

# BUSINESS MANAGEMENT & ADMINISTRATION CAREER CLUSTER DESIGN

## Business Management & Entrepreneurship Pathway

CIP Code 52.0799

### Approved Pathway:

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

### **INTRODUCTORY LEVEL**

\*Business Essentials                      12050\*\*    .5 credit

### **TECHNICAL LEVEL**

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

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

### **APPLICATION LEVEL**

\*Applied Business Development    32200    1 credit

\* Required for pathway approval

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

**KANSAS STATE CAREER CLUSTER COMPETENCY PROFILE**

BUSINESS MANAGEMENT & ENTREPRENEURSHIP PATHWAY  
(C.I.P. 52.0799)

STUDENT \_\_\_\_\_

**Rating Scale:**

- 4 - Exemplary Achievement**
- 3 - Proficient Achievement**
- 2 - Limited Achievement**
- 1 - Inadequate Achievement**
- 0 - No Exposure**

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

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

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

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

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

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

**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/global

competence.

**CCTC BUSINESS MANAGEMENT & ADMINISTRATION CAREER CLUSTER**  
(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.

**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.

**INTRODUCTORY COURSE (.5 Credit)**

**12050-BUSINESS ESSENTIALS** *This is a core course designed to give students an overview of the business, marketing and finance career cluster occupations. Students will develop an understanding of how academic skills in mathematics, economics, and written and oral communications are integral components of success in these occupations. Students will examine current events to determine their impact on business and industry and legal and ethical behavior, acquire knowledge of safe and secure environmental controls to enhance productivity, determine how resources should be managed to achieve company goals, and identify employability and personal skills needed to obtain a career and be successful in the workplace. As students learn about different types of business ownership, they will interpret industry laws and regulations to ensure compliance, identify principles of business management, and analyze business practices to determine ethics and social responsibilities.*

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 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 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 the legal requirements 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 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.**
- 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

|   |               |  |   |
|---|---------------|--|---|
| <p>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.</p> <p><b>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.</b></p> |               | <p>Maintain financial records. Describe sources of income (e.g., wages/salaries, interest, rent, dividends, transfer payments, etc.)</p> <p><b>INFORMATION TECHNOLOGY APPLICATIONS: Use information technology tools specific to the career cluster to access, manage, integrate, and create information.</b></p>  | <p>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.</p>  |
| <p>4 3 2 1 0 19. <b>Analyze how proper management of personal finance relates with maintaining business financial efficiency.</b> 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.</p>   | 4 3 2 1 0 21. | <p><b>Use information technology tools to manage and perform work responsibilities.</b> Assess information needs. Use information literacy skills to increase workplace efficiency and effectiveness. Identify ways that technology impacts business. Explain the role of information systems.</p> <p><b>Operate writing and publishing applications to prepare business communications.</b></p> | <p>4 3 2 1 0 24. <b>Explain marketing and its importance in global economy.</b> Identify considerations in implementing international marketing strategies.</p>   |
| <p>4 3 2 1 0 20. <b>Define the accounting equation and how accounting can assist in maintaining financial solvency.</b> 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.</p>   | 4 3 2 1 0 22. | <p><b>Prepare simple documents and other business communications.</b> Demonstrate basic research skills. Evaluate quality and source of information.</p> <p><b>MARKETING: Manage marketing activities to facilitate business development and growth.</b></p>   | <p>4 3 2 1 0 25. <b>Describe marketing functions and related activities.</b> Identify elements of the marketing mix.</p> <p><b>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.</b></p> |
|   | 4 3 2 1 0 23. | <p><b>Understand marketing's role and function in business to facilitate economic exchanges with customers.</b> Plan product mix.</p>  | <p>4 3 2 1 0 26. <b>Develop personal traits and behaviors to foster career advancement.</b> Discuss appropriate personal appearance. Explain the importance of having a vision through</p>  |

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 career**

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.

4 3 2 1 0 30. **Demonstrate project-management skills.**

4 3 2 1 0 31. **Demonstrate employability/career success skills.**

Place artifacts that demonstrate employability/career success skills in the electronic portfolio section of the IPS (Individual Plan of Study).

**TECHNICAL COURSES****12052 – BUSINESS MANAGEMENT****(.5 credit)**

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

*Identify, analyze, and process business data and information to make business decisions and enhance business management duties.*

- 4 3 2 1 0 1. **Perform data analysis to make business decisions.**  
Collect relevant data.  
Organize useful data.  
Maintain data security.  
*Examine and employ business and economic principles and concepts in making informed business decisions to continue business operations.*
- 4 3 2 1 0 2. **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 3. **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 4. **Describe global trade's impact on business activities.**  
Discuss the impact of globalization on business.  
Explain cultural considerations that impact global business relations.

- 4 3 2 1 0 5. **Use economic indicators to detect economic trends and conditions.**  
Describe factors that affect the business environment.  
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 6. **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 7. **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.  
*Evaluate and use information resources to accomplish specific occupational tasks.*

*Identify, write and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability.*

- 4 3 2 1 0 8. **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 9. **Develop a foundational knowledge of accounting to understand its nature and scope.**

Explain the concept of accounting.  
Explain the need for accounting standards (GAAP).  
Explain legal considerations for accounting.

*Understand the methods that businesses use to recruit, train and develop human resources.*

4 3 2 1 0 **10. Describe the role and function of human resources management.**

Discuss the nature of human resources management.  
Adhere to company protocols and policies.  
Explain the rights of workers.  
Analyze employer expectations in the business environment.

4 3 2 1 0 **11. 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 **12. Assess needed safety policies/procedures to ensure protection of employees.**

Identify potential safety issues.  
Establish safety policies and procedures.  
Describe the health and safety regulations in a safe environment.  
Identify and report noncompliance of business, health, and safety regulations.  
Follow the instructions for the use and maintenance of equipment, tools, and machinery.  
Follow and enforce all safety precautions.  
Maintain a safe work environment.  
Explain the procedures for handling accidents.  
Handle and report emergency situations.  
*Employ leadership skills to accomplish organizational goals*

*and objectives.*

4 3 2 1 0 **13. 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.  
*Describe business's responsibility to know and abide by laws and regulations that affect business operations.*

4 3 2 1 0 **14. Demonstrate, manage, obtain and protect information through ethical behavior in a business setting to foster positive internal and external interactions.**

Follow rules or code of conduct.  
Protect confidential information.  
Explain the nature of business ethics.  
Describe ethics in human resources issues.

4 3 2 1 0 **15. 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, businesses and binding contracts.  
*Explore, obtain, and develop strategies for ensuring a successful business career.*

4 3 2 1 0 **16. Utilize career-advancement activities to enhance professional development.**

Explain employment opportunities in business.  
Assess personal interests and skills needed for success in business.  
Identify sources of career information.  
*Access, process, maintain, evaluate, and disseminate information to assist in business decision-making.*

4 3 2 1 0 **17. 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.  
Identify ways that technology impacts business.

4 3 2 1 0 **18. Maintain business records to facilitate business operations.**

Describe the nature of business records.  
Maintain customer records.

4 3 2 1 0 **19. 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 **20. 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 **21. 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 **22. 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 and securing bid specs.  
 Explain concept of opportunity costs.
- 4 3 2 1 0 **23. 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.  
*Examine risk management strategies and techniques in order to minimize potential business loss.*
- 4 3 2 1 0 **24. Explain the nature and scope of risk management practices within a business.**  
 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 **25. Explain the nature and scope of strategic management within a business.**  
 Describe the strategic planning process within an organization.  
 Develop strategies for achieving company vision and mission.  
 Discuss the nature of managerial planning.  
 Discuss the nature of balanced scorecards.  
 Discuss relationships among innovation, learning, and change.
- 4 3 2 1 0 **26. Demonstrate project-management skills.**
- 4 3 2 1 0 **27. Demonstrate employability/career success skills.**  
 Place artifacts that demonstrate employability/career success skills in the electronic portfolio section of the IPS (Individual Plan of Study).

**12053 – ENTREPRENEURSHIP (.5 credit)**

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

*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.  
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.  
Demonstrate effective verbal, written, and digital communications.  
Make oral presentations.  
Prepare simple written reports (e.g. cover letters, memorandums, resumes)  
Use appropriate etiquette in written communications.  
Use proper grammar and vocabulary.

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.*

4 3 2 1 0 **7. Describe the relationship between principled entrepreneurship and 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 expressions of the entrepreneurial mindset (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.
- 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 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 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.
- 4 3 2 1 0 23. **Identify and explain primary and secondary market research.**  
Analyze the market viability of a new venture by conducting primary market research (surveys, interviews, etc) and secondary market research (publicly available reports, articles, etc).
- 4 3 2 1 0 24. **Describe marketing functions and related activities.**  
Identify elements of the marketing mix.
- 4 3 2 1 0 25. **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 26. **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 27. **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 entrepreneurship/small business ownership.*
- 4 3 2 1 0 28. **Develop organizational skills to improve efficiency.**  
Apply time management principles.  
Develop a project plan.  
Develop project management skills.  
Describe the way technology affects operations management.
- 4 3 2 1 0 29. **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 30. **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 31. **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 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 **32. Develop personal traits and behaviors to foster career advancement.**

Discuss appropriate personal appearance.

Set personal goals.

Use time-management skills.

Discuss the role of one's community and network in achieving personal and professional success.

4 3 2 1 0 **33. Demonstrate employability/career success skills.**

Place artifacts that demonstrate employability/career success skills in the electronic portfolio section of the IPS (Individual Plan of Study).

**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 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 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).  
*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 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, 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.**

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|---|---|--|
| 4 3 2 1 0 1. Classify-record-and summarize financial data                       | 4 3 2 1 0 15. Determine business liquidity                                  | 4 3 2 1 0 43. Process sales orders and invoices                                    |
| 4 3 2 1 0 2. Discuss the nature of the accounting cycle                         | 4 3 2 1 0 16. Calculate business profitability                              | 4 3 2 1 0 44. Process sales returns and allowances                                 |
| 4 3 2 1 0 3. Demonstrate the effects of transactions on the accounting equation | 4 3 2 1 0 17. Prepare income statements                                     | 4 3 2 1 0 45. Process customer payments  |
| 4 3 2 1 0 4. Prepare a chart of accounts  | 4 3 2 1 0 18. Prepare balance sheets  | 4 3 2 1 0 46. Prepare customer statements  |
| 4 3 2 1 0 5. Use T accounts   | 4 3 2 1 0 19. Maintain cash controls  | 4 3 2 1 0 47. Process uncollectible accounts                                       |
| 4 3 2 1 0 6. Record transactions in a general journal                           | 4 3 2 1 0 20. Prove cash  | 4 3 2 1 0 48. Prepare an accounts receivable schedule                              |
| 4 3 2 1 0 7. Post journal entries to general ledger accounts                    | 4 3 2 1 0 21. Journalize/post entries to establish and replenish petty cash | 4 3 2 1 0 49. Determine uncollectible accounts receivable                          |
| 4 3 2 1 0 8. Prepare a trial balance  | 4 3 2 1 0 22. Journalize/post entries related to banking activities         | 4 3 2 1 0 50. Record inventory usage   |
| 4 3 2 1 0 9. Journalize and post adjusting entries                              | 4 3 2 1 0 23. Explain the benefits of electronic funds transfer             | 4 3 2 1 0 51. Process invoice of inventory   |
| 4 3 2 1 0 10. Journalize and post closing entries                               | 4 3 2 1 0 24. Prepare bank deposits   | 4 3 2 1 0 52. Process results of inventory   |
| 4 3 2 1 0 11. Prepare a post-closing trial balance                              | 4 3 2 1 0 25. Prepare purchase requisitions                                 | 4 3 2 1 0 53. Process inventory adjustments  |
| 4 3 2 1 0 12. Prepare work sheets   | 4 3 2 1 0 26. Prepare purchase orders                                       | 4 3 2 1 0 54. Determine the cost of inventory                                      |
| 4 3 2 1 0 13. Discuss the nature of annual reports                              | 4 3 2 1 0 27. Prepare sales slips   | 4 3 2 1 0 55. Calculate time cards   |
| 4 3 2 1 0 14. Discuss the use of financial ratios in accounting                 | 4 3 2 1 0 28. Prepare invoices  | 4 3 2 1 0 56. Maintain employee earnings records                                   |
|   | 4 3 2 1 0 29. Explain the nature of special journals                        | 4 3 2 1 0 57. Calculate employee earnings - e.g. gross earnings - net pay          |
|   | 4 3 2 1 0 30. Record transactions in special journals                       | 4 3 2 1 0 58. Calculate employee-paid withholdings                                 |
|   | 4 3 2 1 0 31. Explain the nature of accounts payable                        | 4 3 2 1 0 59. Prepare a payroll register   |
|   | 4 3 2 1 0 32. Maintain a vendor file  | 4 3 2 1 0 60. Record the payroll in the general journal                            |
|   | 4 3 2 1 0 33. Analyze purchase transactions                                 | 4 3 2 1 0 61. Complete payroll tax expense forms                                   |
|   | 4 3 2 1 0 34. Post to an accounts payable subsidiary ledger                 | 4 3 2 1 0 62. Prepare federal-state-and local payroll tax reports                  |
|   | 4 3 2 1 0 35. Prepare a credit memorandum for returned goods                | <b>(Divide competencies here if teaching as two .5 credit Accounting courses.)</b> |
|   | 4 3 2 1 0 36. Process invoices for payment                                  | 4 3 2 1 0 63. Analyze a partnership agreement                                      |
|   | 4 3 2 1 0 37. Process accounts payable checks                               | 4 3 2 1 0 64. Allocate profits and losses to the partners                          |
|   | 4 3 2 1 0 38. Prepare an accounts payable schedule                          | 4 3 2 1 0 65. Prepare a statement of partners' equities                            |
|   | 4 3 2 1 0 39. Explain the nature of accounts receivable                     | 4 3 2 1 0 66. Prepare a balance sheet for a partnership                            |
|   | 4 3 2 1 0 40. Maintain a customer file for accounts receivable              | 4 3 2 1 0 67. Explain the nature of special  |
|   | 4 3 2 1 0 41. Analyze sales transactions                                    |  |
|   | 4 3 2 1 0 42. Post to an accounts receivable subsidiary ledger              |  |

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|---------------|---|---------------|--|
| 4 3 2 1 0 68. | journals<br>Record transactions in special journals                 | 4 3 2 1 0 92. | Integrate technology into accounting                     |
| 4 3 2 1 0 69. | Explain the nature of accounts payable                              | 4 3 2 1 0 93. | Describe careers in accounting                           |
| 4 3 2 1 0 70. | Maintain a vendor file  | 4 3 2 1 0 94. | Explore accounting licensing and certification programs  |
| 4 3 2 1 0 71. | Analyze purchase transactions                                       | 4 3 2 1 0 95. | Discuss the significance of responsibility in accounting |
| 4 3 2 1 0 72. | Post to an accounts payable subsidiary ledger                       | 4 3 2 1 0 96. | Describe Generally Accepted Accounting Principles – GAAP |
| 4 3 2 1 0 73. | Prepare a credit memorandum for returned goods                      |               |  |
| 4 3 2 1 0 74. | Process invoices for payment  |               |  |
| 4 3 2 1 0 75. | Process accounts payable checks                                     |               |  |
| 4 3 2 1 0 76. | Prepare an accounts payable schedule                                |               |  |
| 4 3 2 1 0 77. | Explain the nature of accounts receivable                           |               |  |
| 4 3 2 1 0 78. | Maintain a customer file for accounts receivable                    |               |  |
| 4 3 2 1 0 79. | Analyze sales transactions  |               |  |
| 4 3 2 1 0 80. | Post to an accounts receivable subsidiary ledger                    |               |  |
| 4 3 2 1 0 81. | Process sales orders and invoices                                   |               |  |
| 4 3 2 1 0 82. | Process sales returns and allowances                                |               |  |
| 4 3 2 1 0 83. | Process customer payments   |               |  |
| 4 3 2 1 0 84. | Prepare customer statements   |               |  |
| 4 3 2 1 0 85. | Process uncollectible accounts                                      |               |  |
| 4 3 2 1 0 86. | Prepare an accounts receivable schedule                             |               |  |
| 4 3 2 1 0 87. | Determine uncollectible accounts receivable                         |               |  |
| 4 3 2 1 0 88. | Explain the purpose of internal accounting controls                 |               |  |
| 4 3 2 1 0 89. | Determine the components of internal accounting control procedures. |               |  |
| 4 3 2 1 0 90. | Maintain internal accounting controls                               |               |  |
| 4 3 2 1 0 91. | Utilize accounting technology                                       |               |  |

**12009 – BUSINESS COMMUNICATIONS  
(.5 credit)**

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

- 4 3 2 1 0 1. Define, spell, pronounce, and syllabicate frequently used and business-related words
- 4 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 dictionary
- 4 3 2 1 0 4. Demonstrate good sentence structure
- 4 3 2 1 0 5. Demonstrate proficiency in the use of punctuation.
- 4 3 2 1 0 6. Demonstrate proficiency in using reference materials
- 4 3 2 1 0 7. Demonstrate proficiency in using software and hardware instruction manuals
- 4 3 2 1 0 8. Use appropriate words, grammar, sentence construction, and punctuation in written communications with customers, coworkers, and supervisors
- 4 3 2 1 0 9. Interpret, analyze, and confirm written instructions or procedure
- 4 3 2 1 0 10. Operate communications equipment

- 4 3 2 1 0 11. Compose and key error-free electronic mail messages
- 4 3 2 1 0 12. Use dictionary and/or other reference materials to produce error-free documents
- 4 3 2 1 0 13. Demonstrate proper error correction techniques
- 4 3 2 1 0 14. Write a letter requesting admission and scholarship information
- 4 3 2 1 0 15. Request a room reservation or reply to such a request
- 4 3 2 1 0 16. Ask for material to be sent or grant or deny such a request
- 4 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 complaint
- 4 3 2 1 0 21. Prepare interoffice memorandums
- 4 3 2 1 0 22. Identify the communications needs of various types of businesses such as retailing, manufacturing, financial, service, government, wholesaling, and distribution
- 4 3 2 1 0 23. Use appropriate technologies to create identified business correspondence
- 4 3 2 1 0 24. Key documents from longhand or edited rough draft
- 4 3 2 1 0 25. Proofread documents
- 4 3 2 1 0 26. Meet the standard of mailability for all production work
- 4 3 2 1 0 27. Prepare and deliver an oral presentation
- 4 3 2 1 0 28. Practice customer contact skills
- 4 3 2 1 0 29. Interpret, analyze, and confirm

- 4 3 2 1 0 30. Utilize listening skills
- 4 3 2 1 0 31. Perform a self-evaluation to determine strengths and weaknesses
- 4 3 2 1 0 32. Develop grooming and personal hygiene habits
- 4 3 2 1 0 33. Develop a healthy self-esteem
- 4 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 initiative
- 4 3 2 1 0 35. Describe acceptable conduct in the following professional relationships: employee-employer, employee, coworker, and employee-public
- 4 3 2 1 0 36. Research and report on various business careers
- 4 3 2 1 0 37. Prepare a résumé
- 4 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 form
- 4 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 data
- 4 3 2 1 0 42. Prepare graphic presentations of data by computer

|  |   |  |
|--|---|--|
| 4 3 2 1 0 43. Incorporate graphic presentation of data in a printed document   | 4 3 2 1 0 7. Recognize the differences between various levels of crime (i.e. felonies, misdemeanors, infractions)                           | the Uniform Consumer Code, various enforcement agencies (i.e., Federal Trade Commission) and consumer protection laws.                   |
| <b>12054 – BUSINESS LAW</b>  |   |  |
| <b>(.5 credit) Technical-level course</b>  | 4 3 2 1 0 8. Identify and recognize potential defense strategies (i.e. insanity, self-defense etc.)   | 4 3 2 1 0 17. Identify legislation which regulates consumer credit (e.g., Fair Credit Reporting Act, Equal Credit Opportunity Act, etc). |
| <b>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.</b> | <i>The student will demonstrate the ability to identify issues and discuss Civil law.</i>   | 4 3 2 1 0 18. Define common unfair practices (i.e. bait and switch, usury, identity theft, misrepresentation fly by night companies)     |
| <i>The student will demonstrate his understanding of the sources of law.</i>   | 4 3 2 1 0 9. Discuss and classify different types of tort claims.   | <i>The student will demonstrate the ability to identify issues and discuss Agency and Employment law.</i>                                |
| 4 3 2 1 0 1. Discuss the responsibility for obeying the law.   | 4 3 2 1 0 10. Discuss the challenges faced and remedies of tort cases   | 4 3 2 1 0 19. Discuss and define an agency's code of ethics involving relationships, duties, obligations, and liabilities                |
| 4 3 2 1 0 2. Describe the role of ethics and values in personal and legal systems.   | <i>The student will demonstrate the ability to identify issues and discuss Contract law.</i>  | 4 3 2 1 0 20. Discuss and explain the nature of employer and employee relationships  |
| 4 3 2 1 0 3. Compare various ethical systems, and discuss how they may conflict.   | 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 21. Demonstrate an understanding of discrimination both justified and unjustified.   |
| <i>The student will demonstrate his understanding of the structure and processes in the U.S. legal system.</i>   | 4 3 2 1 0 12. Demonstrate an understanding of the variety of different types of contracts.  | 4 3 2 1 0 22. Identify and discuss employment regulation (Child/youth labor, minimum wage, collective bargaining).                       |
| 4 3 2 1 0 4. Discuss the Constitution and the Bill of Rights   | 4 3 2 1 0 13. Explain a minor's right to avoid a contract and identify people who lack contractual capacity.                                | <i>The student will demonstrate the ability to identify issues and discuss Family law.</i>   |
| 4 3 2 1 0 5. Discuss the structure of Federal, State, and Municipal legal systems  | 4 3 2 1 0 14. Discuss the several ways contracts may be invalidated or violated.  | 4 3 2 1 0 23. Demonstrate an understanding of marriage, dissolution of marriage, and parental custody issues                             |
| 4 3 2 1 0 6. Understand the various processes, procedures, and precedents of the various courts.   | <i>The student will demonstrate the ability to identify issues and discuss Property law.</i>  | 4 3 2 1 0 24. Demonstrate an understanding of wills, trusts, probate and estate planning.  |
| <i>The student will demonstrate the ability to identify and discuss Criminal law.</i>  | 4 3 2 1 0 15. Recognize and discuss the various types of property cases (i.e. real, personal, intellectual)                                 |  |
|  | <i>The student will demonstrate the ability to identify issues and discuss Consumer law.</i>  |  |
|  | 4 3 2 1 0 16. Demonstrate an understanding of   |  |

***The student will demonstrate the 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 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.

***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)**

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

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|---|--|--|
| 4 3 2 1 0 1. Analyze company resources to ascertain policies and procedures.                  | 4 3 2 1 0 20. Describe the use of technology in the channel management function.   | 4 3 2 1 0 35. Explain characteristics of effective data-collection instruments.          |
| 4 3 2 1 0 2. Write business letters.  | 4 3 2 1 0 21. Explain legal considerations in channel management.  | 4 3 2 1 0 36. Explain techniques for processing marketing information.                   |
| 4 3 2 1 0 3. Write information messages.  | 4 3 2 1 0 22. Describe ethical considerations in channel management.   | 4 3 2 1 0 37. Explain the use of descriptive statistics in marketing decision-making.    |
| 4 3 2 1 0 4. Write inquiries.   | 4 3 2 1 0 23. Describe the need for marketing information.   | 4 3 2 1 0 38. Explain the concept of marketing strategies.                               |
| 4 3 2 1 0 5. Demonstrate a customer-service mindset.  | 4 3 2 1 0 24. Identify information monitored for marketing decision making.  | 4 3 2 1 0 39. Explain the concept of market and market identification.                   |
| 4 3 2 1 0 6. Reinforce service orientation through communication.                             | 4 3 2 1 0 25. Explain the nature and scope of the marketing information management function.   | 4 3 2 1 0 40. Explain the nature and scope of the pricing function.                      |
| 4 3 2 1 0 7. Respond to customer inquiries.   | 4 3 2 1 0 26. Explain the role of ethics in marketing-information management.  | 4 3 2 1 0 41. Describe the role of business ethics in pricing.                           |
| 4 3 2 1 0 8. Adapt communication to the cultural and social differences among clients.        | 4 3 2 1 0 27. Describe the use of technology in the marketing-information management function.   | 4 3 2 1 0 42. Explain the use of technology in the pricing function.                     |
| 4 3 2 1 0 9. Interpret business policies to customers/clients.                                | 4 3 2 1 0 28. Describe the regulation of marketing-information management.   | 4 3 2 1 0 43. Explain legal considerations for pricing.                                  |
| 4 3 2 1 0 10. Handle difficult customers.   | 4 3 2 1 0 29. Explain the nature of marketing research.  | 4 3 2 1 0 44. Explain factors affecting pricing decisions.                               |
| 4 3 2 1 0 11. Handle customer/client complaints.  | 4 3 2 1 0 30. Discuss the nature of marketing research problems/issues.  | 4 3 2 1 0 45. Explain the nature and scope of the product/service management function.   |
| 4 3 2 1 0 12. Identify company's brand promise.   | 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 46. Identify the impact of product life cycles on marketing decisions.         |
| 4 3 2 1 0 13. Determine ways of reinforcing the company's image through employee performance. | 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 47. Describe the use of technology in the product/service management function. |
| 4 3 2 1 0 14. Explain marketing and its importance in a global economy.                       | 4 3 2 1 0 33. Discuss the nature of sampling plans.  | 4 3 2 1 0 48. Explain business ethics in product/service management.                     |
| 4 3 2 1 0 15. Describe marketing functions and related activities.                            | 4 3 2 1 0 34. Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners). | 4 3 2 1 0 49. Describe the uses of grades and standards in marketing.                    |
| 4 3 2 1 0 16. Explain employment opportunities in marketing.                                  |  | 4 3 2 1 0 50. Explain warranties and guarantees.   |
| 4 3 2 1 0 17. Explain the nature and scope of channel management.                             |  | 4 3 2 1 0 51. Identify consumer protection provisions of appropriate agencies.           |
| 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 media
- 4 3 2 1 0 63. Describe word of mouth channels used to communicate with targeted audiences
- 4 3 2 1 0 64. Explain the nature of direct marketing channels
- 4 3 2 1 0 65. Identify communications channels used in sales promotion
- 4 3 2 1 0 66. Explain communications channels used in public-relations activities
- 4 3 2 1 0 67. Explain the nature and scope of the selling function
- 4 3 2 1 0 68. Explain the role of customer service as a component of selling relationships
- 4 3 2 1 0 69. Explain key factors in building a clientele.
- 4 3 2 1 0 70. Explain company selling policies
- 4 3 2 1 0 71. Explain business ethics in selling
- 4 3 2 1 0 72. Describe the use of technology in the selling function
- 4 3 2 1 0 73. Describe the nature of selling regulations
- 4 3 2 1 0 74. Acquire product information for use in selling
- 4 3 2 1 0 75. Analyze product information to identify product features and benefits
- 4 3 2 1 0 76. Explain the selling process
- 4 3 2 1 0 77. Establish relationship with client/customer
- 4 3 2 1 0 78. Determine customer/client needs
- 4 3 2 1 0 79. Recommend specific product
- 4 3 2 1 0 80. Calculate miscellaneous charges
- 4 3 2 1 0 81. Process special orders
- 4 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. Explain the main functions and roles in operations, finance and accounts, marketing and human resources.
- 4 3 2 1 0 2. Define the five sectors of the economy.
- 4 3 2 1 0 3. Describe entrepreneurship.
- 4 3 2 1 0 4. Discuss a business start-up.
- 4 3 2 1 0 5. Explain the elements of a business plan.
- 4 3 2 1 0 6. Explain corporate social responsibility and ethical objectives.
- 4 3 2 1 0 7. Analyze local organizations of different types and identify their main features.
- 4 3 2 1 0 8. Explain the advantages and disadvantages of each type of organization identified.
- 4 3 2 1 0 9. Relate each type of ownership to the degree of control.
- 4 3 2 1 0 10. Distinguish between organizations in the private and public sectors.

- 4 3 2 1 0 11. Analyze the reasons for forming global conglomerates and networks.
- 4 3 2 1 0 12. Analyze the role of subsidiaries, joint ventures/strategic alliances multinational companies and holding companies.
- 4 3 2 1 0 13. Explain the importance of objectives in managing an organization.
- 4 3 2 1 0 14. Use SWOT analysis to assess an organization's position, and to define and refine its objectives.
- 4 3 2 1 0 15. Explain the interests of stakeholders and the likelihood of conflict between them.
- 4 3 2 1 0 16. Use PEST/STEP analysis to investigate how external factors impact on organizations.
- 4 3 2 1 0 17. Use STEEPLE to analyze an organization.
- 4 3 2 1 0 18. Discuss economies and diseconomies of scale.
- 4 3 2 1 0 19. Distinguish between the external growth methods franchising, strategic alliances, joint ventures, and mergers and acquisitions.

**Human Resource Management**

- 4 3 2 1 0 20. Discuss external and internal factors such as new communication technologies, demographic change, and change in labor mobility.
- 4 3 2 1 0 21. Explain trainings that include behavioral, cognitive, on the job and off the job.
- 4 3 2 1 0 22. Identify formative appraisal, summative appraisal, self-appraisal, and 360-degree feedback.
- 4 3 2 1 0 23. Discuss how work practices such as flexitime, migration for work and teleworking affect the employees

and employer.

- 4 3 2 1 0 24. Describe the different types of organizational structures and organization charts.
- 4 3 2 1 0 25. Explain the leadership styles.
- 4 3 2 1 0 26. Discuss motivational theories.
- 4 3 2 1 0 27. Describe the different types of financial and non-financial rewards.
- 4 3 2 1 0 28. Describe the different production methods.

**Accounting and Finance**

- 4 3 2 1 0 29. Review the internal and external sources of finance.
- 4 3 2 1 0 30. Determine examples of variable, semi-variable, fixed, direct, and indirect/overhead costs.
- 4 3 2 1 0 31. 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 32. Calculate and draw conclusions from changes in gearing.
- 4 3 2 1 0 33. Calculate the payback period for an investment.
- 4 3 2 1 0 34. Prepare a cash flow forecast from given information.
- 4 3 2 1 0 35. Prepare a profit and loss statement and a balance sheet.
- 4 3 2 1 0 36. Analyze the effects of changes in price or cost on the break-even quantity, profit, and margin of safety, using graphical and quantitative methods.
- 4 3 2 1 0 37. Construct and amend accounts from information given.
- 4 3 2 1 0 38. Calculate and use ratios to interpret financial statements.

**Marketing**

- 4 3 2 1 0 39. Differentiate between the marketing of goods and the marketing of services.
- 4 3 2 1 0 40. Determine the Four P's (product, price, promotion, and place) of the marketing mix to achieve marketing objectives.
- 4 3 2 1 0 41. Differentiate between target markets and market segments.
- 4 3 2 1 0 42. Develop a unique selling point/proposition.
- 4 3 2 1 0 43. Use primary and secondary market research methods and techniques.
- 4 3 2 1 0 44. Differentiate between qualitative and quantitative research.
- 4 3 2 1 0 45. Explain the different methods of sampling.
- 4 3 2 1 0 46. Explain the different features of branding and packaging.
- 4 3 2 1 0 47. Determine appropriate pricing strategies.
- 4 3 2 1 0 48. Describe the different details of promotion.
- 4 3 2 1 0 49. Explain the different types of e-commerce.

**Academic-Language Arts**

- 4 3 2 1 0 50. 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 51. 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 52. Determines meaning of marketing words or phrases using context clues.

4 3 2 1 0 53. Uses paraphrasing and organizational skills to summarize information.

**Academic-Math**

4 3 2 1 0 54. Solves multi-step real-world problems with real numbers using computational procedures.

**Academic-Science and Technology**

4 3 2 1 0 55. Explain how the advancement of technology enhanced the way telecommunications have affected our lives.

**Career Development Skills**

4 3 2 1 0 56. Participate in group discussions.

4 3 2 1 0 57. Make oral presentations.

4 3 2 1 0 58. Prepare simple written reports

**Student Leadership Skills**

4 3 2 1 0 59. 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  
 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 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.)

- 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 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 equity
- 4 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 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

|               |   |               |  |               |   |
|---------------|---|---------------|--|---------------|---|
|               | of the change.<br>Evaluate the improvement process (cost/benefit analysis, impact analysis, etc.).<br><b><i>Demonstrate and experience the value and role of marketplace competition.</i></b>   |               | <b><i>within a specific market segment.</i></b>  |               | <b>employee performance evaluations.</b>  |
| 4 3 2 1 0 16  | <b>Dramatize/Explain ways marketplace competition could both be beneficial and harmful to a(n) business/organization.</b><br>Participate in performance based competitive event.<br>Participate in a business plan competition.<br>Explain and identify the market-based competitions within the desired business field.<br><b><i>Understand ethical and legal responsibilities to maintain high quality standards in product and service industries.</i></b> | 4 3 2 1 0 20  | <b>Develop and implement annual performance-based operating plans to manage long-range company goals.</b><br>Create annual, semi-annual and quarterly operating plans.<br>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.  |               | Provide feedback response on employee's performance.<br>Implement performance improvement plans.<br>Amend employee work plans to account for performance evaluation results.<br>Provide strategies for rewarding employee performance.<br><b><i>Organize the various business services to address all company components.</i></b>   |
| 4 3 2 1 0 17. | <b>Create a resource base of alternative plans containing proactive and reactive solutions to manage emergency situations.</b><br>Formulate methods of resolution and/or alternatives to eliminate potential safety hazards.<br>Identify sources of assistance to utilize in emergency situations for self, co-workers and customers/guests.  | 4 3 2 1 0 21  | <b>Develop for implementation a business plan to meet market demands/opportunities</b><br>Develop and implement financial/budgeting plans.<br>Develop and implement legal/contractual and/or risk management plans.<br>Develop and implement organizational charts and staffing/human resource plans.<br>Develop and implement inventory control plans and/or quality control/quality assurance plans.<br>Develop and implement project or workload management plans<br><b><i>Evaluate employee performance to provide timely and appropriate responses to personnel issues.</i></b> | 4 3 2 1 0 24  | <b>Analyze the individual role and unit's responsibility to the business.</b><br>Identify the various departments' work group organization and individuals, as well as their interrelationships, within a company's organizational structure.<br>Identify the various employees responsible for the management of company information (including their responsibilities).<br>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 18. | <b>Establish procedures that educate customers about identified safety and security issues.</b><br>Disseminate information to customers addressing potential safety hazards and security issues.  | 4 3 2 1 0 22. | <b>Apply performance standards to evaluate employees.</b><br>Identify and communicate performance standards.<br>Identify and communicate policies and procedures for reviewing performance.<br>Track performance indicators and develop performance reports.<br>Analyze performance reports for their impact upon your responsibility sets.  | 4 3 2 1 0 25. | <b>Develop policies and procedures to provide support for the organization.</b><br>Review current policies and procedures<br>Identify areas where policies and procedures must be added or revised<br>Develop a company policy and procedures manual.   |
| 4 3 2 1 0 19. | <b>Apply knowledge of business ownership to establish and continue business operations</b><br>Select form of business ownership.<br><b><i>Develop and implement short and long-term strategic plans to manage growth, profit and goals</i></b>  | 4 3 2 1 0 23  | <b>Develop timely responses to</b>   |               |   |

- 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.
- 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 information
- 4 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 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.  
*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.  
 Describe the use of technology in risk management.  
 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.  
 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.

4 3 2 1 0 44. **Students will engage in**

**Professional Learning Experiences that may include activities such as internships, school-based experiences, Supervised Entrepreneurial Experiences (SEE), community-based experiences and School-to-Registered Apprenticeships.**

It is expected that the course will follow and use the guidance and tools found in the KSDE Professional Learning Experience (PLE) Toolkit.  
 Course experiences should be at the PLE application level.

4 3 2 1 0 45. **Demonstrate employability/career success skills.**

Place artifacts that demonstrate employability/career success skills in the electronic portfolio section of the IPS (Individual Plan of Study).



**BUSINESS MANAGEMENT & ADMINISTRATION CAREER CLUSTER DESIGN**

**Business Management & Entrepreneurship Pathway Competencies and Indicators**

CIP Code 52.0799

| Course Code | Course Title                    | Credit    | Supportive Course Competencies Outside Business Clusters:<br>Pathway Link Where Course is Found   |
|-------------|---------------------------------|-----------|---|
| 12050       | *Business Essentials            | .5 Credit |   |
| 12052       | *Business Management            | .5 Credit |   |
| 12053       | *Entrepreneurship               | .5 Credit |   |
| 12105       | Business Economics              | .5 Credit |   |
| 12104       | Accounting                      | 1 Credit  |   |
| 12009       | *Business Communications        | .5 Credit |   |
| 12054       | Business Law                    | .5 Credit |   |
| 12164       | Principles of Marketing         | 1 Credit  |   |
| 12059       | IB Business & Management        | 1 Credit  |   |
| 32200       | *Applied Business Development   | 1 Credit  |   |
| 10201       | Web Page Design                 | 1 Credit  | <a href="http://www.ksde.org/LinkClick.aspx?fileticket=9d4bKBoAiUU%3d&amp;tabid=473&amp;portalid=0&amp;mid=2011">http://www.ksde.org/LinkClick.aspx?fileticket=9d4bKBoAiUU%3d&amp;tabid=473&amp;portalid=0&amp;mid=2011</a>   |
| 12162       | Internet Marketing              | 1 Credit  | <a href="http://www.ksde.org/LinkClick.aspx?fileticket=9d4bKBoAiUU%3d&amp;tabid=473&amp;portalid=0&amp;mid=2011">http://www.ksde.org/LinkClick.aspx?fileticket=9d4bKBoAiUU%3d&amp;tabid=473&amp;portalid=0&amp;mid=2011</a>   |
| 17007       | Woodworking Principles          | 1 Credit  | <a href="http://www.ksde.org/LinkClick.aspx?fileticket=juUKE4nXN3Q%3d&amp;tabid=450&amp;portalid=0&amp;mid=1352">http://www.ksde.org/LinkClick.aspx?fileticket=juUKE4nXN3Q%3d&amp;tabid=450&amp;portalid=0&amp;mid=1352</a>   |
| 21107       | Drafting/CAD                    | 1 Credit  | <a href="http://www.ksde.org/LinkClick.aspx?fileticket=juUKE4nXN3Q%3d&amp;tabid=450&amp;portalid=0&amp;mid=1352">http://www.ksde.org/LinkClick.aspx?fileticket=juUKE4nXN3Q%3d&amp;tabid=450&amp;portalid=0&amp;mid=1352</a>   |
| 18404       | Ag Welding 1                    | 1 Credit  | <a href="http://www.ksde.org/LinkClick.aspx?fileticket=N0tVrYqSw60%3d&amp;tabid=449&amp;portalid=0&amp;mid=1559">http://www.ksde.org/LinkClick.aspx?fileticket=N0tVrYqSw60%3d&amp;tabid=449&amp;portalid=0&amp;mid=1559</a>   |
| 39207       | Production Welding Processes 1  | 1 Credit  | <a href="http://www.ksde.org/LinkClick.aspx?fileticket=tytD0MjHzlA%3d&amp;tabid=478&amp;portalid=0&amp;mid=1507">http://www.ksde.org/LinkClick.aspx?fileticket=tytD0MjHzlA%3d&amp;tabid=478&amp;portalid=0&amp;mid=1507</a>   |
| 17009       | Remodel & Building Maintenance  | .5 Credit | <a href="http://www.ksde.org/LinkClick.aspx?fileticket=juUKE4nXN3Q%3d&amp;tabid=450&amp;portalid=0&amp;mid=1352">http://www.ksde.org/LinkClick.aspx?fileticket=juUKE4nXN3Q%3d&amp;tabid=450&amp;portalid=0&amp;mid=1352</a>   |
| 17002       | Residential Carpentry           | 1 Credit  | <a href="http://www.ksde.org/LinkClick.aspx?fileticket=juUKE4nXN3Q%3d&amp;tabid=450&amp;portalid=0&amp;mid=1352">http://www.ksde.org/LinkClick.aspx?fileticket=juUKE4nXN3Q%3d&amp;tabid=450&amp;portalid=0&amp;mid=1352</a>   |
| 16052       | Culinary Essentials             | .5 Credit | <a href="http://www.ksde.org/LinkClick.aspx?fileticket=XgUPnLOJJO8%3d&amp;tabid=716&amp;portalid=0&amp;mid=2003">http://www.ksde.org/LinkClick.aspx?fileticket=XgUPnLOJJO8%3d&amp;tabid=716&amp;portalid=0&amp;mid=2003</a>   |
| 19052       | Found. Early Childhood Develop. | 1 Credit  | <a href="http://www.ksde.org/LinkClick.aspx?fileticket=7zTGxDxI68c%3d&amp;tabid=468&amp;portalid=0&amp;mid=2042">http://www.ksde.org/LinkClick.aspx?fileticket=7zTGxDxI68c%3d&amp;tabid=468&amp;portalid=0&amp;mid=2042</a>   |
| 22210       | Consumer & Personal Finance     | .5 Credit | <a href="http://www.ksde.org/Portals/0/CSAS/Content%20Area%20(F-L)/Family%20and%20Consumer%20Sciences/Human%20Services/17-18%20Fam%20Comm%20%20Consumer%20Servs%20%20DESIGN%20and%20Profilies.pdf?ver=2016-07-28-113851-143">http://www.ksde.org/Portals/0/CSAS/Content%20Area%20(F-L)/Family%20and%20Consumer%20Sciences/Human%20Services/17-18%20Fam%20Comm%20%20Consumer%20Servs%20%20DESIGN%20and%20Profilies.pdf?ver=2016-07-28-113851-143</a> |
| 21007       | Engineering Design & Dev.       | 1 Credit  | <a href="http://www.ksde.org/LinkClick.aspx?fileticket=DZiGhhGTCBg%3d&amp;tabid=1091&amp;portalid=0&amp;mid=3287">http://www.ksde.org/LinkClick.aspx?fileticket=DZiGhhGTCBg%3d&amp;tabid=1091&amp;portalid=0&amp;mid=3287</a>   |

\*Required for Pathway Approval