

BUSINESS EDUCATION CORE

Business/Career/Office Education Courses

The business core is broad-based and facilitates the integration of academic and technical knowledge. Students develop oral and written business communication skills and demonstrate the use of critical thinking, decision making and problem solving skills needed for the new high performance workplace.

1.0 BUSINESS CORE

1.1 Business Communications (C): Students will understand communications as applied to personal and professional situations. They will demonstrate competency by selecting and using appropriate forms of communications in a variety of situations.

1.1.1 *Diversity*—demonstrate the ability to work and communicate effectively with persons of different ethnicities and culturally diverse backgrounds

1.1.2 *Effectiveness*—compose oral and written business communications that demonstrate the use of critical thinking, decision making and problem solving skills

1.1.3 *Ethics*—discuss ethics and the need for confidentiality, loyalty, integrity and honesty in communicating with business associates

1.1.4 *Methods of Communication*—demonstrate the use of various methods of communications; research, compose and orally present information using appropriate technology

1.1.5 *Nonverbal Communications*—identify and use nonverbal communications in a group activity

1.1.6 *Oral Communications*—orally present information using appropriate language, style and format; utilize different communication techniques to address the intended audience appropriately

1.1.7 *Systems*—use systems thinking to discuss the impact of cultural, organizational, technological and behavioral characteristics on the selection of communication strategies and methods

1.2 Business Environment (C): Students will understand the development and structure of business environments. They will demonstrate competency by identifying the dynamic components of business structure and its relationship to the global business environment.

- 1.2.1 *Business Ethics*—define business ethics and explain the importance of ethical standards and social responsibilities in the business environment
- 1.2.2 *Business Law*—describe the sources of law, the structure of the court systems and ways in which these laws apply to basic consumer and business transactions
- 1.2.3 *Business Ownership*—identify the major types of business organizations
- 1.2.4 *Competitive Environment*—explain the economic effects of competition on a business in an international marketplace
- 1.2.5 *Entrepreneurial Concepts*—identify the characteristics of an entrepreneur and describe the role of an entrepreneurship in the private enterprise system
- 1.2.6 *Environmental Issues*—describe the impact of environmentally sound business practice in a global economy
- 1.2.7 *International Trade*—investigate the challenges and opportunities of international trade in both large and small businesses
- 1.2.8 *Interrelationships of Business Operations*—discuss the interrelationships between different business lines as they relate to finance, tax, operations, human resources, marketing, production, management, and the legal environment

1.3 Career Preparation, Job Acquisition and Retention (C): Students will understand the career preparation and job acquisition skills required for employment, professional growth, and employment transitions in the field of business occupations. They will demonstrate competency by researching career options, applying job acquisition skills, preparing job search documentation, and modeling appropriate workplace demeanor.

- 1.3.1 *Career Exploration*—explore career opportunities and projected trends; investigate required education, training and experience; and develop an individual education plan for life long learning
- 1.3.2 *Employment Transitions*—analyze the effects of job changes, including the impact of unemployment
- 1.3.3 *Goal Setting*—identify steps for setting goals and write personal goals and objectives
- 1.3.4 *Interest Assessment*—examine aptitudes related to career options; relate personal characteristics and interests to educational and occupational

opportunities

1.3.5 *Job Acquisition*—develop job acquisition documents and interview skills

1.3.6 *Job Retention*—identify appropriate work attitudes and behaviors

1.4 Economics and Financial Concepts (C): Students will understand the impact of global and domestic businesses, financial concepts, and integrated business models. They will demonstrate competency by using appropriate technology and other resources to solve business problems.

1.4.1 *Business/Financial Relationships*—analyze the financial implications of various functions of a business and describe how they interrelate

1.4.2 *Demographics*—interpret demographic data and explain its impact on the economy

1.4.3 *Economic Culture*—explain how culture affects economic practice and business ethics

1.4.4 *Economic Systems*—describe a variety of economic systems

1.4.5 *Exchange Rates*—access and utilize information on exchange rates

1.4.6 *Financial Statements*—explain how financial statements are necessary for business planning and for the continuous monitoring of business performance

1.4.7 *Financial Systems*—examine how financial systems and tools are used to solve business problems and to perform business transactions

1.4.8 *Global Business*—evaluate the impact of international trade on domestic and global economies and the importance of multinational corporations, including the impact of international trade agreements and regulations, protection and ownership of intellectual property

1.4.9 *Investments*—identify different types of investments; compute cost, profit and return on investment

1.4.10 *Money Management*—construct personal and business budget plans which include income, expenses, savings, investments and taxes

1.5 Employability Skills (C): Students will understand the factors essential to a productive workforce in a culturally diverse global environment. They will demonstrate competency by identifying the skills which positively affect productivity.

- 1.5.1 *Adapting to Change*—provide a workplace example of a constantly changing environment and discuss how employees should incorporate lifelong learning as a career goal
- 1.5.2 *Conflict Resolution*—demonstrate skills necessary to resolve disagreements in a professional manner
- 1.5.3 *Diversity*—describe and compare cultural differences as related to work styles
- 1.5.4 *Occupational Safety*—discuss safety practices and develop a plan to maintain a work environment in a safe and secure manner
- 1.5.5 *Positive Attitude*—role play a work situation to demonstrate positive working relationships with customers, employers and employees
- 1.5.6 *Teamwork*—develop the ability to work in teams by participating in group activities
- 1.5.7 *Time Management*—prioritize work to fulfill responsibilities, meet deadlines, and achieve personal satisfaction
- 1.5.8 *Work Ethics*—define ethics and explain how standards and scruples affect human relations

1.6 Information Technologies (C): Students will understand technology used in business. They will demonstrate competency by utilizing technology to access, manipulate, and produce information.

- 1.6.1 *Applications*—utilize a variety of software programs to manipulate, analyze and produce data
- 1.6.2 *Computer Operations*—demonstrate proper use and care of equipment
- 1.6.3 *Document Processing*—create, format and produce documents
- 1.6.4 *Global Communications*—discuss the skills necessary for communicating in an international, pluralistic business environment
- 1.6.5 *Information Resources*—use electronic media, manuals, and tutorials as resources to access information
- 1.6.6 *Presentation*—develop and produce presentations utilizing electronic media
- 1.6.7 *Problem Solving*—solve problems effectively by utilizing appropriate technology

- 1.6.8 *Social Issues*—discuss the technological issues of ethics and etiquette as they relate to emerging technologies and the impact on society
- 1.6.9 *Technology Innovations*—examine the role of technology in future business applications
- 1.6.10 *Telecommunications*—use technology to transmit and receive information
- 1.7 Leadership Development (C):** Students will understand the personal qualities that are the basis for developing leadership skills. They will demonstrate competency by identifying and using leadership skills in a variety of individual and group work situations.
 - 1.7.1 *Communications*—select and use modes of communications appropriate to various employee/employer situations
 - 1.7.2 *Decision Making*—apply a rational decision- making process to solve common business problems in a dynamic environment
 - 1.7.3 *Ethics*—identify ethical considerations in the workplace and demonstrate appropriate behavior in a business setting
 - 1.7.4 *Motivation*—demonstrate self- motivation and use motivation techniques in classroom and small group situations
 - 1.7.5 *Personal Qualities*—describe personal qualities such as integrity, loyalty, honesty and self esteem; discuss their importance in being an effective leader and team member
 - 1.7.6 *Planning*—identify the steps necessary to produce desired results and effect change

Business Career Paths

Business Career Path: Accounting and Finance

In order for businesses to survive in a rapidly changing environment, accounting and finance professionals are needed to analyze, prepare and communicate complex financial transactions. Students choosing an accounting and finance career path will acquire necessary skills for preparing, analyzing and interpreting financial information. Career path specializations will build on their fundamental accounting knowledge and prepare them for more technical and academic pursuits.

2.0 ACCOUNTING AND FINANCE

- 2.1 Accounting Procedures And Financial Analysis (CL):** Students will understand basic principles and procedures of accounting and finance. They will demonstrate competency by preparing and maintaining accounting records and interpreting financial information.
- 2.1.1 *Accounting Cycle*—describe the accounting cycle for a service and a merchandising business; examine transactions and complete the accounting cycle for a sole proprietorship, a partnership, and a corporation
 - 2.1.2 *Accounting Principles*—apply accounting principles and concepts including an understanding of the fundamental accounting equation; classify items as assets, liabilities and equity
 - 2.1.3 *Cash Management*—utilize cash management techniques including bank reconciliations and cash controls
 - 2.1.4 *Computer Accounting Systems*—use a computer accounting system to input and process data and to generate financial statements and other reports relevant to the financial position and profitability of a business
 - 2.1.5 *Decision Making*—describe the role of managerial accounting and the use of planning and control principles to evaluate performance of an organization
 - 2.1.6 *Ethics*—describe the professional ethics which should be applied when preparing, analyzing and planning financial information
 - 2.1.7 *Financial Analysis*—illustrate the use of basic concepts of financial analysis to interpret financial statements
 - 2.1.8 *Governing Agencies*—identify agencies that affect accounting procedures and discuss regulations and compliance issues that influence business decisions
 - 2.1.9 *International Finance*—discuss basic international terminology and theories in accounting and finance
 - 2.1.10 *Payroll*—describe and apply payroll procedures including compensation, withholding and employee benefits
 - 2.1.11 *Technological Applications*—examine and use technological services to achieve objectives and make decisions in accounting and finance
- 2.2 Financial Analysis (S):** Students will understand financial concepts pertaining to personal and business finance. They will demonstrate competency by analyzing, applying, interpreting, and communicating financial analysis concepts.

- 2.2.1 *Credit Analysis*—analyze credit worthiness and compare alternative sources of borrowing
- 2.2.2 *Economic Factors*—explore and describe micro and macro economic influences on the financial analysis process
- 2.2.3 *Financial Markets*—describe the various types of domestic and international financial markets and discuss how these markets influence interest rates, trade deficits, and unemployment
- 2.2.4 *Financial Responsibility*—evaluate the cause and the corresponding effect of improper credit use
- 2.2.5 *Financial Services*—examine various sources of financial services; identify financial resources, rights and responsibilities available to individuals and institutions
- 2.2.6 *Financial Statements*—analyze and interpret financial statements for the purpose of comparing risk and return
- 2.2.7 *Industry/Market Analysis*—discuss the financial needs of clients and how those needs change in a dynamic and competitive marketplace
- 2.2.8 *Investment Analysis*—analyze investment and financing options available, prepare a cost benefit analysis
- 2.2.9 *Risk Analysis*—define the risk associated with financing interstate and international business transactions
- 2.2.10 *Technology*—apply various technological tools to assist in making credit and investment decisions
- 2.2.11 *Trade Finance*—identify various financial tools used in international trade

2.3 Financial And Managerial Accounting (S): Students will understand financial and managerial accounting concepts. They will demonstrate competency by analyzing data and applying, interpreting, and communicating accounting concepts and techniques.

- 2.3.1 *Budgeting*—create a master budget and a flexible budget; apply capital budgeting techniques to calculate long-term projections
- 2.3.2 *Classified Balance Sheet*—define and identify current and long-term assets and liabilities

- 2.3.3 *Cost Behavior*—compare and contrast types of cost behaviors and the relationship between cost, volume and profitability
- 2.3.4 *Costing Methods*—describe job order, process, activity-based and standard costing systems and illustrate the use of these systems in a business environment
- 2.3.5 *Financial Statements*—prepare, analyze and interpret financial statements
- 2.3.6 *Fixed Asset Management*—interpret capitalization concepts, analyze depreciation methods, and account for fixed asset acquisition, disposition, and depreciation
- 2.3.7 *Internal Control*—define and apply basic principles of internal control systems as they relate to the accounting cycle
- 2.3.8 *Internal Reporting*—identify the differences between financial statements prepared for internal and external use
- 2.3.9 *International Accounting*—discuss the effects of foreign exchange rates on financial transactions
- 2.3.10 *Inventory Management*—compare and evaluate inventory valuation methods and apply inventory management and costing procedures for both merchandising and manufacturing businesses
- 2.3.11 *Operations Management*—utilize cost data to analyze profitability and production efficiencies
- 2.3.12 *Owner's Equity*—apply appropriate concepts and techniques to account for equity investments and withdrawals for sole proprietorships, partnerships, and corporations
- 2.3.13 *Receivables and Payables Management*—evaluate the implications of receivables and payables management, including credit risk, realizable value, collections, and payment terms
- 2.3.14 *Revenue and Expense Recognition*—illustrate the process of revenue recognition and matching income and expense
- 2.3.15 *Taxation*—identify the basic principles of state, federal and international tax regulations

Business Career Path: Business Management

Business management offers a broad range of business opportunities for talented, well-

prepared managers and administrators. Every industry requires skilled managerial staff. As the world economy expands, business transactions become more complex and numerous. Businesses will seek the expertise, background, and knowledge of administrators and managers well versed in domestic and international operations.

The business management career path cluster prepares students for the executive, administrative, and human resources professions. Most occupations identified within the business management career path cluster require technical or professional preparation. In addition to studying administrative theories and organizational policies, business management students have a solid foundation in economic principles and systems and the business legal environment. The international business specialization will help students gain a greater understanding of domestic and international business operations.

3.0 BUSINESS MANAGEMENT

3.1 Economics (CL): Students will understand the economic principles and concepts of domestic and international economies. They will demonstrate competency by making decisions based on sound economic judgment.

- 3.1.1 *Competition*—describe various competitive markets and explain their role in the U.S. and other global economies
- 3.1.2 *Consumers*—develop a plan for managing limited personal financial resources and explain how consumer decisions can impact society
- 3.1.3 *Decision Making*—describe decision-making skills that could be applied to decisions made by individuals, consumers and producers
- 3.1.4 *Economic Indicators*—define gross domestic product, inflation and deflation; analyze how these concepts can provide indications of the state of the economy
- 3.1.5 *Economic Institutions and Incentives*—explain the role government plays in the U.S. economy; describe various concepts relating to U.S. fiscal and monetary policy and how U.S. policy shapes global economies
- 3.1.6 *Economic Systems*—identify the basic features of different economic systems, and discuss the major features of the U.S. economy
- 3.1.7 *Exchange and Money*—discuss foreign exchange and illustrate the importance of exchange rates and their effect on domestic and international markets
- 3.1.8 *Opportunity Costs*—identify the opportunity costs involved when using scarce resources; illustrate trade-offs involved in making economic choices

- 3.1.9 *Productivity*—explain the importance of productivity; discuss how specialization, innovation, investment and technology affect productivity
- 3.1.10 *Supply and Demand*—analyze the economic components that are influenced by the law of supply and demand, including the role of markets and prices
- 3.1.11 *Trade Concepts*—discuss the role of international trade and its importance in a global economy
- 3.1.12 *Unemployment*—evaluate the impact of employment and unemployment on the economy; explain how the economy is affected by unemployment factors

3.2 Legal Environment (CL): Students will understand the history, structure, and operation of the American legal system and the basic principles of law relevant to business operations in a global economy. They will demonstrate competency by explaining how laws and regulations are created and applied.

- 3.2.1 *Business Organizations*—chart several types of business organizations illustrating an advantage and disadvantage of each; select a type of business organization for a new business venture
- 3.2.2 *Contracts*—describe the basic requirements for an enforceable contract
- 3.2.3 *Employment Law*—analyze and discuss the importance of labor legislation on employer/employee relations
- 3.2.4 *Ethics*—explain ways in which the legal system incorporates the values and ethics of individuals and multinational societies; identify strategies that address and improve ethical behavior
- 3.2.5 *Government Regulation*—identify the principal areas of government regulation in private business operations
- 3.2.6 *Intellectual Property*—identify the laws and regulations applied to intellectual properties such as copyrights, trademarks, and patents; discuss the legal steps necessary for obtaining and acquiring various types of intellectual properties
- 3.2.7 *International Legal Issues*—explain how differences in laws among countries complicate business operations
- 3.2.8 *International Regulations*—describe the legal differences existing between countries in areas such as consumer protection, product guidelines, labor laws, contract formulation, liability, and taxation
- 3.2.9 *Legal Rights*—discuss laws which protect individual and organizational rights

3.2.10 *Sources of Law*—describe the fundamental sources of U.S. and international law

3.3 Management Principles (CL): Students will understand the theories and principles of managing a business. They will demonstrate competency by analyzing management functions, principles, and processes that contribute to the achievement of organizational goals.

3.3.1 *Basic Management Functions*—define and explain the major management functions: planning, organizing, leading, and controlling

3.3.2 *Business Organizational Theory*—compare and contrast a variety of organizational structures

3.3.3 *Change Theory*—explain how economic and social changes affect business

3.3.4 *Competition*—describe the effects of competition and its impact on business

3.3.5 *Human Resource Development and Management*—describe methods which an organization can use to effectively manage its personnel policies, practices and resources

3.3.6 *International Relationships*—examine the effects of domestic and international business on management practices

3.3.7 *Management Styles*—compare and contrast management styles, including those related to competing in a global marketplace

3.3.8 *Policy & Strategy Formulation*—describe the planning and problem solving process and explain its use in formulating strategy and policy

3.3.9 *Production & Operations Management*—explain the process that converts resources, such as labor and raw materials, into finished goods and services

3.3.10 *Research & Development*—discuss the impact of research on business planning and development

3.4 International Business (S): Students will understand the importance of international business and its impact on careers and business at the local, state, national and international levels. They will demonstrate competency by comparing and contrasting domestic and international business activities.

3.4.1 *Communications*—identify elements of oral and written communication necessary for effective international communications, particularly as they relate to the use of names, titles, ranks, translators and differences in tone, style and format

- 3.4.2 *Comparative Advantages*—explain how large and small businesses and consumers benefit from a global economy
- 3.4.3 *Environmental Factors*—describe the impact of international business activities on the social, cultural, political, and legal factors that shape the international business environment
- 3.4.4 *Finance*—define the role of international finance and risk management and explain the importance of exchange rates, methods of payment, foreign exchange risk, balance of payment and counter trade
- 3.4.5 *Geography*—describe how differences in climate, time zones, distance, topography, social, economic and natural resources affect international business
- 3.4.6 *Human Resource Management*—discuss the environmental factors which impact the management of human resources
- 3.4.7 *Management*—identify several managerial issues which could impact operations management including problems related to organizational structure, production systems, customer service and inventory control
- 3.4.8 *Marketing*—describe marketing concepts including social, cultural, technological, and geographic factors that influence consumer behavior
- 3.4.9 *Technology*—use electronic communication devices, such as telephones, facsimile machines, the Internet, and E- mail in international communications
- 3.4.10 *Trade Concepts*—explain the economic impact of trade barriers, trade agreements, balance of trade and balance of payments

Business Career Path: Computer Science and Information Technology

Technology and the growing complexity of businesses have expanded the need for employees who can analyze, design and manage information. Skills in evaluating data, working with people, and communicating are companion components for careers in information systems. Employment opportunities for technically and professionally trained individuals is outstanding in this emerging career path. After mastering basic technology skills, students can select one of many specializations in the field of technology.

4.0 COMPUTER SCIENCE AND INFORMATION TECHNOLOGY

- 4.1 Computer Science and Information Technology (CL):** Students will understand computer science and information technology concepts necessary to function in a rapidly changing technological, global society. They will demonstrate competency by performing multiple tasks required to develop and use appropriate resources to

access, modify, and provide information effectively.

- 4.1.1 *Business and Technology Ethics*—define, explain, and demonstrate proper business and technology ethics, including management of intellectual property
- 4.1.2 *Computer and Communications Systems*—use operating systems, hardware and peripherals, integrating communication tools and appropriate resources, to share information
- 4.1.3 *Computer Applications*—identify, select, and use a variety of business and industry standard applications software; discuss current and emerging standards technology and trends
- 4.1.4 *Knowledge Management and Business Processes*—use technology and electronic media to identify, analyze, design, and create processes to manage workflow, communicate a collective understanding, and provide feedback for operational management
- 4.1.5 *Program Design and Development*—identify programming models and data elements including the development of user-friendly systems
- 4.1.6 *Project Management*—prioritize activities and manage the details including project scope, timelines, and budgets for the life cycle of the system in a team environment
- 4.1.7 *Security*—illustrate and implement basic security plans and procedures for information systems
- 4.1.8 *Systems Analysis and Design*—analyze current manual and electronic systems and develop efficient and effective solutions
- 4.1.9 *Technical Resources*—locate, organize and engage appropriate resources necessary to implement and support systems and/or solve problems

4.2 Administrative Support (S): Students will understand support services necessary for the operation of a business organization in a global society. They will demonstrate competency by utilizing multiple skills and performing tasks in support of the business organization's goals.

- 4.2.1 *Business Environment*—design and organize an ergonomic business environment that maximizes productivity while considering human needs
- 4.2.2 *Business Management*—describe and demonstrate the coordination of business operations performed by administrative personnel

- 4.2.3 *Computer Applications*—select and use appropriate hardware/software to design and produce professional documents and presentations
 - 4.2.4 *Productivity*—describe methods to maximize use of available personnel, equipment and resources in a variety of organizational situations
 - 4.2.5 *Records Management*—classify, store, retrieve, and purge paper, film and electronic records
 - 4.2.6 *Safety and Security*—apply positive safety attitudes and work habits important in the workplace
 - 4.2.7 *Supervision*—describe supervisory skills needed in a business and illustrate the use of these skills to communicate, manage, delegate, organize, plan and make decisions
 - 4.2.8 *Time Management*—demonstrate effective time management skills
- 4.3 Computer Science (S):** Students will understand systems and programming concepts related to the development of computer operations. They will demonstrate competency by applying these concepts to the development of computer systems and programs.
- 4.3.1 *Algorithms*—design solutions that are correct, reliable, and efficient; compare and contrast various sorting and searching methods
 - 4.3.2 *Architecture Methods*—explain digital logic, machine-level representation of data, memory-system organization, and architectural use of assembly-level programming
 - 4.3.3 *Artificial Intelligence and Robotics*—discuss uses and effects of artificial intelligence and robotics
 - 4.3.4 *Complex Programs*—develop complex programs that are large in scope and require analysis regarding implementation issues
 - 4.3.5 *Data Structures*—develop programs utilizing abstract data types and object-oriented programming
 - 4.3.6 *Database*—design programs that access and modify databases, using various file access methods
 - 4.3.7 *Human-Computer Interfaces*—communicate, orally and in writing, information that enables users to operate computer systems effectively

- 4.3.8 *Networking and Communications*—install programs that utilize various network and communication protocols
- 4.3.9 *Operating Systems*—utilize operating systems and associated utilities for file management, backup and recovery, and execution of programs; compare simple and multi- user operating systems
- 4.3.10 *Program Design*—using problem-solving methods, define and analyze programs; design structured, maintainable programs to meet specifications; and, with a well-defined user interface, code, execute, test, and debug programs to produce accurate and reliable results
- 4.3.11 *Program Modification*—describe the ways in which specification changes and technological advances require the modification of programs
- 4.3.12 *Programming Languages*—compare several programming languages; create structured programs in at least two languages, utilizing control structures, procedures, functions, parameters, local variables, error recovery, and recursion
- 4.3.13 *Programming Style*—develop structured, documented, maintainable programs that create self-explanatory output
- 4.3.14 *Simple Programs*—implement algorithmic solutions and codes to welldefined problems
- 4.3.15 *Social Issues*—discuss the issues of access, privacy, and ethics and their impact on society
- 4.3.16 *Systems Analysis*—analyze computer systems, access and design available solutions, and develop appropriate systems

4.4 Management of Information Systems (S): Students will understand how to analyze the need for, plan, manage, and support the use of business systems to accomplish mission-critical functions. They will demonstrate competency by successfully deploying a management system that improves the productivity of an organization.

- 4.4.1 *Change Management*—analyze the potential impact of a system on the people in the organization through the systems life cycle and develop appropriate plans addressing impact on resources
- 4.4.2 *Deployment Planning*—identify steps for systems implementation and resources needed including technical support and ongoing active learning and training programs

- 4.4.3 *Needs Analysis*—describe a business problem, examine functional requirements, and prepare a cost-benefit analysis
- 4.4.4 *Resource Management*—explain how to qualify, recruit and manage both internal and external resources needed when developing, deploying, and supporting systems in an organization
- 4.4.5 *Risk Analysis*—identify and analyze organizational, technical, and financial risks associated with the implementation and use of a system
- 4.4.6 *Systems Management*—develop system life-cycle models and plans for the ongoing upgrade, support, and training of users
- 4.4.7 *Systems Security*—develop a plan and implement policies and procedures to ensure the security and integrity of management systems
- 4.4.8 *Systems Selection*—investigate, evaluate, select, and use major types of systems applications and vendors including retail, manufacturing, and service management
- 4.4.9 *Training*—design information and instruction for users to ensure efficient, productive systems operation

4.5 Telecommunications (S): Students will understand the telecommunications concepts, systems, and business models necessary to install, create, and manage diverse types of communication technologies and networking systems. They will demonstrate competency by performing tasks related to the creation, installation, management, and security of a chosen networking system.

- 4.5.1 *Business Decisions*—analyze the factors affecting the selection of appropriate communications services; for example, cost, ease of use, and timelines
- 4.5.2 *Business Models*—examine various types of telecommunications models including products and services provided, identification of market spaces, resources needed to create, deliver, and support products and revenue models essential for company growth
- 4.5.3 *Customer Support*—create a plan that includes customer policies and procedures including incident management and escalation; select help desk tools and resources such as incident tracking, knowledge database, and staffing
- 4.5.4 *Emerging Technology and Trends*—discuss emerging products, services, and business models in relation to the creation, setup, and management of networking and telecommunication products and services

- 4.5.5 *Media Types*—identify, evaluate, create, and process voice and data transmissions
- 4.5.6 *Network and Systems Administration*—analyze, manage, and maintain various types of electronic networks
- 4.5.7 *Networking and Communication Applications*—describe and illustrate appropriate use of communication services, products, and applications
- 4.5.8 *Networking and Communications Infrastructure*—evaluate, select, and configure compatible systems across various platforms and media types
- 4.5.9 *Resource Management*—discuss the effective management of human, financial, and telecommunications resources from the standpoint of both a user and a provider
- 4.5.10 *Security Monitoring and Investigation*—classify appropriate monitoring devices and procedures for quick identification, and prevention of security violations; describe investigative procedures to follow
- 4.5.11 *Security Program*—develop policies and procedures including user agreements, incident reporting, and recovery for company employees; design orientation and training programs to educate technicians and endusers
- 4.5.12 *Security Risk Assessment*—identify potential risks and entrance points including intentional, non- intentional, internal and external risks, and select appropriate hardware and software including firewalls, monitoring, and antivirus protection
- 4.5.13 *Standards and Protocol*—analyze implications of protocols and international standards and discuss their impact on data transmission
- 4.5.14 *Topology*—diagram physical and logical layouts of telecommunications systems
- 4.5.15 *Training*—provide information and instruction to users that will enable them to operate telecommunications systems
- 4.5.16 *Troubleshooting*—identify problems, develop appropriate methods and tools for resolving problems, and implement solutions

Business Career Path: Marketing

Students in this career path cluster study marketing principles and how to use marketing strategies to improve product and service sales. Career opportunities in marketing exist in both domestic and international business organizations. Individuals who can develop market

strategies and plans are a resource many businesses need in this highly competitive global business environment. Communication, global marketing, marketing strategies, product/service management, promotion and selling concepts are a few of the skills needed for marketing professionals. After acquiring these fundamental marketing skills, students move into areas of specialization in financial services, hotel and lodging, merchandising, restaurant sales and service and/or travel and tourism.

5.0 MARKETING

5.1 Communication & Interpersonal Skills (CL): Students will understand concepts, strategies, and systems needed to interact effectively with others. They will demonstrate competency by utilizing effective communication.

5.1.1 *Cultural Diversity*—discuss a variety of cultures; indicate the guidelines for appropriate and effective communications within each culture

5.1.2 *Customer Relations*—describe interpersonal skills needed to develop effective customer relationships, including conflict management and resolution in a workplace environment

5.1.3 *Customer Service*—explain customer service options appropriate for selected businesses and target markets

5.1.4 *E-Commerce*—demonstrate ethical applications in the use of electronic commerce

5.1.5 *Profitability*—explain the importance of customer service and the overall impact on profitability

5.2 Global Marketing (CL): Students will understand the global business environment and its impact on marketing strategies. They will demonstrate competency by applying marketing strategies to a global marketplace.

5.2.1 *Balance of Trade*—evaluate the impact of imports/exports on local, state, and national economies

5.2.2 *Culture*—discuss international cultural differences in language, values, social behavior, and business protocol as they apply to market behavior

5.2.3 *Global Alliances*—research and discuss the history and development of trade alliances, such as NAFTA, EU, Pacific Rim

5.2.4 *Infra Structure*—compare and contrast the political, technological, economic and commercial development in global markets

- 5.2.5 *Logistics*—discuss logistics such as trade zones, containerization, and distribution centers, and ways in which they facilitate the movement of goods
- 5.2.6 *Market Entry*—evaluate advantages and disadvantages of strategies such as franchising, exporting, and licensing
- 5.2.7 *Marketing Mix*—identify marketing mix decisions crucial to marketing in a global economy
- 5.2.8 *Markets*—identify and classify international, consumer and organizational markets and segments
- 5.2.9 *Trade Barriers*—assess the impact of tariff and non-tariff barriers

5.3 Marketing Strategies (CL): Students will understand the strategies and concepts of marketing with a global perspective. They will demonstrate competency by applying marketing knowledge to a variety of business situations.

- 5.3.1 *Distribution Strategy*—explain how physical distribution, inventory management and logistics impact the marketing strategy
- 5.3.2 *Economic Benefits of Marketing*—evaluate the role of marketing in various economic systems including economic resources, productivity, utility, supply and demand, competition, and profit motive
- 5.3.3 *Market Analysis*—describe the principles of market segmentation, target marketing, positioning, utilizing market research
- 5.3.4 *Market Strategy and Planning*—develop a strategic plan and corresponding marketing plan based on marketing mix decisions
- 5.3.5 *Marketing Research*—design a marketing research project
- 5.3.6 *Pricing Strategy*—analyze the elements involved in determining prices
- 5.3.7 *Product/Service Strategy*—justify the concepts and processes needed to purchase, develop, maintain, and improve a product or service mix in response to market opportunities
- 5.3.8 *Risk Management*—list various risk factors affecting business
- 5.3.9 *Technology*—explain how current technology can be used in marketing, sales, mass media, research, and customer service presentations

5.4 Product/Service Management (CL): Students will understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix

in response to market opportunities. They will demonstrate competency by identifying characteristics of product and service development.

- 5.4.1 *Branding*—identify the qualities of a brand name and how branding strategies are affected by the international marketplace
- 5.4.2 *Extended Product Features*—explain the advantages of extended product features such as warranty, service contract, technical support
- 5.4.3 *Information Technology*—apply information technology to product and service decision- making
- 5.4.4 *New Product/Service Development*—describe how new services are conceived, developed and marketed
- 5.4.5 *Packaging*—name the common elements and various functions of packaging, considering the influence of a global economy
- 5.4.6 *Positioning*—describe factors used by marketers to position product and services
- 5.4.7 *Product/Service Classification*—classify products in organizational or consumer categories and distinguish between brand name and generic products
- 5.4.8 *Product/Service Life Cycle*—list the steps of the product/service life cycle and select the appropriate market strategy for each stage of the cycle
- 5.4.9 *Product/Service Mix*—define the nature of a product mix and identify product mix decisions that must be made to market the product or service
- 5.4.10 *Purchasing*—summarize the process of acquiring goods and services for a business operation

5.5 Promotion (CL): Students will understand the concepts and promotional strategies needed to communicate information about products, services, images, and/or ideas. They will demonstrate competency by developing and presenting a promotional plan that will achieve a stated outcome.

- 5.5.1 *Advertising*—identify the role of advertising in the promotional mix; describe the use of research, visual presentation, media selection, scheduling, and assessment in the advertising process
- 5.5.2 *Electronic Marketing*—identify the various functions of technology and electronic media in promotion

- 5.5.3 *Promotional Mix*—describe the four elements of promotion and their utilization in a global market
 - 5.5.4 *Public Relations/Publicity*—describe effective public relations strategies as they relate to a product or service, and explain the use of the promotional mix in creating publicity
 - 5.5.5 *Sales Promotion*—identify a variety of sales promotion activities and indicate the media which would be most effective for each activity
- 5.6 Selling Concepts (CL):** Students will understand the nature, importance and strategies of the selling process. They will demonstrate competency by identifying the relationship between buying behaviors and applied sales techniques utilized in the consumer, business and global sales environments.
- 5.6.1 *Buying Motives and Behaviors*—utilize market research to describe customer buying motives and behaviors in the consumer, business and global sales environment
 - 5.6.2 *Customer Transactions*—use appropriate technology to calculate, document and record varied sales transactions
 - 5.6.3 *Products and Service Knowledge*—describe the features and benefits of a product or service used to satisfy customer needs and wants
 - 5.6.4 *Sales in the Global Economy*—explain the correlation between sales, profitability and business/economic stability
 - 5.6.5 *Sales Process*—demonstrate the steps of selling techniques used to aid customers/clients in making buying decisions
 - 5.6.6 *Salesmanship*—define the characteristics of a successful salesperson and identify the importance of ethical behavior throughout the selling process
 - 5.6.7 *Security and Loss Prevention*—describe loss prevention strategies and the salesperson’s role in reducing loss
- 5.7 Financial Services (S):** Students will understand the nature, functions and marketing concepts associated with financial services institutions in a dynamic marketplace. They will demonstrate competency by performing a variety of marketing and financial transactions.
- 5.7.1 *Advertising and Promotion*—design a promotional plan for a financial institution

- 5.7.2 *Credit Review*—explain credit review procedures utilized in the various financial services industries
- 5.7.3 *Customer Relations*—describe customer relations techniques used to satisfy customer needs and wants; describe the importance of conflict resolution
- 5.7.4 *Electronic Marketing*—explain how electronic marketing (E-trade, home banking, etc) changes the dynamics of institutions selling products and services
- 5.7.5 *Financial Institutions*—compare and contrast types of financial service institutions
- 5.7.6 *Industry Ethics*—discuss the importance of confidentiality in consumer and employee transactions; identify ethical considerations relating to conducting business with government and regulatory agencies
- 5.7.7 *Marketing Concepts*—discuss effective selling and cross-selling skills; utilize those skills to identify appropriate products and services options specific to the consumer
- 5.7.8 *Policies and Procedures*—demonstrate knowledge of the policies and procedures required for conducting and documenting financial transactions according to specific industry regulations
- 5.7.9 *Products and Services*—explain financial products and services available to the consumer in the banking, insurance, investment and brokerage industries
- 5.7.10 *Regulation*—analyze government and industry regulations in the financial services industry and how they relate to consumer transactions
- 5.7.11 *Risk Management*—describe security procedures, loss prevention, and safety issues facing financial services institutions; discuss the risks associated with monetary loss or failure

5.8 Hotel And Lodging (S): Students will understand operational, marketing, and management functions related to hotel and lodging facilities. They will demonstrate competency by applying knowledge of operational, marketing, and management strategies and practices to hotel operation situations.

- 5.8.1 *Business Foundations*—define characteristics of standard service levels as they relate to target market: determine market positioning based on location, demographics, size, and service level
- 5.8.2 *Event Planning*—discuss the ways in which catering, banquet, room service and restaurant operations contribute to the marketing and sales functions

- 5.8.3 *Front Office*—define and demonstrate sales strategies used in front office operations
- 5.8.4 *Guest Relations*—justify guest service options that are appropriate for different types of service levels, target markets, and guest situations
- 5.8.5 *Hotel and Lodging Marketing*—develop a marketing plan based upon research, analysis, and forecasting strategies
- 5.8.6 *Human Resources*—explain the ways in which recruiting, training, and evaluating personnel affect management, guest services, and marketing of the facilities
- 5.8.7 *Operational Systems*—explain the functions of security and key control, safety and sanitation, housekeeping, hazardous waste, maintenance, and engineering

5.9 Merchandising (S): Students will understand the marketing functions and foundations of merchandising. They will demonstrate competency by applying marketing strategies and practices to merchandising operations.

- 5.9.1 *Advertising and Promotion*—design a promotional plan for merchandising
- 5.9.2 *Buying and Pricing*—identify and determine price objectives and strategies including buying procedures and negotiations
- 5.9.3 *Color*—describe the fundamental “color theory” and what factors influence color decisions
- 5.9.4 *Distribution*—differentiate among various channels of distribution and explain their importance to the marketing process
- 5.9.5 *Event Planning*—explain the process of coordinating merchandising events and shows
- 5.9.6 *Forecasting*—discuss forecasting methods and principles based on cycles, trends, and global influence; utilize methods to determine market potential
- 5.9.7 *International Merchandising*—discuss a variety of merchandising strategies useful in a global marketplace
- 5.9.8 *Inventory Control*—establish an inventory control system using appropriate strategies and techniques
- 5.9.9 *Line and Design*—design a product using fundamental concepts of line, design and construction

- 5.9.10 *Management and Entrepreneurship*—analyze fundamental business, management, and entrepreneurial concepts that affect decision-making
 - 5.9.11 *Operations*—discuss common operational policy and procedures needed in a retail environment
 - 5.9.12 *Textiles*—analyze appropriate fabric selection for a variety of merchandise
 - 5.9.13 *Visual Presentation*—analyze merchandising arrangement techniques and discuss the importance of creating and maintaining an image
- 5.10 Restaurant Sales & Service (S):** Students will understand operational, marketing, and management functions specific to food service facilities. They will demonstrate competency by applying knowledge of operational, marketing and management strategies and practices to food service situations.
- 5.10.1 *Business Foundations*—discuss the business foundations and economic principles as they relate to food service facilities, including fast food, catering, banquets, and full service
 - 5.10.2 *Customer Service*—describe guest relations techniques appropriate for a variety of food service operations
 - 5.10.3 *Facilities Planning*—discuss effective floor plans; describe techniques for maximizing square footage, utilizing proper fixture arrangements, determining traffic patterns, and developing efficient arrangements of furnishings and equipment
 - 5.10.4 *Food and Beverage Presentation*—discuss effective strategies for marketing menu items
 - 5.10.5 *Food Service Marketing*—develop a marketing plan based upon research, analysis, and forecasting strategies
 - 5.10.6 *Health Standards*—identify standards for maintaining a safe and sanitary work place
 - 5.10.7 *Human Resources*—explain ways in which recruiting, training, and evaluating personnel affect management, customer services, and marketing of facilities

Entrepreneurship

6.0 Entrepreneurship

Job security, longevity and advancement with one company are no longer guaranteed for employees. Competition and the global economy has opened the door for many new businesses. Entrepreneurs are becoming increasingly vital to the economy. Students study business planning, management, marketing and basic financial concepts while learning how to organize and operate a small business. Students with a career interest in small business or entrepreneurship will learn skills for employment in today's growth industries as well as skills transferable to professions of the future. Students interested in entrepreneurship should complete a career path cluster and career path specialization to ensure that they possess occupational skills for entrepreneurial ventures.

6.1 Entrepreneurship (E): Students will understand the elements of a business plan and its effect on the success of small business. The student will demonstrate competency by preparing, describing and presenting a business plan.

- 6.1.1 *Business Image*—develop public relations strategies to establish and maintain a positive image
- 6.1.2 *Capital Budgeting*—create a capital budget, including sources of funding and investment strategies
- 6.1.3 *Collections*—develop billing and collection policies
- 6.1.4 *Contracts*—describe the elements of an enforceable contract and evaluate its impact on an entrepreneurial venture
- 6.1.5 *Entrepreneurial Potential*—describe and analyze the characteristics of a successful entrepreneur
- 6.1.6 *Financial Planning*—develop operating budgets which project income, expenses, profitability, cash flow, profit and loss
- 6.1.7 *Financial Resources*—research public and private sources of financial information and describe methods for raising capital
- 6.1.8 *Financial Statement Analysis*—prepare and analyze financial statements; demonstrate the use of financial statements in making business decisions
- 6.1.9 *Franchising*—research franchising options, including acquisition, operation and profitability
- 6.1.10 *Government Regulations*—discuss federal, state and local codes; describe licensing, tax requirements, and administrative agencies used in business situations

- 6.1.11 *Human Resources Management*—generate an organizational chart and structure; prepare job descriptions, and a plan for recruiting, training, and evaluating personnel
- 6.1.12 *International Business*—appraise opportunities for global trade, discuss trade concepts relating to the import/export process
- 6.1.13 *Legal Considerations and Control*—identify and analyze federal, state, and local requirements which affect business organizations
- 6.1.14 *Location & Property Analysis*—analyze business locations, determine suitability of property, and prepare a layout design
- 6.1.15 *Management*—describe planning, organization, staffing, leading, and controlling functions; research current management practices and discuss their application
- 6.1.16 *Marketing Analysis*—identify a target market and market niche; develop a segmentation strategy used to market a product or service
- 6.1.17 *Marketing Plan*—develop a marketing plan based on market research and analysis to include ideas for new or improved products and/or services
- 6.1.18 *Pricing Strategies*—formulate pricing strategies for products and fee setting strategies for services
- 6.1.19 *Production*—develop a plan using quality control procedures to produce and acquire products and materials to meet market demand
- 6.1.20 *Promotion*—describe how to target the market, develop a budget, select the media, design and implement a promotional campaign
- 6.1.21 *Purchasing & Inventory Management*—identify buying procedures & methods for controlling inventory
- 6.1.22 *Research and Development*—discuss the importance of research to business planning and development
- 6.1.23 *Risk Management*—demonstrate strategies to minimize loss and liability; research types of business insurance and propose appropriate solutions that provide protection from various business risks
- 6.1.24 *Sales*—describe strategies to maintain and increase sales
- 6.1.25 *Technology*—evaluate various applications of technology; select office equipment such as computers, telephone systems, fax machines and copiers.