.	4	3	2	1	0
	4.02.03	Define unemployment and discuss the impact of a nation's unemployment rates.	Illustrate how high levels of unemployment impact the labor market and economy.	4	3	2	1	0
	4.02.04	Explain the role and function of public finance.	Explain how government budgets include selling government securities to finance a deficit and the resulting impact on debt such as the national debt of the United States.	4	3	2	1	0
	4.02.05	Explain the impact of the law of diminishing returns.		4	3	2	1	0
Topic	5	Employability and Career Development	Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.					
Benchmark	5.01	Explore, obtain, and develop strategies for ensuring a successful career.						
		Competencies	Sample Indicators					
	5.01.01	Incorporate economic decision skills in identifying a career path.	Using economic decision tools, identify potential careers that will be in high demand, and relatively low supply, over the next ten years.	4	3	2	1	0
			Evaluate the direction of change in wage rates for those career paths.					
	5.01.02	Explain organizational design of business and types of business models. (Examples: entrepreneurship, small businesses, corporations)	Select a business organization and determine the number of workers to hire, justifying wage rates.	4	3	2	1	0
	5.01.03	Explain the concept of private enterprise.	Describe the difference between a public enterprise and private enterprise in an economy.	4	3	2	1	0

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Technical Level Course

Accounting courses introduce and expand upon the fundamental accounting principles and procedures used in businesses. Course content typically includes the full accounting cycle, payroll, taxes, debts, depreciation, ledger and journal techniques, and periodic adjustments. Students may learn how to apply standard auditing principles and to prepare budgets and final reports. Calculators, electronic spreadsheets, or other automated tools are usually used. Advanced topics may include elementary principles of partnership and corporate accounting and the managerial uses of control systems and the accounting process.

Rating Scale: 4 - Exemplary Achievement 3 - Proficient Achievement
2 - Limited Achievement 1 - Inadequate Achievement 0 - No Exposure

Topic	1	Academic Foundations	Achieve additional academic knowledge and skills required to pursue the full range of career and post-secondary education opportunities within a career cluster/pathway.					
Benchmark	1.01	Utilize accounting tools, strategies, and systems to maintain, monitor, control, and plan the use of financial resources in relation to a business.						
		Competencies	Sample Indicators					
	1.01.01	Understand the components of the accounting equation.	Define Assets, Liabilities, and Equity.	4	3	2	1	0
			Indicate debit/credit and normal balance sides.					
			Write the equation.					
			Describe why this equation must always balance.					
	1.01.02	Classify and record financial data.	Use T accounts.	4	3	2	1	0
			Record transactions in a general journal.					
			Post journal entries to general ledger accounts.					

	1.01.03	Demonstrate the effects of transactions on the accounting equation.	Journalize and post adjusting entries.	4	3	2	1	0
	1.01.04	Demonstrate how to develop and maintain a chart of accounts.	Prepare a chart of accounts.	4	3	2	1	0
	1.01.05	Discuss the nature of the accounting cycle.	Identify the steps and their importance in the cycle.	4	3	2	1	0
	1.01.06	Summarize financial data.	Prepare worksheets.	4	3	2	1	0
			Prepare a trial balance.					
			Prepare a balance sheet.					
			Prepare income statements.					
			Prepare a post-closing trial balance.					
			Discuss the nature of annual reports.					
	1.01.07	Calculate business profitability.	Discuss the use of financial ratios in accounting.	4	3	2	1	0
			Determine business liquidity.					
			Reduce accounts payable.					
			Effects of journal entries on profitability reports.					
Benchmark	2.01	Explain cash control procedures. For example: signature cards, deposit slips, internal/external controls, cash clearing, etc..						
		Competencies	Sample Indicators					
	2.01.01	Banking activities.	Maintain cash controls.	4	3	2	1	0
			Prepare bank deposits.					
			Journalize and post entries related to banking activities.					
			Explain the benefits of electronic funds transfer.					
			Prove cash.					

			Explain service charges related to credit card usage.					
			Journalize direct deposit.					
Benchmark	3.01	Perform accounting functions specific to a merchandising business.						
		Competencies	Sample Indicators					
	3.01.01	Explain the nature of special journals.	Explain the nature of accounts payable.	4	3	2	1	0
			Explain the nature of accounts receivable.					
			Record transactions in special journals.					
	3.01.02	Perform accounts payable functions to a merchandising business.	Prepare purchase requisitions.	4	3	2	1	0
			Prepare purchase orders.					
			Maintain a vendor file.					
			Analyze purchase transactions.					
			Post to an accounts payable subsidiary ledger.					
			Prepare a credit memorandum for returned goods.					
			Process invoices for payment.					
			Process accounts payable checks.					
			Prepare an accounts payable schedule.					
	3.01.03	Perform accounts receivable functions to a merchandising business.	Prepare sales slips.	4	3	2	1	0
			Prepare invoices.					
			Maintain a customer file for accounts receivable.					

			Analyze sales transactions.					
			Post to an accounts receivable subsidiary ledger.					
			Process sales orders and invoices.					
			Process sales returns and allowances.					
			Process customer payments.					
			Prepare customer statements.					
			Process uncollectible accounts.					
			Prepare an accounts receivable schedule.					
			Determine uncollectible accounts receivable.					
Benchmark	4.01	Maintain inventory records to track the location-quantity and value of current assets.						
		Competencies	Sample Indicators					
	4.01.01	Classify and record inventory data.	Record inventory usage.	4	3	2	1	0
			Process invoice of inventory.					
			Process results of inventory.					
			Process inventory adjustments.					
			Determine the cost of inventory.					
	4.01.02	Complete payroll procedures to calculate, record, and distribute payroll earnings.	Calculate time cards.	4	3	2	1	0
			Maintain employee earnings records.					
			Calculate employee earning (e.g. gross pay, net pay).					

			Calculate employee-paid withholdings.					
			Prepare a payroll register.					
			Record the payroll in the general ledger.					
			Complete payroll tax expense forms.					
			Prepare federal, state, and local payroll tax reports.					
			Prepare tax forms. Examples: W-2, 941, 1040.					
Benchmark	5.01	Perform account receivable and payable functions.						
		Competencies	Sample Indicators					
	5.01.01	Explain the nature of special journals.	Explain the nature of accounts payable.	4	3	2	1	0
			Explain the nature of accounts receivable.					
			Record transactions in special journals.					
	5.01.02	Perform accounts payable functions.	Explain the nature of accounts payable.	4	3	2	1	0
			Prepare purchase requisitions, purchase orders, vouchers, etc.					
			Maintain a vendor file.					
			Analyze purchase transactions.					
			Post to an accounts payable subsidiary ledger.					
			Prepare a credit memorandum for returned goods.					
			Process invoices for payment.					
			Process accounts payable checks.					

			Prepare an accounts payable schedule.					
	5.01.03	Perform accounts receivable functions.	Explain the nature of accounts receivable.	4	3	2	1	0
			Prepare sales slips and invoices.					
			Maintain a customer file for accounts receivable.					
			Analyze sales transactions.					
			Post to an accounts receivable subsidiary ledger.					
			Process sales orders and invoices.					
			Process sales returns and allowances.					
			Process customer payments.					
			Prepare customer statements.					
			Process uncollectible accounts.					
			Prepare an accounts receivable schedule.					
			Determine uncollectible accounts receivable.					
Benchmark	6.01	Accounting Controls						
		Competencies	Sample Indicators					
	6.01.01	Determine suitable internal accounting controls to ensure the proper recording of financial transactions.	Explain the purpose of internal accounting controls.	4	3	2	1	0
			Determine the components of internal accounting control procedures.					

			Maintain internal accounting controls.					
	6.01.02	Access, process, maintain, evaluate, and disseminate financial information to assist business decision-making.	Utilize accounting technology.	4	3	2	1	0
			Integrate technology into accounting.					
Benchmark	7.01	Payroll						
		Competencies	Sample Indicators					
	7.01.01	Complete payroll procedures to calculate, record, and distribute payroll earnings.	Calculate time cards.	4	3	2	1	0
			Maintain employee earnings records.					
			Calculate employee earning (e.g. gross pay, net pay).					
			Calculate employee-paid withholdings.					
			Prepare a payroll register.					
			Record the payroll in the general ledger.					
	7.01.02	Complete tax forms.	Complete payroll tax expense forms.	4	3	2	1	0
			Prepare federal, state, and FICA payroll tax reports.					
			Prepare tax forms. For Example: W-2, 941, 1040, etc.					
Benchmark	8.01	Career Planning						
		Competencies	Sample Indicators					
	8.01.01	Utilize career planning concepts, tools, and strategies to explore, obtain, and develop in an accounting career.	Describe careers in accounting.					
			Explore accounting licensing and certification programs.					

			Discuss the significance of responsibility/ethics in accounting.					
			Describe Generally Accepted Accounting Principles - GAAP.					

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed
 ___/___/___ ___/___/___ ___/___/___

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Technical Level Course

Business Law identifies and promotes the skills needed in law and law associated professions. Topics include the origins, ethics, structures, and institutions of law. It concentrates on several types of law including criminal, civil, consumer, contract, property, agency, employment, family and environmental law. The intent of the class is to allow areas of concentration once all the competencies are met.

Rating Scale: 4 - Exemplary Achievement 3 - Proficient Achievement
 2 - Limited Achievement 1 - Inadequate Achievement 0 - No Exposure

Topic	1	Basics of Law					
Benchmark	1.01	Analyze the relationship between ethics and the law.					
		Competencies					
	1.01.01	Discuss the responsibility for obeying the law.	4	3	2	1	0
	1.01.02	Describe the role of ethics and values in personal and legal systems.	4	3	2	1	0
	1.01.03	Compare various ethical systems, and discuss how they may conflict.	4	3	2	1	0
Benchmark	1.02	Demonstrate understanding of the structure and processes in the U.S. legal system.					
		Competencies					
	1.02.01	Discuss the Constitution and the Bill of Rights.	4	3	2	1	0
	1.02.02	Understand the spirit and intent of laws and regulations.	4	3	2	1	0

	1.02.03	Discuss the nature of law and sources of law in the United States.	4	3	2	1	0
	1.02.04	Describe the United States' judicial system.	4	3	2	1	0
Topic	2	Types of Law					
Benchmark	2.01	Demonstrate the ability to identify and discuss Criminal law.					
		Competencies					
	2.01.01	Recognize the differences between various levels of crime (For example: felonies, misdemeanors, infractions).	4	3	2	1	0
	2.01.02	Identify and recognize potential defense strategies (For example: insanity, self-defense, etc.)	4	3	2	1	0
	2.01.03	Describe the nature of legal procedures	4	3	2	1	0
Benchmark	2.02	Demonstrate the ability to identify and discuss Civil law.					
		Competencies					
	2.02.01	Discuss and classify different types of tort claims.	4	3	2	1	0
	2.02.02	Discuss the challenges faced and remedies of tort cases.	4	3	2	1	0
	2.02.03	Identify the basic torts relating to business enterprises.	4	3	2	1	0
Benchmark	2.03	Demonstrate the ability to identify issues and discuss Contract Law.					
		Competencies					
	2.03.01	Demonstrate an understanding of the nature of contractual relationships, and a list of elements required in a valid contract.	4	3	2	1	0
	2.03.02	Demonstrate an understanding of the variety of different types of contracts.	4	3	2	1	0
	2.03.03	Explain a minor's right to avoid a contract and identify people who lack contractual capacity.	4	3	2	1	0

	2.03.04	Discuss the several ways contracts may be invalidated or violated.	4	3	2	1	0
	2.03.05	Recognize how technology advancements impact Contract law.	4	3	2	1	0
Benchmark	2.04	Demonstrate the ability to identify issues and discuss Property law.					
		Competencies					
	2.04.01	Recognize and discuss the various types of property cases (For example: real, personal, intellectual).	4	3	2	1	0
	2.04.02	Describe the methods used to protect intellectual property.	4	3	2	1	0
Benchmark	2.05	Demonstrate the ability to identify issues and discuss Consumer law.					
		Competencies					
	2.05.01	Demonstrate an understanding of the Uniform Consumer Code, various enforcement agencies (For example: Federal Trade Commission) and consumer protection laws.	4	3	2	1	0
	2.05.02	Identify legislation which regulates consumer credit (e.g., Fair Credit Reporting Act, Equal Credit Opportunity Act, etc).	4	3	2	1	0
	2.05.03	Define common unfair practices (For example: bait and switch, usury, identity theft, misrepresentation fly by night companies).	4	3	2	1	0
	2.05.04	Discuss the nature of debtor-creditor relationships.	4	3	2	1	0
	2.05.05	Analyze the relationships between contract law, law of sales, and consumer law.	4	3	2	1	0
Benchmark	2.06	Analyze the role and importance of Agency law and Employment law as they relate to the conduct of business in the national and international marketplaces.					
		Competencies					
	2.06.01	Explain the nature of human resource regulations through administrative law.	4	3	2	1	0
	2.06.02	Discuss and explain the nature of employer and employee relationships and reporting requirements.	4	3	2	1	0
	2.06.03	Demonstrate an understanding of discrimination both justified and unjustified.	4	3	2	1	0

	2.06.04	Develop strategies for legal/government compliance.	4	3	2	1	0
	2.06.05	Identify and discuss employment regulation (Child/youth labor, minimum wage, collective bargaining).	4	3	2	1	0
	2.06.06	Explain the nature of workplace regulations (including OSHA, ADA).	4	3	2	1	0
	2.06.07	Discuss the nature and sources of foreign law. (export/imports, customs, trade and antitrust).	4	3	2	1	0
	2.06.08	Explain the nature of employee tax regulations on a business.	4	3	2	1	0
	2.06.08	Discuss and define an agency's code of ethics.	4	3	2	1	0
Benchmark	2.07	Demonstrate the ability to identify issues and discuss Family law.					
		Competencies					
	2.07.01	Demonstrate an understanding of marriage, dissolution of marriage, and parental custody issues.	4	3	2	1	0
	2.07.02	Demonstrate an understanding of wills trusts, probate and estate planning.	4	3	2	1	0
Benchmark	2.08	Demonstrate the ability to identify and discuss issues about Environmental Law.					
		Competencies					
	2.08.01	Demonstrate an understanding of environmental regulation, energy regulation and pollution controls.	4	3	2	1	0
	2.08.02	Demonstrate an understanding of the relationship between law and the use of pollution taxes and emissions credit trading.	4	3	2	1	0
	2.08.03	Demonstrate an understanding of environmental documents, laws, rules etc. and analyze and interpret complex events.	4	3	2	1	0
	2.08.04	Explain the nature of business and environment ethics.	4	3	2	1	0
Topic	3	Business Organizations					
Benchmark	3.01	Describe the major types of business organizations, including sole proprietorships, partnerships, corporations, and limited companies operating within the socioeconomic arena of the national and international marketplace.					
		Competencies					

	3.01.01	Outline the legal procedures for forming and running a sole proprietorship and partnership.	4	3	2	1	0
	3.01.02	Identify how a sole proprietorship and partnerships may be dissolved.	4	3	2	1	0
	3.01.03	Distinguish and explain a limited partnership from a general partnership.	4	3	2	1	0
Benchmark	3.02	Demonstrate the ability to identify issues and discuss C Corporations, S Corporations and Limited Liability Corporations					
		Competencies					
	3.02.01	Explain the steps in forming a corporation.	4	3	2	1	0
	3.02.02	Identify rights and responsibilities of board of directors, officers of a corporation and shareholders.	4	3	2	1	0
	3.02.03	Explain the advantages and disadvantages of a corporation.	4	3	2	1	0
	3.02.04	Explain different types of corporations. (Limited Liability Corporation, C Corporation, S Corporation)	4	3	2	1	0
Topic	4	Bankruptcy					
Benchmark	4.01	Different Chapters of Bankruptcy					
	4.01.01	Describe and discuss the various aspects of bankruptcy (For example: Chapter 7, Chapter 11 and Chapter 13).	4	3	2	1	0

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 ___/___/___ ___/___/___ ___/___/___

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Optional Technical Level Course

This course develops student understanding and skills in such areas as channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling.

Rating Scale: 4 -Exemplary Achievement 3 -Proficient Achievement
 2 -Limited Achievement 1 -Inadequate Achievement 0 -No Exposure

Topic	1						
Benchmark	1.0						
		Competencies	Sample Indicators				
	1.1	Analyze company resources to ascertain policies and procedures.	4	3	2	1	0
	1.2	Write business letters	4	3	2	1	0
	1.3	Write information messages.	4	3	2	1	0
	1.4	Write Inquiries.	4	3	2	1	0
	1.5	Demonstrate a customer-service mindset.	4	3	2	1	0
	1.6	Reinforce service orientation through communication.	4	3	2	1	0

1.7	Respond to customer inquiries.		4	3	2	1	0
1.8	Adapt communication to the cultural and social differences among clients.		4	3	2	1	0
1.9	Interpret business policies to customers/ clients.		4	3	2	1	0
1.10	Handle difficult customer complaints.		4	3	2	1	0
1.11	Identify company's brand promise.		4	3	2	1	0
1.12	Determine ways of reinforcing the company's image through employee performance.		4	3	2	1	0
1.13	Explain marketing and its importance in a global economy.		4	3	2	1	0
1.14	Describe marketing functions and related activities.		4	3	2	1	0
1.15	Explain employment opportunities in marketing.		4	3	2	1	0
1.16	Explain the nature and scope of channel management.		4	3	2	1	0
1.17	Explain the relationship between customer service and channel management.		4	3	2	1	0
1.18	Explain the nature of channels of distribution.		4	3	2	1	0
1.19	Describe the use of technology in the channel management function.		4	3	2	1	0
1.20	Explain legal considerations in channel management.		4	3	2	1	0
1.21	Describe ethical considerations in channel management.		4	3	2	1	0
1.22	Describe the need for marketing information.		4	3	2	1	0
1.23	Identify information monitored for marketing decision making.		4	3	2	1	0

1.24	Explain the nature and scope of the marketing information management function.		4	3	2	1	0
1.25	Explain the role of ethics in marketing - information management.		4	3	2	1	0
1.26	Describe the use of technology in the marketing-information management function.		4	3	2	1	0
1.27	Describe the regulation of marketing-information management.		4	3	2	1	0
1.28	Explain the nature of marketing research.		4	3	2	1	0
1.29	Discuss the nature of marketing research problems/issues.		4	3	2	1	0
1.30	Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and casual).		4	3	2	1	0
1.31	Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research).		4	3	2	1	0
1.32	Discuss the nature of sampling plans.		4	3	2	1	0
1.33	Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners).		4	3	2	1	0
1.34	Explain characteristics of effective data-collection instruments.		4	3	2	1	0
1.35	Explain techniques for processing marketing information.		4	3	2	1	0
1.36	Explain the use of descriptive statistics in marketing decision-making)		4	3	2	1	0
1.37	Explain the concept of marketing strategies.		4	3	2	1	0

1.38	Explain the concepts of market and market identification.		4	3	2	1	0
1.39	Explain the nature and scope of the pricing function.		4	3	2	1	0
1.40	Describe the role of business ethics in pricing.		4	3	2	1	0
1.41	Explain the use of technology in the pricing function.		4	3	2	1	0
1.42	Explain legal considerations for pricing.		4	3	2	1	0
1.43	Explain factors affecting pricing decisions.		4	3	2	1	0
1.44	Explain the nature and scope of the product/service management function.		4	3	2	1	0
1.45	Identify the impact of product life cycles on marketing decisions.		4	3	2	1	0
1.46	Describe the use of technology in the product/service management function.		4	3	2	1	0
1.47	Explain business ethics in product/service management.		4	3	2	1	0
1.48	Describe the uses of grades and standards in marketing.		4	3	2	1	0
1.49	Explain warranties and guarantees.		4	3	2	1	0
1.50	Identify consumer protection provisions of appropriate agencies.		4	3	2	1	0
1.51	Explain the concept of product mix.		4	3	2	1	0
1.52	Describe factors used by marketers to position products/services.		4	3	2	1	0
1.53	Explain the nature of product/service branding.		4	3	2	1	0
1.54	Explain the nature of corporate branding.		4	3	2	1	0

1.55	Explain the role of promotion as a marketing function.		4	3	2	1	0
1.56	Explain the types of promotion.		4	3	2	1	0
1.57	Identify the elements of the promotional mix.		4	3	2	1	0
1.58	Describe the use of business ethics in promotion.		4	3	2	1	0
1.59	Describe the use of technology in the promotion function.		4	3	2	1	0
1.60	Describe the regulation of promotion.		4	3	2	1	0
1.61	Explain types of advertising media.		4	3	2	1	0
1.62	Describe word of mouth channels used to communicate with targeted audiences.		4	3	2	1	0
1.63	Explain the nature of direct marketing channels.		4	3	2	1	0
1.64	Identify communications channels used in sales promotion.		4	3	2	1	0
1.65	Explain communications channels used in public-relations activities.		4	3	2	1	0
1.66	Explain the nature and scope of the selling function.		4	3	2	1	0
1.67	Explain the role of customer service as a component of selling relationships.		4	3	2	1	0
1.68	Explain key factors in building a clientele.		4	3	2	1	0
1.69	Explain company selling policies.		4	3	2	1	0
1.70	Explain business ethics in selling.		4	3	2	1	0
1.71	Describe the use of technology as the selling function.		4	3	2	1	0

1.72	Describe the nature of selling regulations.		4	3	2	1	0
1.73	Acquire product information for use in selling.		4	3	2	1	0
1.74	Analyze product information to identify product features and benefits.		4	3	2	1	0
1.75	Explain the selling process.		4	3	2	1	0
1.76	Establish relationship with client/customer.		4	3	2	1	0
1.77	Determine customer/client needs.		4	3	2	1	0
1.78	Recommend specific product.		4	3	2	1	0
1.79	Calculate miscellaneous charges.		4	3	2	1	0
1.80	Process special orders.		4	3	2	1	0
1.81	Process telephone orders.		4	3	2	1	0

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Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Optional Technical Course

IB Business and Management courses prepare students to take the International Baccalaureate Business and Management exam at either the Subsidiary or Higher level. In keeping with Individual and Society courses, IB Business and Management promotes problem-solving by identifying the problem, selecting and interpreting data, applying appropriate analytical tools, and recommending solutions by evaluating their quantitative and qualitative implications. These courses also equip students with knowledge and understanding of

Rating Scale: 4 -Exemplary Achievement 3 -Proficient Achievement
 2 -Limited Achievement 1 -Inadequate Achievement 0 -No Exposure

Topic	1							
Benchmark	1.0	Introduction to Organizations						
		Competencies	Sample Indicators					
	1.1	Explain the main functions and roles in operations, finance and accounts, marketing and human resources.		4	3	2	1	0
	1.2	Define the five sectors of the economy.		4	3	2	1	0
	1.3	Describe entrepreneurship.		4	3	2	1	0
	1.4	Dicuss a business start-up.		4	3	2	1	0
	1.5	Explain the elements of a business plan.		4	3	2	1	0
	1.6	Explain corporate social responsibility and ethical objectives.		4	3	2	1	0

	1.7	Analyze local organizations of different types and identify their main features.		4	3	2	1	0
	1.8	Explain the advantages and disadvantages of each type of organization identified.		4	3	2	1	0
	1.9	Relate each type of ownership to the degree of control.		4	3	2	1	0
	1.10	Distinguish between organizations in the private and public sectors.		4	3	2	1	0
	1.11	Analyze the reasons for forming global conglomerates and networks.		4	3	2	1	0
	1.12	Analyze the role of subsidiaries, joint ventures/strategic alliances multinational companies and holding companies.		4	3	2	1	0
	1.13	Explain the importance of objectives in managing an organization.		4	3	2	1	0
	1.14	Use SWOT analysis to assess an organization's position, and to define and refine its objectives.		4	3	2	1	0
	1.15	Explain the interests of stakeholders and the likelihood of conflict between them.		4	3	2	1	0
	1.16	Use PEST/STEP analysis to investigate how external factors impact organizations.		4	3	2	1	0
	1.17	Use STEEPLE to analyze an organization.		4	3	2	1	0
	1.18	Discuss economies and diseconomies of scale.		4	3	2	1	0
	1.19	Distinguish between the external growth methods franchising, strategic alliances, joint ventures, and mergers and acquisitions.		4	3	2	1	0
Benchmark	2	Human Resource Management						
		Competencies	Sample Indicators					
	2.1	Discuss external and internal factors such as new communication technologies, demographic change, and change in labor mobility.		4	3	2	1	0

	2.2	Explain trainings that include behavioral, cognitive, on the job and off the job.		4	3	2	1	0
	2.3	Identify formative appraisal, summative appraisal, self-appraisal, and 360-degree feedback.		4	3	2	1	0
	2.4	Discuss how work practices such as flextime, migration for work and teleworking affect the employees and employer.		4	3	2	1	0
	2.5	Describe the different types of organizational structures and organizational charts.		4	3	2	1	0
	2.6	Explain the leadership styles.		4	3	2	1	0
	2.7	Discuss motivational theories.		4	3	2	1	0
	2.8	Describe the different types of financial and non-financial rewards.		4	3	2	1	0
	2.9	Describe the different production methods.		4	3	2	1	0
Benchmark	3	Accounting and Finance						
		Competencies	Sample Indicators					
	3.1	Review the internal and external sources of finance.		4	3	2	1	0
	3.2	Determine examples of variable, semi-variable, fixed, direct, and indirect/overhead costs.		4	3	2	1	0
	3.3	Assess the advantages and disadvantages of each form of finance and be able to comment on the appropriateness of the sources of finance in relation to the specific needs of an organization.		4	3	2	1	0
	3.4	Calculate and draw conclusions from changes in gearing.		4	3	2	1	0
	3.5	Calculate the payback period for an investment.		4	3	2	1	0

	3.6	Prepare a cash flow forecast from given information.		4	3	2	1	0
	3.7	Prepare a profit and loss statement and a balance sheet.		4	3	2	1	0
	3.8	Analyze the effects of changes in price or cost on the break-even quantity, profit, and margin of safety, using graphical and quantitative methods.		4	3	2	1	0
	3.9	Construct and amend accounts from information given.		4	3	2	1	0
	3.10	Calculate and use ratios to interpret financial statements.		4	3	2	1	0
Benchmark	4	Marketing						
		Competencies		Sample Indicators				
	4.1	Differentiate between the marketing of goods and the marketing of services.		4	3	2	1	0
	4.2	Determine the Four P's (product, price, promotion, and place) of the marketing mix to achieve marketing objectives.		4	3	2	1	0
	4.3	Differentiate between target markets and market segments.		4	3	2	1	0
	4.4	Develop a unique selling point/proposition.		4	3	2	1	0
	4.5	Use primary and secondary market research methods and techniques.		4	3	2	1	0
	4.6	Differentiate between qualitative and quantitative research.		4	3	2	1	0
	4.7	Explain the different methods of sampling.		4	3	2	1	0
	4.8	Explain the different features of branding and packaging.		4	3	2	1	0
	4.9	Determine appropriate pricing strategies.		4	3	2	1	0
	4.10	Describe the different details of promotion.		4	3	2	1	0

	4.11	Explain the different types of e-commerce.		4	3	2	1	0
Benchmark	5	Academic-Language Arts						
		Competencies	Sample Indicators					
	5.1	Organizes business correspondence, instructions, descriptions, summarizes and reports in a logical and effective sequence to meet the the readers' informational needs.		4	3	2	1	0
	5.2	Writes with an awareness of purpose and audience (e.g. letters, complex reports, directions, graphics, brochures, electronic presentations, newsletters, memos, job searches, fliers, e-mails, Web pages, pictorials).		4	3	2	1	0
	5.3	Determines meaning of marketing words or phrases using context clues.		4	3	2	1	0
	5.4	Uses paraphrasing and organizational skills to summarize information.		4	3	2	1	0
Benchmark	6	Academic-Math						
		Competencies	Sample Indicators					
	6.1	Soves multi-step real-world problems with real numbers using computational procedures.		4	3	2	1	0
Benchmark	7	Academic-Science and Technology						
		Competencies	Sample Indicators					
	7.1	Explain how the advancement of technology enhance the way telecommunications have affected our lives.		4	3	2	1	0
Benchmark	8	Career Development Skills						
		Competencies	Sample Indicators					
	8.1	Participate in group discussions.		4	3	2	1	0

	8.2	Make oral presentation.		4	3	2	1	0
	8.3	Prepare simple written reports.		4	3	2	1	0
Benchmark	9	Student Leadership Skills						
		Competencies	Sample Indicators					
	9.1	Identify desirable 21st Century skills important to business.		4	3	2	1	0

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed
 ___/___/___ ___/___/___ ___/___/___

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Optional Technical Course

Internet Marketing covers the principles and functions of marketing from the standpoint of conducting business on the internet. Typically, students develop such skills as using the internet as a marketing tool, conducting a marketing analysis via the internet, planning marketing support activities, managing an electronic marketing campaign, managing/owning a business via the internet, and analyzing the impact of the internet on global marketing.

Rating Scale: 4 -Exemplary Achievement 3 -Proficient Achievement
 2 -Limited Achievement 1 -Inadequate Achievement 0 -No Exposure

Topic	1						
Benchmark	1.0						
		Competencies	Sample Indicators				
1.1		Demonstrate knowledge of cultural implications on design and deployment of digital communication products.					
1.2		Demonstrate knowledge of Web Accessibility Initiative priorities.					
1.3		Engage in user testing throughout the design and development process.					
1.4		Identify optimal strategies for successful interactions with clients and team members.					
1.5		Determine client needs and expected outcomes.					
1.6		Determine client's privacy policy and expectations.					

1.7	Determine the digital communication elements to be used.		4	3	2	1	0
1.8	Determine the purpose of the digital communication project.		4	3	2	1	0
1.9	Determine the target audience.		4	3	2	1	0
1.10	Evaluate requirements data that has been collected from customers and competing web sites.		4	3	2	1	0
1.11	Identify and evaluate risks.		4	3	2	1	0
1.12	Identify and obtain tools and resources to create a project plan.		4	3	2	1	0
1.13	Identify interdependencies.		4	3	2	1	0
1.14	Collect and analyze usage statistics.		4	3	2	1	0
1.15	Explain the importance of ethical behaviors and legal issues.		4	3	2	1	0
1.16	Assess product effectiveness.		4	3	2	1	0
1.17	Perform usability tests.		4	3	2	1	0
1.18	Define scope of work to achieve individual and group goals.		4	3	2	1	0
1.19	Use available reference tools as appropriate.		4	3	2	1	0

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed
 ___/___/___ ___/___/___ ___/___/___

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Application Level Course

Applied Business Development students will practice skills of planning, organizing, directing and controlling functions of operating a business while assuming the responsibilities and risk involved. Students will develop skills in enterprise development, market analysis and financial preparation.

Rating Scale: 4 - Exemplary Achievement 3 - Proficient Achievement
 2 - Limited Achievement 1 - Inadequate Achievement 0 - No Exposure

Topic	1							
Benchmark	1.0	Understand consumer buying habits when faced with scarce resources and unlimited wants.						
		Competencies	Sample Indicators					
	1.1	Apply principled economics and marketing to optimize business value and customer satisfaction.	Identify the effects of the economy on selected industry to plan products and services.	4	3	2	1	0
			Identify future needs by using information about current trends.					
			Use principles of budgeting and forecasting to maximize profit and growth within the industry.					
			Research costs, pricing and market demands to promote profitability.					
			Utilize information from ethnic and geographical studies to guide customer service decisions.					

			Describe the functions of prices in markets.					
	1.2	Use economic indicators to detect economic trends and conditions.	Describe the concept of price stability as an economic measure.	4	3	2	1	0
			Discuss the measure of consumer spending as an economic indicator.					
			Discuss the impact of a nation's unemployment rate.					
			Explain the concept of Gross Domestic Product.					
			Describe the economic impact of inflation on business.					
			Explain unemployment and inflation tradeoffs.					
			Explain the economic impact of interest-rate fluctuations.					
			Determine the impact of business cycles on business activities.					
Benchmark	2.0	Assume appropriate roles to create, deliver, receive and manage business communications in the workplace.						
		Competencies	Sample Indicators					
	2.1	Identify audience and create communications support statistics for internal and external audiences.	Identify the audience and determine the type of communication to use for that audience.	4	3	2	1	0
			Gather the data to be included in the communication for the specific external audience.					
			Prepare the communication in easy to understand format for intended audience.					
			Choose the appropriate mode of communication.					
	2.2	Assume the necessary role to perform the responsibilities of delivering and receiving a message.	Adopt the appropriate communicator role (trainer, presenter, counselor, etc.)	4	3	2	1	0

		Listen to and value the response of the audience to determine the effectiveness of the communication and appropriate follow-up actions.						
		Perform any required follow-up actions (respond to questions, document the communication session, etc.)						
		Use appropriate visuals, media, body language, and handouts.						
		Document those verbal communications for which a record may be required.						
		Adopt the appropriate receiver role (listener, participant, observer, etc.)						
		Provide feedback on the communication received and communicate any questions, need for clarifications, or follow-up requests that you may have for the communicator.						
		Perform any required follow-up actions (perform assigned tasks, send notes of appreciation, etc.)						
2.3	Manage the broad scope of business communications to process, document, and store information efficiently and appropriately.	Develop and implement documentation processes and procedures.	4	3	2	1	0	
		Make records of verbal and written communications in accord with your company's documentation processes and procedures.						
		Utilize a document management or information storage system (may require an individual to know how to interact with the manage of information systems).						
		Recall and utilize document records.						

			Store communication for future reference or input into database, as required.					
	2.4	Prepare appropriate materials to reply to inquiries that required a considered response.	Understand and communicate the purpose of the reply.	4	3	2	1	0
			Use the appropriate grammar, tone, style.					
			Perform any other required activities (amend the file record, interact with legal, etc.)					
Benchmark	3.0	Motivate and supervise personnel to achieve completion of projects and company goals.						
		Competencies	Sample Indicators					
	3.1	Exhibit behaviors and actions to effectively hire, motivate and lead people.	Identify and describe strategies that provide effective recruitment and performance incentives for employee retention.	4	3	2	1	0
			Motivate and lead employees toward innovative ideas and/or critical thinking ability.					
			Motivate and lead employees toward continuous learning and/or professional development.					
	3.2	Exhibit behaviors and actions to effectively motivate and lead change.	Identify and describe reasons for macro- and micro-economic change (change in the community, industry, internal and external operations.	4	3	2	1	0
	3.3	Exhibit behaviors and actions to effectively motivate and promote the use of teamwork in the workplace.	Describe the interrelationships, interactions, and communications required for teaming.	4	3	2	1	0
			Develop and implement team operating procedures.					
			Describe and be able to adopt the tools/resources that facilitate working in teams.					

			Exhibit the ability to be flexible and allow for adaptations in work that team-tasking requires.					
	3.4	Manage stressful situations to minimize negative workplace interactions.	Explain the nature of stress management.	4	3	2	1	0
Benchmark	4.0	Direct and supervise personnel to complete company goals and projects.						
		Competencies	Sample Indicators					
	4.1	Exhibit the actions and behaviors most effective for supervising and directing the financial resources.	Demonstrate the ability to supervise and direct assets and liabilities.	4	3	2	1	0
			Identify changes between assets and liabilities that impact the company's equity.					
	4.2	Exhibit the actions and behaviors most effective for supervising and directing the human resources assigned to you for a company.	Establish and communicate workplace ethics and/or code(s) of conduct statements.	4	3	2	1	0
			Establish and communicate corporate values.					
			Manage and mediate interpersonal conflict within the company organizational structure.					
			Demonstrate the ability to supervise and direct relationships with specific internal and external company constituents (employees, employee teams/work groups, upper management, board members and stockholders and other company-wide relationships.)					
			Identify and describe difficult personalities and describe strategies for dealing with those appropriately.					
			Identify and describe the impact of diversity in the workplace and demonstrate the ability to adopt strategies for promoting workplace harmony and company productivity.					

	4.3	Exhibit the actions and behaviors most effective for supervising and directing the external relationships in your area of responsibility.	Exhibit actions and behaviors to supervise and direct risk mitigation activities and other legal issues.	4	3	2	1	0
			Demonstrate the ability to supervise and manage quality control issues.					
			Demonstrate the ability to motivate and lead specific external business constituents (clients, stockholders and board members, suppliers and service providers, government or regulatory associations, media, and the community).					
Benchmark	5.0	Evaluate opportunities to determine potential company changes and implement strategies for catalyzing and guiding change.						
		Competencies	Sample Indicators					
	5.1	Evaluate opportunities to determine potential company changes.	Identify performance standards within the company that impact bottom line and/or drive the need for change.	4	3	2	1	0
			Review performance reports to locate areas that indicate the need to change organizational process or performance.					
			Compile areas needing attention and identify action to be taken.					
			Inform others of changes, purpose, and their roles.					
			Evaluate actions to be taken and make decision to proceed or abandon idea.					
	5.2	Implement the improvement process to guide the change.	Document and evaluate input and outcomes throughout the process.	4	3	2	1	0
			Roll out full-scale implementation of the change.					
			Evaluate the improvement process (cost/benefit analysis, impact analysis, etc.)					
Benchmark	6.0	Demonstrate and experience the value and role of marketplace competition.						

		Competencies	Sample Indicators					
	6.1	Dramatize/Explain ways marketplace competition could both be beneficial and harmful to a(n) business/organization.	Participate in performance based competitive event.	4	3	2	1	0
			Participate in a business plan competition.					
			Explain and identify the market-based competitions within the desired business field.					
Benchmark	7	Understand ethical and legal responsibilities to maintain high quality standards in product and service industries.						
		Competencies	Sample Indicators					
	7.1	Create a resource base of alternative plans containing proactive and reactive solutions to manage emergency situations.	Formulate methods of resolution and/or alternatives to eliminate potential safety hazards.	4	3	2	1	0
			Identify sources of assistance to utilize in emergency situations for self, co-workers, and customers/guests.					
	7.2	Establish procedures that educate customers about identified safety and security issues.	Disseminate information to customers addressing potential safety hazards and security issues.	4	3	2	1	0
	7.3	Apply knowledge of business ownership to establish and continue business operations.	Select form of business ownership.	4	3	2	1	0
Benchmark	8.0	Develop and implement short and long-term strategic plans to manage growth, profit and goals within a specific market segment.						
		Competencies	Sample Indicators					
	8.1	Develop and implement annual performance-based operating plans to manage long-range company goals.	Create annual, semi-annual, and quarterly operating plans.	4	3	2	1	0
			Develop technical management sections and work break-down structures; schedule types (Gantt charts, PERT charts, etc.) and priorities; and cost management sections and profit projections for annual operating plan.					

	8.2	Develop for implementation a business plan to meet market demands/opportunities.	Develop and implement financial/budgeting plans.	4	3	2	1	0
			Develop and implement legal/contractual and/or risk management plans.					
			Develop and implement organizational charts and staffing/human resource plans.					
			Develop and implement inventory control plans and /or quality control/quality assurance plans.					
			Develop and implement project or workload management plans.					
Benchmark	9.0	Evaluate employee performance to provide timely and appropriate responses to personnel issues.						
		Competencies	Sample Indicators					
	9.1	Apply performance standards to evaluate employees.	Identify and communicate performance standards.	4	3	2	1	0
			Identify and communicate policies and procedures for reviewing performance.					
			Track performance indicators and develop performance reports.					
			Analyze performance reports for their impact upon your responsibility sets.					
	8.4	Develop timely responses to employee performance evaluations.	Provide feedback on employees' performance.	4	3	2	1	0
			Implement performance improvement plans.					
			Amend employee work plans to account for performance evaluation results.					
			Provide strategies for rewarding employee performance.					
Benchmark	10.0	Organize the various business services to address all company components.						
		Competencies	Sample Indicators					

	10.1	Analyze the individual role and unit's responsibility to the business.	Identify the various departments' work group organization and individuals, as well as their interrelationships, within a company's organizational structure.	4	3	2	1	0
			Identify the various employees responsible for the management of company information (including their responsibilities.)					
			Demonstrate the ability to describe and adopt the appropriate organizational tools and systems for the unit and the unit's responsibility set.					
	10.2	Develop policies and procedures to provide support for the organization.	Review current policies and procedures.	4	3	2	1	0
			Identify areas where policies and procedures must be added or revised.					
			Develop a company policy and procedures manual.					
	10.3	Organize business components to assure quality products/services are delivered on time.	Organize data/information/research.	4	3	2	1	0
			Organize all other resources.					
			Organize activities to meet timelines.					
			Organize production or delivery of products/services.					
Benchmark	11.0	Understand the importance and applications of various types of management.						
		Competencies	Sample Indicators					
	11.1	Utilize project-management skills to improve work-flow and minimize costs.	Explain the nature of project management.	4	3	2	1	0
			Explain the nature of a project life cycle.					
			Explain standards project-management processes.					

			Develop project plan.					
			Coordinate schedules and activities.					
			Apply project-management tools to monitor project progress.					
			Track and evaluate project progress and results.					
11.2	Understand the role and function of quality management to obtain a foundational knowledge of its nature and scope.		Explain the nature of quality management.	4	3	2	1	0
			Discuss the need for continuous improvement of the quality process.					
11.3	Recognize management's role to understand its contribution to business success.		Explain the nature of managerial ethics.	4	3	2	1	0
			Describe factors that influence management.					
			Explain management theories and their applications.					
11.4	Utilize planning tools to guide organization's/department's activities.		Explain the nature of business plans.	4	3	2	1	0
			Explain the nature of SWOTs.					
			Explain external planning considerations.					
			Evaluate business acquisition options.					
11.5	Acquire foundational knowledge of financial-information management to understand its scope and nature.		Describe the need for financial information.	4	3	2	1	0
11.6	Understand human resource management models to demonstrate knowledge of their nature and scope.		Explain human resource management functions.	4	3	2	1	0
Benchmark	12.0	Employ and manage techniques, strategies, and systems used by management fo foster self-understanding and enhance business.						

		Competencies	Sample Indicators					
	12.1	Demonstrate managerial and business ethics.	Discuss ethics, responsibility, honesty, integrity, and work habits.	4	3	2	1	0
	12.2	Manage internal and external inter-cultural business relationships.	Exhibit cultural sensitivity.	4	3	2	1	0
			Implement teamwork techniques to accomplish goals.					
			Explain the impact of business customs and practices on global trade.					
	12.3	Develop personal traits and behaviors to foster career advancement.	Identify desirable personality traits important to business.	4	3	2	1	0
			Exhibit a positive attitude.					
			Exhibit self-confidence.					
			Demonstrate interest and enthusiasm.					
			Demonstrate initiative.					
			Foster positive working relationships.					
			Participate as a team member.					
			Explain the nature of effective communications.					
Benchmark	13.0	Entrepreneurship: Develop personal traits and behaviors to foster career advancement.						
		Competencies	Sample Indicators					
	13.1	Develop concept for new business venture to evaluate its success potential.	Describe entrepreneurial planning considerations.	4	3	2	1	0
			Explain tools used by entrepreneurs for venture planning					
			Assess start-up requirements and other financial risks associated with venture.					
			Use components of business plan to define venture ideas.					

	13.1	Determine needed resources for a new business venture to contribute to its start-up viability.	Describe process used to acquire financial resources for venture creation/start-up.	4	3	2	1	0
Benchmark	14.0	Maintain, monitor, plan, and control the use of financial resources to protect an entrepreneur and business's financial well-being.						
		Competencies	Sample Indicators					
	14.1	Identify potential business threats and opportunities to protect a business's financial well-being.	Identify speculative business risks.	4	3	2	1	0
			Explain the the nature of risk management.					
			Identify a business's risks.					
			Describe the use of technology in risk management.					
			Explain the time value of money.					
			Explain the purposes and importance of credit.					
	14.2	Implement accounting procedures to track money flow and to determine financial status through proper financial statement reporting.	Describe the nature of budgets.	4	3	2	1	0
			Monitor business's profitability.					
			Develop a monthly and annual business budget.					
			Maintain financial records.					
			Describe the nature of income and cash flow statements.					
			Explain and interpret a balance sheet.					
Benchmark	15.0	Manage marketing activities to facilitate business development and growth.						
		Competencies	Sample Indicators					

	15.1	Acquire foundational knowledge of customer/client/business behaviors to understand what motivates decision-making.	Explain customer/client/business buying behavior.	4	3	2	1	0
			Determine services to provide customers.					
			Explain the role of customer service in positioning/image.					
			Analyze factors that contribute to business success.					
			Develop strategies to position product/business.					
	15.2	Understand promotional channels used to communicate with targeted audiences.	Explain types of advertising media.	4	3	2	1	0
			Explain the nature of direct marketing channels.					
			Identify communications channels used in sales promotions.					
			Explain communications channels used in public-relations activities.					
	15.3	Employ marketing mix strategies to meet customer expectations, assuring business exchanges.	Explain the concept and elements of the marketing mix.	4	3	2	1	0
			Explain the factors used to position products/services.					
			Explain the nature and importance of branding.					
	15.4	Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	Establish relationship with client/customer.	4	3	2	1	0
			Determine customer/client needs.					
			Recommend specific products.					
		Calculate miscellaneous charges to complete the exchange.						

	15.5	Students will engage in Professional Learning Experiences that may include activities such as internships, school-based experiences, Supervised Entrepreneurial Experiences (SEE), community-based experiences and School-to-Registered Apprenticeships.	It is expected that the course will follow and use the guidance and tools found in the KSDE Professional Learning Experience (PLE) Toolkit.	4	3	2	1	0
			Course experiences should be at the PLE application level.					
	15.6	Demonstrate employability/career success skills.	Place artifacts that demonstrate employability/career success skills in the electronic portfolio section of the IPS (Individual Plan of Study).	4	3	2	1	0

Optional Technical Courses: Supportive Entrepreneurship Technical

10201	Web Page Design	1 Credit	http://www.ksde.org/LinkClick.aspx?fileticket=9d4bKBoAiUU%3d&tabid=473&portalid=0&mid=2011
12162	Internet Marketing	1 Credit	http://www.ksde.org/LinkClick.aspx?fileticket=9d4bKBoAiUU%3d&tabid=473&portalid=0&mid=2011
17007	Woodworking Principles	1 Credit	http://www.ksde.org/LinkClick.aspx?fileticket=juUKE4nXN3Q%3d&tabid=450&portalid=0&mid=1352
21107	Drafting/CAD	1 Credit	http://www.ksde.org/LinkClick.aspx?fileticket=juUKE4nXN3Q%3d&tabid=450&portalid=0&mid=1352
18404	Ag Welding 1	1 Credit	http://www.ksde.org/LinkClick.aspx?fileticket=N0tVrYqSw60%3d&tabid=449&portalid=0&mid=1559
39207	Production Welding Processes 1	1 Credit	http://www.ksde.org/LinkClick.aspx?fileticket=tytD0MjHzlA%3d&tabid=478&portalid=0&mid=1507
17009	Remodel & Building Maintenance	.5 Credit	http://www.ksde.org/LinkClick.aspx?fileticket=juUKE4nXN3Q%3d&tabid=450&portalid=0&mid=1352
17002	Residential Carpentry	1 Credit	http://www.ksde.org/LinkClick.aspx?fileticket=juUKE4nXN3Q%3d&tabid=450&portalid=0&mid=1352
16052	Culinary Essentials	.5 Credit	http://www.ksde.org/LinkClick.aspx?fileticket=XgUPnLOJJO8%3d&tabid=716&portalid=0&mid=2003
19052	Found. Early Childhood Develop.	1 Credit	http://www.ksde.org/LinkClick.aspx?fileticket=7zTGxDxI68c%3d&tabid=468&portalid=0&mid=2042
22210	Consumer & Personal Finance	.5 Credit	http://www.ksde.org/Portals/0/CSAS/Content%20Area%20(F-L)/Family%20and%20Consumer%20Sciences/Human%20Services/17-18%20Fam%20Comm%20%20Consumer%20Servs%20%20DESIGN%20and%20Profiles.pdf?ver=2016-07-28-113851-143
21007	Engineering Design & Dev.	1 Credit	http://www.ksde.org/LinkClick.aspx?fileticket=DZiGhhGTcBg%3d&tabid=1091&portalid=0&mid=3287