# Applied Business Development Course No. 32200 Credit: 1.0

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| --- | --- | --- | --- |
| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Business Management & Entrepreneurship (52.0799); Business Finance (52.0801); Marketing (52.1402); Corrections, Security, Law, and Law Enforcement Services (43.0199)

Course Description: **Application Level:** 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.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Economics: Understand consumer buying habits when faced with scarce resources and unlimited wants.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Apply principled economics and marketing to optimize business value and customer satisfaction. |  |
| 1.2 | Use economic indicators to detect economic trends and conditions. |  |

## Benchmark 2: Business Communication: Assume appropriate roles to create, deliver, receive and manage business communications in the workplace.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Identify audience and create communications support statistics for internal and external audiences. |  |
| 2.2 | Assume the necessary role to perform the responsibilities of delivering and receiving a message. |  |
| 2.3 | Manage the broad scope of business communications to process, document, and store information efficiently and appropriately. |  |
| 2.4 | Prepare appropriate materials to reply to inquiries that required a considered response. |  |

## Benchmark 3: Management: Assume appropriate roles to create, deliver, receive and manage business communications in the workplace.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Exhibit behaviors and actions to effectively hire, motivate and lead people. |  |
| 3.2 | Exhibit behaviors and actions to effectively motivate and lead change. |  |
| 3.3 | Exhibit behaviors and actions to effectively motivate and promote the use of teamwork in the workplace. |  |
| 3.4 | Manage stressful situations to minimize negative workplace interactions. |  |

## Benchmark 4: Management: Develop and implement short and long-term strategic plans to manage growth, profit and goals within a specific market segment.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Develop and implement annual performance-based operating plans to manage long-range company goals. |  |
| 4.2 | Develop for implementation a business plan to meet market demands/opportunities. |  |

## Benchmark 5: Management: Organize the various business services to address all company components.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Analyze the individual role and unit's responsibility in the success of the business. |  |
| 5.2 | Review current trends, policies and procedures. |  |
| 5.3 | Organize business components to assure quality products/services are delivered on time. |  |

## Benchmark 6: Management: Understand the importance and applications of various types of management.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Utilize project-management skills to improve work-flow and minimize costs. |  |
| 6.2 | Understand the role and function of quality management to obtain a foundational knowledge of its nature and scope. |  |
| 6.3 | Recognize management's role to understand its contribution to business success. |  |
| 6.4 | Utilize planning tools to guide organization's/department's activities. |  |

## Benchmark 7: Management: Employ and manage techniques, strategies, and systems used by management to foster self-understanding and improve business success.

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 7.1 | Demonstrate managerial and business ethics. |  |
| 7.2 | Manage internal and external inter-cultural business relationships. |  |
| 7.3 | Develop personal traits and behaviors to foster career advancement. |  |
| 7.4 | Exhibit the actions and behaviors most effective for supervising and directing the external relationships in your area of responsibility. |  |

## Benchmark 8: Human Resource Management: Direct and supervise personnel to complete company goals and projects.

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 8.1 | Exhibit actions and behaviors most effective for supervising and directing the financial resources. |  |
| 8.2 | Exhibit the actions and behaviors most effective for supervising and directing the human resources assigned to you for a company. |  |
| 8.3 | Exhibit the actions and behaviors most effective for supervising and directing the external relationships in your area of responsibilty. |  |

## Benchmark 9: Human Resource Management: Evaluate employee performance to provide timely and appropriate responses to personnel issues.

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 9.1 | Develop and Apply performance standards to evaluate employees. |  |
| 9.2 | Develop timely responses to employee performance evaluations. |  |

## Benchmark 10: Human Resource Management: Employ and manage techniques, strategies, and systems used by management to foster self-understanding and improve business success.

### Competencies

| **#** | **Description** | **rating** |
| --- | --- | --- |
| 10.1 | Demonstrate managerial and business ethics. |  |
| 10.2 | Manage internal and external inter-cultural business relationships. |  |
| 10.3 | Develop personal traits and behaviors to foster career advancement. |  |

## Benchmark 11: Finance: Evaluate opportunities to determine potential company changes and implement strategies for catalyzing and guiding changes.

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 11.1 | Evaluate opportunities to determine potential company changes. |  |
| 11.2 | Implement the improvement process to guide the change. |  |

## Benchmark 12: Finance: Maintain, monitor, plan, and control the use of financial resources to protect an entrepreneur and business financial well-being.

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 12.1 | Identify potential business threats and opportunities to protect a business financial well-being. |  |
| 12.2 | Implement accounting procedures to track cash flow and to determine financial status through proper financial statement reporting. |  |

## Benchmark 13: Business Law: Understand ethical and legal responsibilities to maintain high quality standards in product and service industries.

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 13.1 | Create a resource base of alternative plans containing proactive and reactive solutions to manage emergency situations. |  |
| 13.2 | Establish procedures that educate customers about identified safety and security issues. |  |
| 13.3 | Apply knowledge of business ownership options to establish and continue business operations. |  |

## Benchmark 14: Entrepreneurship: Develop personal traits and behaviors to foster career advancement.

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 14.1 | Develop a concept for new business venture in order to evaluate its success potential. |  |
| 14.2 | Determine needed resources for a new business venture to contribute to its start-up viability. |  |

## Benchmark 15: Marketing/Public Relations: Manage marketing activities to facilitate business development and growth.

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 15.1 | Acquire foundational knowledge of customer/client/business behaviors to understand what motivates decision-making. |  |
| 15.2 | Understand promotional channels used to communicate with targeted audiences. |  |
| 15.3 | Employ marketing mix strategies to meet customer expectations, assuring business exchanges. |  |
| 15.4 | Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of growing sales. |  |

## Benchmark 16: Careers: Understand careers available in the Business Management and Entrepreneurship Pathway.

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 16.1 | Students will engage in Work-Based Learning Experiences that may include activities such as internships, simulated work-based experiences, Supervised Entrepreneurial Ownership, Service Learning and Youth Registered Apprenticeships. |  |
| 16.2 | Explore career opportunities. |  |
| 16.3 | Understand communications related to employment. |  |
| 16.4 | Explain how communication skills fuel career successes in a technology-driven, social, and mobile workplace. |  |
| 16.5 | Illustrate the services of professional organizations in the Business Management and Administration sector. |  |
| 16.6 | Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle. |  |
| 16.7 | [Explore the Workforce and Labor Market information to determine needs when developing WBL experience with a career plan.](https://klic.dol.ks.gov/vosnet/gsipub/documentView.aspx?enc=XR1MJE2Q7Rmn9KjAm0oNxA==) |  |
| 16.8 | Identify the purpose and goals of a Career and Technology Student Organization [CTSO]. |  |

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

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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