**KANSAS STATE CAREER CLUSTER COMPETENCY PROFILE**BUSINESS ENTREPRENEURSHIP & MANAGEMENT PATHWAY

Graduation Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Instructor Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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(C.I.P. 52.0799)

**STUDENT \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Rating Scale:**

**4 - Exemplary Achievement**

**3 - Proficient Achievement**

**2 - Limited Achievement**

**1 - Inadequate Achievement**

**0 - No Exposure**

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| **CCTC CAREER READY PRACTICES** (To be included in all courses)4 3 2 1 0 1. Act as a responsible and contributing citizen and employee.4 3 2 1 0 2. Apply appropriate academic and  technical skills.4 3 2 1 0 3. Attend to personal health and  financial well-being.4 3 2 1 0 4.Communicate clearly, effectively and with reason.4 3 2 1 0 5. Consider the environmental, social  and economic impacts of decisions.4 3 2 1 0 6. Demonstrate creativity and  innovation. 4 3 2 1 0 7. Employ valid and reliable research  strategies.4 3 2 1 0 8. Utilize critical thinking to make sense of problems and persevere in solving them.4 3 2 1 0 9. Model integrity, ethical leadership and effective management.4 3 2 1 0 10.Plan education and career path aligned to personal goals.4 3 2 1 0 11.Use technology to enhance productivity.4 3 2 1 0 12.Work productively in teams while using cultural/globalINTRODUCTORY COURSE (.5 Credit)12050-BUSINESS ESSENTIALS Core course to give an overview of the business, marketing and finance career cluster occupations.4 3 2 1 0 1. **Analyze fundamental economic concepts necessary for** **employment in business**. Distinguish between economic  goods and services. 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.4 3 2 1 0 2. **Describe the nature of business** **and its contribution to society.**Explain the role of business in  society. 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.4 3 2 1 0 3. **Recognize how economic systems influence environments** **in which businesses function**. Explain the types of economic  systems. Explain the concept of private  enterprise. Identify factors affecting a  the legal environment of business to  demonstrate knowledge of  contracts.4 3 2 1 0 11. **Identify regulatory agencies and  regulatory legislation.** Describe the nature of legal  procedure. 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.4 3 2 1 0 12. **Identify types of business  ownership.** Explain types of business  ownership. Select form of business ownership. **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.***4 3 2 1 0 13. **Perform customer service** **activities to support customer**  **relationships and encourage**  **repeat business.** Explain a customer-service  mindset.Respond to customer inquiries  and complaints. Interpret business policies to  customers/clients. Understands the techniques and **relates with maintaining business  financial efficiency.**Explain forms of financial exchange. 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.4 3 2 1 0 20**. Define the accounting equation** **and how accounting can assist in  maintaining financial solvency.** Interpret cash-flow statements. 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.) **INFORMATION  TECHNOLOGY  APPLICATIONS: *Use  information technology tools  specific to the career cluster to  access, manage, integrate, and  create information.***4 3 2 1 0 21. **Use information technology tools to manage and perform work responsibilities**.Assess information needs. Use information literacy skills to increase workplace efficiency and effectiveness. **order for entering a business**  **career.** Explore Kansas Career Pipeline.  Prepare a resume. Prepare a letter of application. Complete an employment  application. Interview for employment.4 3 2 1 0 29. **Utilize critical thinking and** **decision-making skills to exhibit** **qualifications to a potential**  **employer.** Demonstrate problem-solving skills. Obtain needed information  efficiently. Evaluate quality and source of  information. Apply information to accomplish a  task.**TECHNICAL COURSES****12052 – BUSINESS MANAGEMENT**  **(.5 credit)** ***Identify, analyze, and process*** ***business data and information to***  ***make business decisions and***  ***enhance business management***  ***duties****.*4 3 2 1 0 1. **Solve mathematical managerial**  **problems using numbers and**  **operational resources.**4 3 2 1 0 **2**. **Perform data analysis to make**  **business decisions.**Formulate questions effectively. Collect relevant data. Organize useful data. Employ appropriate statistical  methods in data analysis. Develop and evaluate inferences  and predictions. Apply basic concepts of probability.***Evaluate and use information***  ***resources to accomplish specific***  ***occupational tasks.***4 3 2 1 0 **10**.**Use informational texts, Internet  web sites, and/or technical  materials to review and apply  information sources for  occupational tasks.**  ***Develop and deliver formal and***  ***informal presentations using***  ***appropriate media to engage and***  ***inform audiences****.*4 3 2 1 0 **11**. **Prepare oral presentations to  provide information for specific**  **purposes and audiences.** Demonstrate effective  communication skills (e.g., verbal,  nonverbal, and technological  communications and effective  listening skills). ***Employ critical thinking skills***  ***independently and in teams to  solve problems and make  decisions (e.g., analyze, synthesize  and evaluate).***4 3 2 1 0 **12**. **Identify common tasks that  require employees to use problem- solving skills.** Explain the importance of why  managers need to build strong  relationships within the business  environment (i.e. employees,  vendors, investors, consumers, etc.)4 3 2 1 0 **13**. **Describe the value of using  problem-solving and critical  thinking skills to improve a  situation or process.*****Employ critical thinking and***  ***interpersonal skills to resolve***  ***conflicts with staff and/or  customers.*** ***development skills to foster***  ***positive working relationships and***  ***accomplish organizational goals.***4 3 2 1 0 **24**. **Describe how staff growth and** **development increases**  **productivity and employee**  **satisfaction.** Identify and explain motivational  theories and strategies in managing  employees.4 3 2 1 0 **25**. **Explain and identify best practices**  **for successful team functioning.** Discuss and demonstrate the  importance of vision, mission, and  goal setting within the context of the  business environment.***Describe business's responsibility  to know and abide by laws and***  ***regulations that affect business***  ***operations.***4 3 2 1 0 **26**.**Demonstrate, manage, obtain and** **protect information through  ethical behavior in a business  setting to foster positive internal and external interactions.** Respect the privacy of others. Explain ethical considerations in  providing information. Protect confidential information. Determine information appropriate  to obtain from a client or another  employee. Explain the nature of business ethics. Demonstrate responsible ethical  work behavior (honesty/integrity) Describe ethics in human resources  issues.4 3 2 1 0 **27**. **Describe the nature and scope of**  **business laws and regulations.** Discuss the nature of law and  sources of law in the United States. Describe the US Judicial system  hierarchy for legal appeals. Describe legal issues affecting  and securing bid specifications.4 3 2 1 0 **36**.**Manage quality-control processes  to minimize errors and to expedite**  **workflow.** Explain the nature of quality  management. Discuss the need for continuous  improvement of the quality process. Develop continuous-improvement  strategies. Develop a plan/program for quality  achievement.***Examine risk management  strategies and techniques in order  to minimize potential business loss.***4 3 2 1 0 **37**. **Explain the nature and scope of  risk management practices within  a business.** Explain the role of ethics in risk  management. Describe the use of technology in  risk management. Discuss legal considerations  affecting risk management.***Plan, organize, and control an***  ***organization/department to  optimize overall business success.***4 3 2 1 0 **38**. **Plan organization's/department's**  **activities to guide and support**  **decisions and to ensure that staff**  **focus on current and future**  **operational priorities.** Describe the strategic planning  process within an organization. Develop strategies for achieving  company vision. Determine alternative actions to take  when goals are not being met.4 3 2 1 0 **39.Develop business plans to meet**  **company needs**. Develop company vision. Determine business’s overall global  strategy. Develop company’s 4 3 2 1 0 **7**. **Describe the relationship between**  **principled entrepreneurship**  **versus personal responsibility.** Understand the civil foundations of the legal environment of business. Explain the difference and similarities between business and consumer rights to operate in a free market system.4 3 2 1 0 **8. Describe the relationship between**  **government and business.** Describe the nature of legal  procedures in business. Explain how an entrepreneur can  protect its intellectual property rights  (i.e., patents, trademarks, copyrights)4 3 2 1 0 **9. Identify types of business**  **ownership**4 3 2 1 0 **10**.**Demonstrate understanding of** **managerial and business  ethics.** Discuss ethics, responsibility,  honesty, integrity, and work  habits.4 3 2 1 0 **11.Analyze and define  entrepreneurship**. Define entrepreneurship and  entrepreneurs. Contrast the different types of  entrepreneurs (e.g., classic, change  agent, intrapreneur), identifying their  value and role.4 3 2 1 0 **12**. **Expound on the importance of  entrepreneurship on market  economies.** Describe the need for entrepreneurial  discovery. Analyze the importance of  entrepreneurship to US/global  economy.  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.4 3 2 1 0 **20**. **Describe the impact of the  Internet on  entrepreneurship/small business**  **ownership.** Explain the nature of e-commerce. Develop basic website. Communicate by computer. Demonstrate basic search skills on  the Web. Evaluate credibility of Internet  resources. ***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.***4 3 2 1 0 **21. Understand marketing's role and  function in business to facilitate economic exchanges with customers.** Determine services to provide  customers. Explain the role of customer service  in positioning/image.4 3 2 1 0 **22**. **Analyze the role of marketing** **research in constructing a small**  **business management model.**Identify the reasons for conducting  research. Explain the methods of market  research, including an evaluation of  the main research techniques. 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. ***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.***4 3 2 1 0 **31**. **Develop personal traits and  behaviors to foster career advancement.** Discuss appropriate personal  appearance. Set personal goals. Use time-management skills.**TECHNICAL COURSES** **12105 – BUSINESS ECONOMICS (.5 credit)****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).**4 3 2 1 0 **1 Describe how relative scarcity**  ***Explain the analytical process of***  ***economic decisions, involving  profit maximization and loss  minimization.***4 3 2 1 0 **15.Evaluate relationship between  inputs and outputs.** Understand marginal product (i.e.,  the extra output from an extra input). Review performance reports to locate  areas that indicate the need to change  organizational process or  performance.4 3 2 1 0 **16.Use expenditures (explicit costs)**  **along with implicit costs (e.g.,**  **opportunity cost) in making profit**  **maximizing decisions.** Distinguishing between sunk costs  (e.g., rent) and key factors like  marginal costs (i.e., the extra cost  from an extra unit of output)4 3 2 1 0 **17.Explain revenues (e.g., total  revenue and marginal revenue's)  role in making profit maximizing  decisions.** Demonstrate an understanding that  marginal revenue is the extra  revenue from an extra unit of output.4 3 2 1 0 **18**.**Determine the price and output in** **profit maximizing analysis.** Give examples of how profits are  maximized, or losses are minimized. Explain equilibrium price and its  purpose in economic decisions.***Demonstrate and experience the*** ***value and role of marketplace***  ***competition and labor economics.***4 3 2 1 0 **19**. **Explain the difference in pure**  **competition and imperfect**  **competition.** Contrast competition and 4 3 2 1 0 1. Classify-record-and summarizefinancial data4 3 2 1 0 2. Discuss the nature of theaccounting cycle4 3 2 1 0 3. Demonstrate the effects oftransactions on the accounting equation4 3 2 1 0 4. Prepare a chart of accounts4 3 2 1 0 5. Use T accounts4 3 2 1 0 6. Record transactions in a generaljournal4 3 2 1 0 7. Post journal entries to general ledger accounts4 3 2 1 0 8. Prepare a trial balance4 3 2 1 0 9. Journalize and post adjusting entries4 3 2 1 0 10. Journalize and post closingentries4 3 2 1 0 11. Prepare a post-closing trialbalance4 3 2 1 0 12. Prepare work sheets4 3 2 1 0 13. Discuss the nature of annualreports4 3 2 1 0 14. Discuss the use of financialratios in accounting4 3 2 1 0 15. Determine business liquidity4 3 2 1 0 16. Calculate business profitability4 3 2 1 0 17. Prepare income statements4 3 2 1 0 18. Prepare balance sheets4 3 2 1 0 19. Maintain cash controls4 3 2 1 0 20. Prove cash4 3 2 1 0 21. Journalize/post entries toestablish and replenish petty cash 4 3 2 1 0 22. Journalize/post entries related tobanking activities4 3 2 1 0 23. Explain the benefits of electronic funds transfer4 3 2 1 0 24. Prepare bank deposits4 3 2 1 0 25. Prepare purchase requisitions4 3 2 1 0 26. Prepare purchase orders4 3 2 1 0 74. Process invoices for payment4 3 2 1 0 75. Process accounts payable checks4 3 2 1 0 76. Prepare an accounts payable schedule4 3 2 1 0 77. Explain the nature of accounts receivable4 3 2 1 0 78. Maintain a customer file for accounts receivable4 3 2 1 0 79. Analyze sales transactions 4 3 2 1 0 80. Post to an accounts receivable  subsidiary ledger4 3 2 1 0 81. Process sales orders and invoices4 3 2 1 0 82. Process sales returns and allowances4 3 2 1 0 83. Process customer payments4 3 2 1 0 84. Prepare customer statements4 3 2 1 0 85. Process uncollectible accounts4 3 2 1 0 86. Prepare an accounts receivable  schedule4 3 2 1 0 87. Determine uncollectible accounts  receivable 4 3 2 1 0 88. Explain the purpose of  internal accounting controls4 3 2 1 0 89. Determine the components of internal accounting control procedures.4 3 2 1 0 90. Maintain internal accounting  controls4 3 2 1 0 91. Utilize accounting  technology4 3 2 1 0 92. Integrate technology into accounting4 3 2 1 0 93. Describe careers in  accounting4 3 2 1 0 94. Explore accounting licensing and certification programs4 3 2 1 0 95 Discuss the significance of  responsibility in accounting4 3 2 1 0 96. Describe Generally Accepted Accounting Principles – GAAP verbal instructions4 3 2 1 0 30.Utilize listening skills4 3 2 1 0 31.Perform a self-evaluation to determine strengths and weaknesses4 3 2 1 0 32.Develop grooming and personal hygiene habits4 3 2 1 0 33.Develop a healthy self-esteem4 3 2 1 0 34.Describe the importance of  the following personal  qualities:  honesty, loyalty, courtesy, cooperation, alertness,  ambition, punctuality,  interest, involvement, patience, tact, confidence,  sense of humor, dependability/reliability, flexibility, and initiative4 3 2 1 0 35.Describe acceptable conduct  in the following professional relationships: employee- employer, employee, coworker, and employee-public4 3 2 1 0 36.Research and report on  various business careers4 3 2 1 0 37.Prepare a résumé4 3 2 1 0 38.Compose and type  employment- related letters such as  application, thank you,  resignation, etc.4 3 2 1 0 39.Complete an application  form4 3 2 1 0 40.Demonstrate the techniques  of a good job interview 4 3 2 1 0 41.Prepare a computerized spreadsheet to analyze and present data4 3 2 1 0 42.Prepare graphic presentations  of data by computer the Uniform Consumer Code,  various enforcement agencies (i.e.,  Federal Trade Commission) and  consumer protection laws.4 3 2 1 0 17. Identify legislation which regulates consumer credit (e.g., Fair Credit  Reporting Act, Equal Credit Opportunity Act, etc).4 3 2 1 0 18. Define common unfair practices (i.e. bait and switch, usury, identity  theft, misrepresentation fly by  night companies) ***The student will demonstrate the***  ***ability to identify issues and  discuss Agency and Employment law.***4 3 2 1 0 19. Discuss and define an agency's code of ethics involving  relationships, duties, obligations,  and liabilities4 3 2 1 0 20. Discuss and explain the nature of employer and employee  relationships4 3 2 1 0 21. Demonstrate an understanding of  discrimination both justified and  unjustified.4 3 2 1 0 22. Identify and discuss employment  regulation (Child/youth labor,  minimum wage, collective  bargaining).***The student will demonstrate the*** ***ability to identify issues and  discuss Family law.***4 3 2 1 0 23. Demonstrate an understanding of  marriage, dissolution of marriage,  and parental custody issues4 3 2 1 0 24. Demonstrate an understanding of wills, trusts, probate and estate  planning.  ***The student will demonstrate the***  distribution.4 3 2 1 0 20. Describe the use of technology in the channel management function.4 3 2 1 0 21. Explain legal considerations in channel management.4 3 2 1 0 22. Describe ethical considerations in  channel management.4 3 2 1 0 23. Describe the need for marketing information.4 3 2 1 0 24. Identify information monitored for marketing decision making.4 3 2 1 0 25. Explain the nature and scope of the marketing information  management function.4 3 2 1 0 26. Explain the role of ethics in marketing-information management.4 3 2 1 0 27. Describe the use of technology in  the marketing-information  management function.4 3 2 1 0 28. Describe the regulation of marketing-information  management. 4 3 2 1 0 29. Explain the nature of marketing  research.4 3 2 1 0 30. Discuss the nature of marketing  research problems/issues.4 3 2 1 0 31. Describe methods used to design  marketing research studies (i.e.,  descriptive, exploratory, and causal).4 3 2 1 0 32.Describe options businesses use to obtain marketing-research data  (i.e., primary and secondary  research).4 3 2 1 0 33. Discuss the nature of sampling plans.4 3 2 1 0 34. Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners). clientele4 3 2 1 0 70.Explain company selling policies4 3 2 1 0 71. Explain business ethics in selling4 3 2 1 0 72. Describe the use of technology in the selling function4 3 2 1 0 73. Describe the nature of sellingregulations4 3 2 1 0 74. Acquire product information for use in selling4 3 2 1 0 75. Analyze product information to identify product features and benefits4 3 2 1 0 76. Explain the selling process4 3 2 1 0 77. Establish relationship withclient/customer4 3 2 1 0 78. Determine customer/client needs4 3 2 1 0 79. Recommend specific product4 3 2 1 0 80. Calculate miscellaneous charges4 3 2 1 0 81. Process special orders4 3 2 1 0 82. Process telephone orders**12059 – IB Business & Management****(1 credit)****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 business terminology, concepts and principles.****Introduction to Organizations**4 3 2 1 0 1. Analyze local organizations of **Student Leadership Skills**4 3 2 1 0 27. Identify desirable 21st Century  skills important to business.**APPLICATION LEVEL****32200 – APPLIED BUSINESS DEVELOPMENT****(1 credit)****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.** ***Understand consumer buying  habits when faced with scarce  resources and unlimited wants.***4 3 2 1 0 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. 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. 4 3 2 1 0 2**. Use economic indicators to detect  economic trends and conditions.** Describe the concept of price  stability as an economic measure. Discuss the measure of consumer  spending as an economic indicator. Discuss the impact of a nation's  unemployment rates ***Motivate and supervise personnel  to achieve completion of projects*** ***and company goals.***4 3 2 1 0 7. **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. Motivate and lead employees  toward innovative ideas and/or  critical thinking ability. Motivate and lead employees  toward continuous learning and/or  professional development.4 3 2 1 0 8 **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 9 **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. 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.4 3 2 1 0 10.**Manage stressful situations to**  of the change. Evaluate the improvement process  (cost/benefit analysis, impact  analysis, etc.). ***Demonstrate and experience the  value and role of marketplace  competition.***4 3 2 1 0 **16 Dramatize/Explain ways  marketplace competition could  both be beneficial and harmful to  a(n) business/organization.** Participate in performance based  competitive event. Participate in a business plan  competition. Explain and identify the market- based competitions within the  desired business field. ***Understand ethical and legal  responsibilities to maintain high  quality standards in product and  service industries.***4 3 2 1 0 17. **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. Identify sources of assistance to  utilize in emergency situations for  self, co-workers and  customers/guests.4 3 2 1 0 18. **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 19**. Apply knowledge of business  ownership to establish and  continue business operations** Select form of business ownership. ***Develop and implement short  and long-term strategic plans to  manage growth, profit and goals***4 3 2 1 0 26. **Organize business components to  assure quality products/services  are delivered on time.** Organize data/information/research. Organize people (human  resources). Organize all other resources. Organize activities to meet time  lines. Organize production or delivery of  products/services ***Understand the importance and  applications of various types of  management.*** 4 3 2 1 0 27. **Utilize project-management skills  to improve work-flow and  minimize costs.** Explain the nature of project  management. 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.4 3 2 1 0 28. **Understand the role and  function of quality management  to obtain a foundational  knowledge of its nature and  scope.**Explain the nature of quality  management. Discuss the need for continuous  improvement of the quality  process. ***Maintain, monitor, plan, and  control the use of financial  resources to protect an***  ***entrepreneur and business’s  financial well-being.***4 3 2 1 0 38. **Identify potential business  threats and opportunities to  protect a business's financial  well-being.** Identify speculative business risks. Explain the nature of risk  management. Identify a business's risks. Explain the time value of money. Explain the purposes and  importance of credit.4 3 2 1 0 39. **Implement accounting  procedures to track money flow  and to determine financial  status through proper financial  statement reporting.** Describe the nature of budgets. 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. ***Manage marketing activities to  facilitate business development  and growth.***4 3 2 1 0 40. **Acquire foundational knowledge of customer/client/business  behaviors to understand what  motivates decision-making.** Explain  customer/client/business  buying behavior. |  competence.**CCTC BUSINESS MANAGEMENT & ADMINISTRATION CAREER CLUSTER STANDARDS** (To be taught throughout the pathway)4 3 2 1 0 1. Utilize mathematical concepts,  skills and problem solving to obtain  necessary information for decision  making in business.4 3 2 1 0 2. Describe laws, rules and regulations as they apply to effective business  operations.4 3 2 1 0 3. Explore, develop and apply  strategies for ensuring a successful business career.4 3 2 1 0 4. Identify, demonstrate and  implement solutions in managing  effective business customer  relationships.4 3 2 1 0 5. Implement systems, strategies and  techniques used to manage  information in a business.4 3 2 1 0 6. Implement, monitor and evaluate  business processes to ensure  efficiency and quality results.  business’s profit. Determine factors affecting  business risk. Explain the concept of competition. Describe market structures.4 3 2 1 0 4. **Analyze cost/profit relationships** **to guide business decision-**  **making.**Explain the concept of productivity. 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.4 3 2 1 0 5. **Describe the purpose and origin**  **of business within the US**. Discuss the various commodities  of trade within US history. 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 US.4 3 2 1 0 6. **Analyze the history and**  **importance of trade within a**  **global marketplace.** Difference between imports and  exports. Explain the role of cultures and  political systems on global trade. Explain the currency exchanges  and how the value fluctuates.4 3 2 1 0 7. **Apply verbal skills when** **obtaining and conveying**  strategies used to foster positive- ongoing relationships with  customers.4 3 2 1 0 14. **Utilize technology to facilitate** **customer relationship  management.**Understand the nature of customer  relationship management. **EMOTIONAL  INTELLIGENCE:** ***Employ and  manage techniques, strategies,  and systems used by  management to foster self- understanding and enhance  business relationships.***4 3 2 1 0 15**. Demonstrate managerial and business ethics.** Discuss ethics, responsibility,  honesty, integrity, and work habits.4 3 2 1 0 16. **Develop personal traits and** **behaviors to foster career  advancement.** Identify desirable personality traits  important to business. 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. **ENTREPRENEURSHIP: *Assess*** ***entrepreneurship/small-business  management-career information  to enhance opportunities for***  ***career success.*** Identify ways that technology  impacts business. Explain the role of information  systems. ***Operate writing and publishing  applications to prepare business  communications.*** 4 3 2 1 0 22. **Prepare simple documents and** **other business communications.** Demonstrate basic research skills. Evaluate quality and source of  information.  **MARKETING: *Manage  marketing activities to  facilitate business  development and growth.***4 3 2 1 0 23**. Understand marketing's role and** **function in business to facilitate  economic exchanges with  customers.** Plan product mix. 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.4 3 2 1 0 24. **Explain marketing and its** **importance in global economy**. Identify considerations in  implementing international  marketing strategies.4 3 2 1 0 25**. Describe marketing functions**  **and related activities.** 4 3 2 1 0 **3**. **Evaluate the accuracy of**  **mathematical responses using**  **problem-solving techniques.**Identify problem solving  techniques. Apply a variety of problem-solving strategies. Adjust problem-solving strategies,  when needed. ***Examine and employ business  and economic principles and  concepts in making informed  business decisions to continue  business operations.***4 3 2 1 0 **4. Recognize how economic systems** **influence environments in which**  **businesses function**. Identify factors affecting a  business’s profit. 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.4 3 2 1 0 **5**. **Use knowledge regarding the  impact government has on businesses to make informed  economic decisions.** Determine the relationship between  government and business. Discuss the supply and demand for  money.4 3 2 1 0 **6**. **Describe global trade's impact on**  **business activities.** Discuss the impact of globalization  on business. Explain cultural considerations that 4 3 2 1 0 **14**. **Analyze situations and behaviors  that affect conflict management.** Review the methods a manager may  use to resolve various conflicts.4 3 2 1 0 **15**. **Determine best options/outcomes  for conflict resolution using  critical thinking skills.**4 3 2 1 0 **16**. **Identify with others’ feelings,  needs, and concerns.** ***Identify, write and monitor***  ***workplace performance goals to***  ***guide progress in assigned areas of***  ***responsibility and accountability.***4 3 2 1 0 **17**.**Write goals that meet appropriate**  **criteria: Specific, Measurable,**  **Achievable, Realistic, Time Bound.** ***Analyze accounting systems'***  ***contribution to the fiscal stability  of a business.***4 3 2 1 0 **18**. **Develop a foundational knowledge**  **of accounting to understand its**  **nature and scope.** Explain the concept of accounting. Explain the need for accounting  standards (GAAP). Discuss the role of ethics in  accounting. Explain the use of technology in  accounting. Explain legal considerations for  accounting. ***Understand the methods that***  ***businesses use to recruit, train and***  ***develop human resources****.*4 3 2 1 0 **19**. **Describe the role and function of**  **human resources management.** Discuss the nature of human  resources management. Explain the role of ethics in human  resources management. Describe the use of technology in  human resources management. businesses and binding contracts. ***Explore, obtain, and develop*** ***strategies for ensuring a successful*** ***business career.***4 3 2 1 0 **28**.**Utilize career-advancement  activities to enhance professional**  **development.** Describe techniques for obtaining  work experience (e.g., volunteer  activities, internships). Explain the need for ongoing  education as a worker. Explain possible advancement  patterns for jobs. Identify skills needed to enhance  career progression. Utilize resources that can contribute  to professional development (e.g.,  trade journals/periodicals,  professional/trade associations,  classes/seminars, trade shows, and  mentors).***Access, process, maintain, evaluate,***  ***and disseminate information to***  ***assist in business decision-making.***4 3 2 1 0 **29**.**Use information literacy skills to**  **increase workplace efficiency  and effectiveness.** Assess information needs. Obtain needed information  efficiently. Evaluate quality and source of  information. Apply information to accomplish a  task. Store information for future use.4 3 2 1 0 **30**.**Acquire a foundational knowledge**  **of information management to**  **understand its nature and scope.** Discuss the nature of information  management. Explain the role of ethics in  information management. Explain legal issues associated with information management.4 3 2 1 0 **31**.**Maintain business records to**  **facilitate business operations.** management plan.**12053 – ENTREPRENEURSHIP (.5 credit)****Entrepreneurship courses acquaint students with the knowledge and skills necessary to own and operate their own businesses. 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.*****Solve mathematical problems and use the information as it relates with entrepreneurship/small business ownership.***4 3 2 1 0 **1. Solve mathematical problems using numbers and operations.** Recognize relationships among  numbers. Employ mathematical operations. Perform computations successfully. Predict reasonable estimations.4 3 2 1 0 **2**. **Incorporate algebraic skills to** **make business decisions.** Recognize patterns and mathematical  relations. 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.4 3 2 1 0 **3**. **Demonstrate an understanding of** **how basic economic concepts** **are utilized by an** **entrepreneur/small business** **owner.** Explain the principles of supply and  demand. Explain the factors of production. Explain the concept of scarcity.4 3 2 1 0 **13. Explain characteristics of an** **entrepreneur as it relates to**  **personal assessment and** **management.** Analyze desired lifestyle and that  associated with entrepreneurship. Discern between desired benefits  and those associated with  entrepreneurship. Examine similarities and differences  between personal educational goals  and educational requirements for  entrepreneurship. ***Developing and recognizing a  successful business venture  opportunity through  entrepreneurial discovery, concept development, resourcing,  actualization and harvesting.***4 3 2 1 0 **14. Identify successful methods in** **developing and assessing**  **innovative business ideas**.Utilize techniques for idea creation. Incorporate innovative thinking  methods to meet consumer  demands. Identify methods in which  technology creates innovation. Use creativity in business  activities/decisions.4 3 2 1 0 **15**. **Give explanation on how**  **entrepreneurs recognize** **marketplace opportunities**. Assess global trends and  opportunities for business ventures. Observe trends in the marketplace.4 3 2 1 0 **16. Explain tools used by** **entrepreneurs for venture** **planning.** Assess start-up requirements. Assess risks associated with  venture. Describe external resources useful  to entrepreneurs during concept  development. Use components of a business plan  Acquire foundational knowledge of  customer, client, and business  behavior to understand what  motivates decision-making.4 3 2 1 0 **23**.**Describe marketing functions** **and related activities.**Identify elements of the marketing  mix.4 3 2 1 0 **24**. **Describe the components and****purpose of a business plan.**  Write a business venture  executive summary.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 3 2 1 0 **25. Examine and explain the** **components and purpose of a**  **financial plan for a business.** Estimate expenses for a start-up  business. Identify break-even point. Set profit goals. Identify sources of capital.4 3 2 1 0 **26. Identify and evaluate a local** **entrepreneurial  venture/business.** Evaluate all functions of business.  ***Understand organizational and  financial tools used in making  business decisions as it relates to*  exists in all societies.**4 3 2 1 0 **2**. **Give real-world examples of** **each type of scarce resource (e.g.,**  **Natural resources, labor, capital,**  **entrepreneurs).**4 3 2 1 0 **3**. **Identify examples of  virtually unlimited wants.**4 3 2 1 0 **4. Explain the most valuable**  **thing a person gives up is  his or her opportunity cost.**4 3 2 1 0 **5. Demonstrate an**  **understanding of costs and**  **benefits analysis by giving**  **real-world examples which**  **properly evaluate**  **alternatives.**4 3 2 1 0 **6. Establish a clear distinction** **between absolute and**  **comparative advantage.** Explain how individuals,  regions, and countries  specialize based on low  opportunity costs & trade.4 3 2 1 0 **7. Illustrate examples of  specialization, recognizing the  interdependence it creates.**4 3 2 1 0 **8. List some advantages and**  **disadvantages of market-oriented**  **economies as well as more directed**  **economies.** Convey how economic systems use  elements of markets and government direction in providing goods and  services. ***Students will develop an***  ***understanding of how markets***  ***allocate scarce resources and goods***  ***and services they produce.***4 3 2 1 0  **9. Explain the role of price and other** **determinants of demand (e.g.,**  **income, expectations, price of**  monopoly in the expected price and  output.4 3 2 1 0 **20**. **Illustrate the role labor and other**  **resource markets have on the**  **demand for the good or service.** Select a business organization and  determine the number of workers to  hire, justifying wage rates. ***Understand ethical and legal***  ***responsibilities to maintain high***  ***quality standards in product and***  ***service industries.***4 3 2 1 0 **21**. **Illustrate the role of self-interest in**  **economic decisions by both**  **consumers and producers.**4 3 2 1 0 **22**. **Explain the role of government in** **directing, controlling and  regulating market economies.** ***Demonstrate an understand that***  ***personal spending, saving, and  credit decisions have significant***  ***implications for the future.***4 3 2 1 0 **23. Explain the role and impact  saving has on building wealth.** Develop and implement sample  financial/budgeting plans.4 3 2 1 0 **24**. **Define money, explain the role of**  **banks and contrasting them with**  **security exchanges.** Identify a security and how it might  fit in a financial system (e.g., a  stock, bond, …) Define the role of financial  institutions (e.g., Federal Reserve,  banks, capital markets, etc.)4 3 2 1 0 **25**. **Explain the role and utilization of**  **credit in a market economy.** Give examples of different types of  credit. Explain how credit systems operate  and function. Identify potential costs and benefits  of using credit. ***Explain how nations grow and***  ***prosper depending on many  factors, including resources,*** 4 3 2 1 0 27. Prepare sales slips4 3 2 1 0 28. Prepare invoices4 3 2 1 0 29. Explain the nature of specialjournals4 3 2 1 0 30. Record transactions in specialjournals4 3 2 1 0 31. Explain the nature of accountspayable4 3 2 1 0 32. Maintain a vendor file4 3 2 1 0 33. Analyze purchase transactions4 3 2 1 0 34. Post to an accounts payablesubsidiary ledger4 3 2 1 0 35. Prepare a credit memorandum for returned goods4 3 2 1 0 36. Process invoices for payment4 3 2 1 0 37. Process accounts payable checks4 3 2 1 0 38. Prepare an accounts payableschedule4 3 2 1 0 39. Explain the nature of accounts receivable4 3 2 1 0 40. Maintain a customer file foraccounts receivable4 3 2 1 0 41. Analyze sales transactions4 3 2 1 0 42. Post to an accounts receivable subsidiary ledger4 3 2 1 0 43. Process sales orders and invoices4 3 2 1 0 44. Process sales returns and allowances4 3 2 1 0 45. Process customer payments4 3 2 1 0 46. Prepare customer statements4 3 2 1 0 47. Process uncollectible accounts4 3 2 1 0 48. Prepare an accounts receivableschedule4 3 2 1 0 49. Determine uncollectibleaccounts receivable4 3 2 1 0 50. Record inventory usage4 3 2 1 0 51. Process invoice of inventory4 3 2 1 0 52. Process results of inventory**12009 – BUSINESS COMMUNICATIONS****(.5 credit)****B Business Communications courses helpstudents 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.**4 3 2 1 0 1. Define, spell, pronounce, and syllabicate frequently used and business-related words4 3 2 1 0 2. Apply rules for plurals, possessives, prefixes, and word endings.4 3 2 1 0 3. Demonstrate proficiency in the use of a dictionary4 3 2 1 0 4. Demonstrate good sentence structure4 3 2 1 0 5. Demonstrate proficiency in the use of punctuation.4 3 2 1 0 6. Demonstrate proficiency in using reference materials4 3 2 1 0 7. Demonstrate proficiency in using software and hardware  instruction manuals4 3 2 1 0 8. Use appropriate words, grammar, sentence construction, and punctuation in written communications with customers, coworkers, and supervisors4 3 2 1 0 9. Interpret, analyze, and confirm written instructions or procedure4 3 2 1 0 10. Operate communications equipment4 3 2 1 0 43.Incorporate graphic presentation of data in a  printed document**12054 – BUSINESS LAW****(.5 credit) Technical-level course** **This course 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 of the competencies are met.*****. The student will demonstrate his***  ***understanding of the sources of  law.***4 3 2 1 0 1. Discuss the responsibility for  obeying the law.4 3 2 1 0 2. Describe the role of ethics and  values in personal and legal  systems.4 3 2 1 0 3. Compare various ethical systems,  and discuss how they may conflict.***The student will demonstrate his***  ***understanding of the structure  and processes in the U.S. legal  system.***4 3 2 1 0 4. Discuss the Constitution and the  Bill of Rights 4 3 2 1 0 5. Discuss the structure of Federal,  State, and Municipal legal systems4 3 2 1 0 6 . Understand the various processes,  procedures, and precedents of the  various courts. ***The student will demonstrate the***  ***ability to identify and discuss***  ***Criminal law.*** ***ability to identify issues and  discuss Environmental law.*** 4 3 2 1 0 25. Demonstrate an understanding of  environmental regulation, energy  regulation and pollution controls.4 3 2 1 0 26. Demonstrate an understanding of  the relationship between law and  the use of pollution taxes and  emissions credit trading.4 3 2 1 0 27. Demonstrate an understanding of  environmental documents, laws,  rules etc. and analyze and interpret  complex events. ***The student will demonstrate the***  ***ability to identify issues and  discuss Sole Proprietorship and***  ***Partnerships.***4 3 2 1 0 28. Outline the legal procedures for  forming and running a sole  proprietorship and partnership.4 3 2 1 0 29. Identify how the partnerships may  be dissolved.4 3 2 1 0 30. Distinguish and explain a limited  partnership from a general  partnership. ***The student will demonstrate the***  ***ability to identify issues and  discuss C Corporations, S  Corporations and Limited  Liability Corporations****.*4 3 2 1 0 31. Explain the steps in forming a  Corporation.4 3 2 1 0 32. Identify rights and responsibilities  of board of directors, officers of a  corporation and shareholders.4 3 2 1 0 33. Explain the advantages and  disadvantages of a corporation.4 3 2 1 0 34. Distinguish and explain a limited  liability corporation from a C  corporation and S corporation.4 3 2 1 0 35. Explain characteristics of effective data-collection  instruments.4 3 2 1 0 36. Explain techniques for processing marketing information. 4 3 2 1 0 37. Explain the use of descriptive statistics in marketing decision-  making.4 3 2 1 0 38. Explain the concept of marketing strategies.4 3 2 1 0 39. Explain the concept of market and market identification.4 3 2 1 0 40. Explain the nature and scope of the pricing function.4 3 2 1 0 41. Describe the role of business ethics in pricing.4 3 2 1 0 42. Explain the use of technology in the pricing function.4 3 2 1 0 43. Explain legal considerations for pricing.4 3 2 1 0 44. Explain factors affecting pricing decisions.4 3 2 1 0 45. Explain the nature and scope of the product/service management function.4 3 2 1 0 46. Identify the impact of product life cycles on marketing decisions.4 3 2 1 0 47. Describe the use of technology in the product/service  management function.4 3 2 1 0 48. Explain business ethics in product/service management.4 3 2 1 0 49. Describe the uses of grades andstandards in marketing. 4 3 2 1 0 50. Explain warranties and guarantees.4 3 2 1 0 51. Identify consumer protection provisions of appropriate agencies. different types and identify their main features.4 3 2 1 0 2. Explain the advantages and  disadvantages of each type of  organization identified.4 3 2 1 0 3. Relate each type of ownership to the degree of control.4 3 2 1 0 4. Distinguish between organizations in the private and public sectors.4 3 2 1 0 5. Analyze the reasons for forming  global conglomerates and networks.4 3 2 1 0 6. Analyze the role of subsidiaries, joint  ventures/strategic alliances  multinational companies and holding  companies.4 3 2 1 0 7. Explain the importance of objectives  in managing an organization.4 3 2 1 0 8. Use SWOT analysis to assess an organization’s position, and to  define and refine its objectives.4 3 2 1 0 9. Explain the interests of stakeholders  and the likelihood of conflict  between them.4 3 2 1 0 10.Use PEST/STEP analysis to investigate how external factors  impact on organizations.**Accounting and Finance**4 3 2 1 0 11.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 12.Calculate and draw conclusions from  changes in gearing.4 3 2 1 0 13.Calculate the payback period for an  investment.4 3 2 1 0 14.Prepare a cash flow forecast from  given information.4 3 2 1 0 15.Analyze the effects of changes in 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. ***Assume appropriate roles to  create, deliver, receive and  manage business communications in the workplace.***4 3 2 1 0 3**. 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. 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. 4 3 2 1 0 4**. Assume the necessary role to  perform the responsibilities of**  **delivering and receiving a  message.** Adopt the appropriate communicator role (trainer, presenter, counselor,  etc.) 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  **minimize negative workplace  interactions.** Explain the nature of stress  management. ***Direct and supervise personnel  to complete company goals and*** ***projects.***4 3 2 1 0 11**.Exhibit the actions and behaviors** **most effective for supervising and directing the financial resources**. Demonstrate the ability to supervise  and direct assets and liabilities. Identify changes between assets and  liabilities that impact the  company’s equity4 3 2 1 0 12 **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. 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  ***within a specific market*** ***segment.***4 3 2 1 0 20.**Develop and implement annual  performance-based operating** **plans to manage long-range  company goals.** Create annual, semi-annual and  quarterly operating plans. 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.4 3 2 1 0 21 **Develop for implementation a  business plan to meet market  demands/opportunities** Develop and implement  financial/budgeting plans. 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 ***Evaluate employee performance to*** ***provide timely and appropriate  responses to personnel issues.***4 3 2 1 0 22**.Apply performance standards to  evaluate employees**. Identify and communicate  performance standards. 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.4 3 2 1 0 23 **Develop timely responses to** 4 3 2 1 0 29.**Recognize management's role to understand its contribution to  business success.** Explain the nature of managerial ethics. Describe factors that influence  management. Explain management theories and  their applications.4 3 2 1 0 30.**Utilize planning tools to guide  organization's/department's  activities.** Explain the nature of business  plans. Explain the nature of SWOTs. Discuss the nature of sales  forecasts. Explain external planning  considerations. Evaluate business acquisition  options.4 3 2 1 0 31**.Acquire foundational knowledge  of financial-information  management to understand its  scope and nature.** Describe the need for financial  information4 3 2 1 0 32.**Understand human resource  management models to  demonstrate knowledge of their  nature and scope.** Explain human resource  management functions ***Employ and manage techniques,  strategies, and systems used by  management to foster self- understanding and enhance  business.***4 3 2 1 0 33**.Demonstrate managerial and  business ethics.** Discuss ethics, responsibility,  honesty, integrity, and work habits.4 3 2 1 0 34**.Manage internal and external  inter-cultural business  relationships.** Exhibit cultural sensitivity. Implement teamwork techniques to  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.4 3 2 1 0 41**Understand promotional channels used to communicate with targeted  audiences.** Explain types of advertising media. Explain the nature of direct  marketing channels. Identify communications channels  used in sales promotion. Explain communications channels  used in public-relations activities.4 3 2 1 0 42**Employ marketing mix strategies  to meet customer expectations,  assuring business exchanges.** Explain the concept and elements of  the marketing mix. Explain the factors used to position  products/services. Explain the nature and importance of branding.4 3 2 1 0 43**Employ sales processes and  techniques to enhance customer  relationships and to increase the  likelihood of making sales.** Establish relationship with  client/customer. Determine customer/client needs. Recommend specific product. Calculate miscellaneous charges to  complete the exchange. | **CCTC GENERAL MANAGEMENT CAREER PATHWAY** (To be taught throughout the pathway)4 3 2 1 0 1. Describe and follow laws and  regulations affecting business  operations and transactions.4 3 2 1 0 2. Access, evaluate and disseminate  information for business decision making.4 3 2 1 0 3. Apply economic concepts fundamental to global business  operations.4 3 2 1 0 4. Employ and manage techniques,  strategies and systems to enhance  business relationships.4 3 2 1 0 5. Plan, monitor, manage and  maintain the use of financial  resources to ensure a business’s  financial well-being.4 3 2 1 0 6. Plan, monitor and manage day-to- day business activities to sustain  continued business functioning.4 3 2 1 0 7.Plan, organize and manage an  organization/department to achieve business goals.4 3 2 1 0 8.Create strategic plans used to  manage business growth, profit  and goals. **information.**Participate in group discussions. Demonstrate open listening when  cultivating relationships. Share thoughts respectfully while  being direct.4 3 2 1 0 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). 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 and  inform audiences.*** 4 3 2 1 0 9. **Prepare oral presentations to  provide information for specific  purposes and audiences.**Organize information effectively. Select and use appropriate graphic aids. Make oral presentations.***Describe business’s responsibility***  ***to know and abide by laws and***  ***regulations that affect business***  ***operations****.*4 3 2 1 0 10. **Describe the nature of legally** **binding business contracts.** Identify the basic torts relating to  business enterprises. Describe the nature of legally  binding contracts. Understand the civil foundations of 4 3 2 1 0 17. **Analyze entrepreneur careers to determine careers of interest.** Discuss entrepreneurial discovery processes. Describe entrepreneurial planning considerations. Explain the need for entrepreneurial discovery. Assess global trends and opportunities for business ventures.4 3 2 1 0 18. **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. 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. **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.***4 3 2 1 0 19. **Analyze how proper** **management of personal finance**   Identify elements of the marketing mix. **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.***4 3 2 1 0 26. **Develop personal traits and** **behaviors to foster career  advancement.** Discuss appropriate personal  appearance. 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.4 3 2 1 0 27. **Identify the impact business has on local communities**. Invite guest speakers from  represented modules (e.g.,  accountant, banker, marketer, etc.)  to speak with students. Tour a large business in the local  community. Tour a small business in the local  community.4 3 2 1 0 28. **List the standards and** **qualifications that must be met in** impact global business relations. Describe the impact of electronic  communication tools on global  business activities. Discuss the potential impact of  emerging economies on business  activities.4 3 2 1 0 **7**. **Use economic indicators to detect**  **economic trends and conditions.** 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. ***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.***4 3 2 1 0 **8** . **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  **9**. **Employ verbal skills when  obtaining and conveying  information.** Explain managerial techniques in  communicating with various  personnel. Describe methods to effectively  verbally communicate as a manager  within various environments.4 3 2 1 0 **20**. **Manage business risks to protect a**  **business's financial well-being.** Identify, assess and evaluate a  business’s risks. ***Assess and implement safety,  health, and environmental  controls to enhance business  productivity.***4 3 2 1 0 **21**. **Assess needed safety**  **policies/procedures to ensure**  **protection of employees.** Identify potential safety issues. Establish safety policies and  procedures.***Employ leadership skills to***  ***accomplish organizational goals  and objectives.***4 3 2 1 0 **22**. **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 **23**. **Consider issues related to self,  team, community, diversity,  environment, and global  awareness when leading others.** Explain the importance on why  managers need to build strong  relationships within the business  environment (i.e. employees,  vendors, investors, consumers, etc.)***Employ and explore  organizational and staff***  Describe the nature of business  records. Maintain customer records.4 3 2 1 0 **32**. **Acquire information to guide**  **business decision-making**. Describe current business trends. Monitor internal records for business  information. Conduct an environmental scan to  obtain business information. Interpret statistical findings.4 3 2 1 0 **33**. **Manage financial resources to** **maintain business solvency.** Describe the nature of budgets. 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. ***Employ and explore tools and***  ***strategies to influence, plan,  control, and organize an*** ***organization/department.***4 3 2 1 0 **34**.**Explain the role that business**  **management has in contributing  to business success.**Explain the concept of management. Explain the nature of managerial  ethics.***Plan, monitor, and control day-to-*** ***day business functions to ensure*** ***continued business operations.***4 3 2 1 0 **35**. **Manage purchasing activities to** **obtain the best service/product at  the least cost.** Discuss the importance of  maintaining vendor/supplier  relationships. Negotiate terms with vendors. Simulate techniques in establishing  Explain the concept of opportunity  costs.4 3 2 1 0 **4**. **Explain and describe cost/benefit** **analysis as it explains cost-profit** **relationships.** Describe cost/benefit analysis. 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.4 3 2 1 0 **5.** **Explain and demonstrate the** **nature of effective** **communications.** Apply effective listening skills. Explain the nature of effective verbal  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.4 3 2 1 0 **6. Describe methods in dealing**  **with conflict as it relates with**  **entrepreneurship/small  business ownership.**Explain negotiation skills.  Describe techniques and  importance of handling difficult  customers/clients. ***Describe an entrepreneur’s  responsibility to know and abide  by laws and regulations that affect all individuals involved in the  business operations.*** to define venture idea.4 3 2 1 0 **17**. **Explain proper methods in**  **assessing and calculating risk in**  **developing a business venture.** Select an existing business and  identify its initial business risks. 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.4 3 2 1 0 **18**. **Describe the need for** **continuation planning as it relates** **with entrepreneurship/small** **business ownership.** Describe methods of venture  harvesting. Evaluate options for continued  venture involvement. Develop exit strategies.4 3 2 1 0 **19**. **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. Describe the nature of business  records. Explain the business and legal  ***entrepreneurship/small business  ownership.*** 4 3 2 1 0 **27**. **Develop organizational skills to** **improve efficiency.** Apply time management principles. Develop a project plan. Describe the way technology  affects operations management.4 3 2 1 0 **28**. **Identify and explain expense** **control strategies to enhance the**  **financial well-being of a business.** Explain the nature of  overhead/operating costs. Define expense control plans.4 3 2 1 0 **29. Give explanation on how** **entrepreneurs incorporate**  **accounting in making business**  **decisions.** Explain accounting standards  (GAAP) Prepare estimated/projected income  statement. Estimate cash-flow needs. Prepare estimated/projected  balance sheet. Calculate financial ratios.4 3 2 1 0 **30**. **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. Describe use of credit bureaus. Explain the nature of  overhead/operating expenses. Determine financing needed to start  a business. Determine risks associated with  **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 **10.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 **11**.**Demonstrate an understanding of  how markets can be effective in**  **allocating scarcity.** Depict both demand and supply  curves to convey equilibrium.4 3 2 1 0 **12.Illustrate and explain the pressures  on a market price to increase or  decrease.** Explain the direction of expected  price changes as the result of a  surplus or shortage.4 3 2 1 0 **13**.**Explain the role markets play in**  **continuing to respond in a  dynamic economy.** Correctly shift the demand curve in  response to a change in a non-price  determinant of demand (e.g., tastes  and preferences, income, prices of  related goods, number of consumers.)4 3 2 1 0 **14**.**Change non-price determinants of**  **supply to illustrate shifts in a  supply curve.** Correctly shift a supply curve in  response to a change in a non-price  determinant of supply (e.g., costs,  technology, taxes, number of  producers). ***technology, and consumers.***4 3 2 1 0 **26. Define Gross Domestic Product**  **(GDP)**  Understand the market value of an  economy’s output produced in a  year.4 3 2 1 0 **27. Define inflation.**Explain a sustained rise in the  general level of prices.4 3 2 1 0 **28. Define Unemployment**4 3 2 1 0 **29. 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. ***Explore, obtain, and develop***  ***strategies for ensuring a successful***  ***career.***4 3 2 1 0 **30**. **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;  evaluate the direction of change in  these wage rates. **12104 – ACCOUNTING (1 credit) Technical****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.**4 3 2 1 0 53. Process inventory adjustments4 3 2 1 0 54. Determine the cost of inventory4 3 2 1 0 55. Calculate time cards4 3 2 1 0 56. Maintain employee earnings records4 3 2 1 0 57. Calculate employee earnings -e.g. gross earnings - net pay 4 3 2 1 0 58. Calculate employee-paid withholdings4 3 2 1 0 59. Prepare a payroll register4 3 2 1 0 60. Record the payroll in the general journal4 3 2 1 0 61. Complete payroll tax expense forms4 3 2 1 0 62. Prepare federal-state-and local payroll tax reports **(Divide competencies here if teaching as two .5 credit Accounting courses.)**4 3 2 1 0 63. Analyze a partnership agreement4 3 2 1 0 64. Allocate profits and losses to the partners4 3 2 1 0 65. Prepare a statement of partners'equities4 3 2 1 0 66. Prepare a balance sheet for apartnership4 3 2 1 0 67. Explain the nature of specialjournals4 3 2 1 0 68. Record transactions in specialjournals4 3 2 1 0 69. Explain the nature of accountspayable4 3 2 1 0 70. Maintain a vendor file4 3 2 1 0 71. Analyze purchase transactions4 3 2 1 0 72. Post to an accounts payablesubsidiary ledger4 3 2 1 0 73. Prepare a credit memorandum for returned goods 4 3 2 1 0 11. Compose and key error-free electronic mail messages4 3 2 1 0 12. Use dictionary and/or other reference materials to produce error-free documents4 3 2 1 0 13.Demonstrate proper error correction techniques4 3 2 1 0 14.Write a letter requesting admission and scholarship information4 3 2 1 0 15. Request a room reservation or reply to such a request4 3 2 1 0 16 Ask for material to be sent or grant or deny such a request4 3 2 1 0 17. Ask for credit, grant it, or deny it 4 3 2 1 0 18 Request a speaker for a  convention or meeting 4 3 2 1 0 19. Sell a service/product through  the mail 4 3 2 1 0 20. Write or answer a letter of  complaint4 3 2 1 0 21. Prepare interoffice memorandums4 3 2 1 0 22. Identify the communications  needs of various types of businesses such as retailing, manufacturing, financial, service, government, wholesaling, and distribution4 3 2 1 0 23. Use appropriate technologies to create identified business correspondence4 3 2 1 0 24. Key documents from longhand or edited rough draft4 3 2 1 0 25. Proofread documents4 3 2 1 0 26. Meet the standard of mailability for all production work4 3 2 1 0 27. Prepare and deliver an oral  Presentation4 3 2 1 0 28. Practice customer contact skills 4 3 2 1 0 29. Interpret, analyze, and confirm4 3 2 1 0 7. Recognize the differences between  various levels of crime (i.e.  felonies, misdemeanors,  infractions)4 3 2 1 0 8. Identify and recognize potential  defense strategies (i.e. insanity,  self-defense etc.)***The student will demonstrate the*** ***ability to identify issues and***  ***discuss Civil law.***4 3 2 1 0 9 . Discuss and classify different  types of tort claims.4 3 2 1 0 10. Discuss the challenges faced and  remedies of tort cases***The student will demonstrate the***  ***ability to identify issues and***  ***discuss Contract law.***4 3 2 1 0 11. Demonstrate an understanding of  the nature of contractual  relationships, and a list of  elements required in a valid  contract.4 3 2 1 0 12. Demonstrate an understanding of  the variety of different types of  contracts.4 3 2 1 0 13. Explain a minor's right to avoid a  contract and identify people who  lack contractual capacity.4 3 2 1 0 14. Discuss the several ways contracts  may be invalidated or violated.***The student will demonstrate the***  ***ability to identify issues and***  ***discuss Property law.***4 3 2 1 0 15. Recognize and discuss the various  types of property cases (i.e. real, personal, intellectual) ***The student will demonstrate the***  ***ability to identify issues and***  ***discuss Consumer law.***4 3 2 1 0 16. Demonstrate an understanding of ***The student will demonstrate the ability to identify issues and discuss Bankruptcy.***4 3 2 1 0 35. Describe and discuss the various aspects of bankruptcy (i.e., Chapter 7, Chapter 11 and Chapter 13).**12164 – PRINCIPLES OF MARKETING****(1 credit)**4 3 2 1 0 1. Analyze company resources to  ascertain policies and procedures.4 3 2 1 0 2. Write business letters.4 3 2 1 0 3. Write information messages.4 3 2 1 0 4. Write inquiries.4 3 2 1 0 5. Demonstrate a customer-service  mindset.4 3 2 1 0 6. Reinforce service orientation through  communication.4 3 2 1 0 7. Respond to customer inquiries.4 3 2 1 0 8. Adapt communication to the cultural and social differences among clients.4 3 2 1 0 9. Interpret business policies to  customers/clients.4 3 2 1 0 10. Handle difficult customers.4 3 2 1 0 11. Handle customer/client complaints. 4 3 2 1 0 12. Identify company’s brand promise.4 3 2 1 0 13. Determine ways of reinforcing the company’s image through employee performance.4 3 2 1 0 14. Explain marketing and its importance in a global economy.4 3 2 1 0 15. Describe marketing functions and  related activities.4 3 2 1 0 16. Explain employment opportunities in marketing.4 3 2 1 0 17. Explain the nature and scope of channel management. 4 3 2 1 0 18. Explain the relationship between  customer service and channel  management.4 3 2 1 0 19. Explain the nature of channels of 4 3 2 1 0 52. Explain the concept of product mix.4 3 2 1 0 53. Describe factors used by marketers to position  products/services.4 3 2 1 0 54. Explain the nature of product/service branding.4 3 2 1 0 55. Explain the nature of corporate branding.4 3 2 1 0 56. Explain the role of promotion as a marketing function.4 3 2 1 0 57. Explain the types of promotion.4 3 2 1 0 58. Identify the elements of the promotional mix.4 3 2 1 0 59. Describe the use of business ethics in promotion.4 3 2 1 0 60. Describe the use of technology in the promotion function. 4 3 2 1 0 61. Describe the regulation of promotion.4 3 2 1 0 62. Explain types of advertising media4 3 2 1 0 63. Describe word of mouth channels used to communicate with targeted audiences4 3 2 1 0 64. Explain the nature of direct marketing channels4 3 2 1 0 65. Identify communications channels used in sales promotion4 3 2 1 0 66. Explain communications channels used in public-relations  activities4 3 2 1 0 67. Explain the nature and scope of the selling function4 3 2 1 0 68. Explain the role of customer service as a component of selling relationships4 3 2 1 0 69. Explain key factors in building a  price or cost on the break-even  quantity, profit, and margin of safety,  using graphical and quantitative  methods.4 3 2 1 0 16.Construct and amend accounts from information given.4 3 2 1 0 17.Calculate and use ratios to interpret  financial statements.**Academic-Language Arts**4 3 2 1 0 18.Organizes business correspondence,  instructions, descriptions,  summarizes and reports in a logical  and effective sequence to meet the readers’ informational needs.4 3 2 1 0 19. 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 20. Determines meaning of marketing words or phrases using context  clues.4 3 2 1 0 21. Uses paraphrasing and  organizational skills to summarize information.**Academic-Math**4 3 2 1 0 22. Solves multi-step real-world  problems with real numbers using computational procedures.**Academic-Science and Technology**4 3 2 1 0 23. Explain how the advancement of  technology enhanced the way  telecommunications have affected  our lives.**Career Development Skills**4 3 2 1 0 24. Participate in group discussions.4 3 2 1 0 25. Make oral presentations.4 3 2 1 0 26. Prepare simple written reports. 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.)4 3 2 1 0 5. **Manage the broad scope of  business communications to  process, document, and store  information efficiently and  appropriately.** Develop and implement  documentation processes and  procedures.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 manager of  information systems).Recall and utilize document records.Store communication for future  reference or input into database, as  required.4 3 2 1 0 6. **Prepare appropriate materials to  reply to inquiries that required a  considered response.** Understand and communicate the purpose of the reply. Use the appropriate grammar, tone,  style. Perform any other required  activities (amend the file record,  interact with legal, etc.) strategies for promoting workplace  harmony and company productivity. 4 3 2 1 0 **13 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 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.) ***Evaluate opportunities to  determine potential company  changes and implement strategies  for catalyzing and guiding  changes.***4 3 2 1 0 **14 Evaluate opportunities to  determine potential company  changes**. Identify performance standards  within the company that impact  bottom line and/or drive the need  for change. 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.4 3 2 1 0 **15 Implement the improvement  process to guide the change.** Document and evaluate input and  outcomes throughout the process Roll out full-scale implementation  **employee performance  evaluations.**  Provide feedback response on  employee's performance. Implement performance  improvement plans. Amend employee work plans to  account for performance evaluation  results. Provide strategies for rewarding  employee performance. ***Organize the various business  services to address all company  components.***4 3 2 1 0 24 **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. 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.4 3 2 1 0 25**. Develop policies and procedures  to provide support for the  organization**. Review current policies and  procedures Identify areas where policies and  procedures must be added or revised Develop a company policy and  procedures manual. accomplish goals. Explain the impact of business  customs and practices on global  trade.4 3 2 1 0 35. **Develop personal traits and  behaviors to foster career  advancement** Identify desirable personality traits  important to business 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 ***Entrepreneurship: Develop  personal traits and behaviors to  foster career advancement.***4 3 2 1 0 36. **Develop concept for new business  venture to evaluate its success  potential.** Describe entrepreneurial planning  considerations. 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.4 3 2 1 0 37**. 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. |