

# **St. John-Endicott Cooperative Schools Business Curriculum Standards**

## **with Performance Indicators**

### **Program Standards**

- Understand the use of business-related technological hardware and software and be adaptable to future technological developments.
- Possess a general knowledge of the business world and the basic skills of business management.
- Have a basic understanding of the benefits, requirements, and responsibilities of business management and ownership.
- Understand the relationship between business and the individual, government, society, environment, and law.
- Understand basic principles of accounting, law, office management, and other business-related skills and concepts.
- Understand how to succeed at business-related careers.

# Business Standards

## Personal Business Management

### Course Abilities [Apply the following to each content standard.]

#### 1. Develop abilities in business.

- A. Higher thinking (analyze, evaluate, classify, predict, estimate, generalize, solve, decide, relate, interpret, simplify).
- B. Communications (present, demonstrate, persuade, collaborate, explain, defend, recommend).
- C. Goal setting/attainment (brainstorm, envision, research, plan, organize, persist).
- D. The quality process (plan, draft, analyze, and revise when producing products).

#### 2. Be able to apply business knowledge and skills to a variety of purposes.

- A. Be able to support positions in a responsible manner (research, thesis, organize support, recommendations).
- B. Possess technical skills:
  - read/write/present: instructions, table, chart, progress report, specifications, proposal, letters (complaint, request, application, response, recommendation), manual, form, checklist, resume, brochure, pamphlet, bid, summary
  - technology: word processing, spreadsheet, database, desktop publishing, Internet, search tools, communications

### Course Content

#### 3. Understand banking services.

- A. Be able to manage a checking account.
- B. Know savings plans options.
- C. Know available loan programs.
- D. Know optional banking services.
- E. Be familiar with banking career opportunities.

#### 4. Understand the various insurances and the need for insurance.

- A. Know options, purposes, and benefits of life, health, property, automobile insurance.
- B. Be familiar with insurance career opportunities.

#### 5. Understand financial management

- A. Be able to manage the use of credit cards.
- B. Know the advantages and disadvantages of credit.
- C. Know the credit sources which are available.
- D. Be able to prepare a budget.
- E. Be able to develop a system of record keeping.
- F. Know different types of taxes, their purposes, and how they impact the individual.
- G. Be able to file income tax forms.

#### 6. Be able to apply buying skills, particularly in housing and transportation.

- A. Know effects of advertising and marketing strategies and how to protect oneself against them.
- B. Be able to comparison shop for such things as clothing and food.
- C. Be able to compare and contrast leasing versus buying (cars, housing).
- D. Know what to look for when renting an apartment or buying a house.
- E. Be able to read various housing agreements for understanding.

#### 7. Possess employability skills for personal business management.

- A. Be able to use business equipment appropriately (safely, effectively, efficiently, accurately).
- B. Possess employability skills:
  - work well with others (contribute to group success, allow others to contribute, resolve own conflicts)
  - productive thinker/worker (short and long-term goals, comfortable with technology, use higher thinking)
  - responsible (follow directions, use time wisely, meet deadlines, responsible without supervision)
  - produce quality work (plan major projects, use quality process, benefit from criticism, persist)
- C. Be able to present yourself in an employable manner:
  - written communications (resume, letter of application, forms)
  - verbal skills (appearance, interviewing skills)
  - portfolio (projects, products, skills, abilities, technology, experiences, accomplishments, awards)

# Business Standards

## Keyboarding-9 (One Semester)

**Course Abilities** [Apply the following to each content standard.]

**1. Develop abilities in business.**

- A. Higher thinking (analyze, evaluate, classify, predict, estimate, generalize, solve, decide, relate, interpret, simplify).
- B. Communications (present, demonstrate, persuade, collaborate, explain, defend, recommend).
- C. Goal setting/attainment (brainstorm, envision, research, plan, organize, persist).
- D. The quality process (plan, draft, analyze, and revise when producing products).

**2. Be able to apply business knowledge and skills to a variety of purposes.**

- A. Be able to support positions in a responsible manner (research, thesis, organize support, recommendations).
- B. Possess technical skills:
  - read/write/present: instructions, table, chart, progress report, specifications, proposal, letters (complaint, request, application, response, recommendation), manual, form, checklist, resume, brochure, pamphlet, bid, summary
  - technology: word processing, spreadsheet, database, desktop publishing, Internet, search tools, communications

### Course Content

**3. Be able to keyboard using the touch system.**

- A. Be able to properly use home row and space bar.
- B. Be able to use proper keyboarding techniques for touch control of alphabetic, numeric, and symbol keys.
- C. Be able to use proper posture and hand position with proper placement and curvature of fingers.

**4. Be able to format personal and business documents and reports.**

- A. Be able to format different letter and function styles.
- B. Be able to format different memorandum styles.
- C. Be able to center using manual and automatic centering features.
- D. Be able to format information in two or three columns.
- E. Be able to enter data on business forms.
- F. Be able to format topical and sentence outline material.
- G. Be able to format a single or multi-page report.
- H. Be able to edit and format a document from unchanged material.
- I. Be able to compose while at the keyboard.

**5. Be able to operate keyboarding equipment.**

- A. Be able to behave properly while using keyboarding equipment.
- B. Be able to properly care for, store, and use diskettes.
- C. Be able to properly operate typewriter/computer and printer.

**6. Be able to key a minimum of \_\_\_ net words a minute with \_\_\_ accuracy for \_\_\_ minutes.**

# Business Standards

## Accounting One

### Course Abilities [Apply the following to each content standard.]

#### 1. Develop abilities in business.

- A. Higher thinking (analyze, evaluate, classify, predict, estimate, generalize, solve, decide, relate, interpret, simplify).
- B. Communications (present, demonstrate, persuade, collaborate, explain, defend, recommend).
- C. Goal setting/attainment (brainstorm, envision, research, plan, organize, persist).
- D. The quality process (plan, draft, analyze, and revise when producing products).

#### 2. Be able to apply business knowledge and skills to a variety of purposes.

- A. Be able to support positions in a responsible manner (research, thesis, organize support, recommendations).
- B. Possess technical skills:
  - read/write/present: instructions, table, chart, progress report, specifications, proposal, letters (complaint, request, application, response, recommendation), manual, form, checklist, resume, brochure, pamphlet, bid, summary
  - technology: word processing, spreadsheet, database, desktop publishing, Internet, search tools, communications

### Course Content

#### 3. Understand accounting terminology.

- A. Know the terms related to basic accounting.
- B. Be able to apply the terms of accounting procedures.

#### 4. Understand the debit and credit parts of transactions that affect the accounting equation.

- A. Know the accounting equation.
- B. Be able to debit and credit accounts based on a transaction.
- C. Know how transactions affect the accounting equation.

#### 5. Understand the recording, summarizing, reporting procedures and records in accounting cycle.

- A. Be able to create a chart of accounts.
- B. Be able to open the general and subsidiary ledgers.
- C. Be able to use the general and special journals.
- D. Be able to post.
- E. Be able to prepare a worksheet.
- F. Be able to prepare financial statements.
- G. Be able to prepare and post the adjusting entries.
- H. Be able to prepare and post the closing entries.
- I. Be able to prepare and post the reversing entries.
- J. Be able to prepare a post-closing trial balance.

#### 6. Understand payroll procedures and records.

- A. Be able to compute and journalize payroll transactions/entries.
- B. Be able to prepare required forms and reports.

#### 7. Understand ownership/differences in accounting of a proprietorship, partnership, corporation.

- A. Know advantages/disadvantages and rules, regulations, forms, and reports for sole proprietorship.
- B. Know advantages/disadvantages and rules, regulations, forms, and reports for partnership.
- C. Know advantages/disadvantages and rules, regulations, forms, and reports for corporations.

#### 8. Understand how to prepare accounting records using a computer.

- A. Be able to use accounting software.
- B. Be able to use a computer spreadsheet to develop financial statements.

#### 9. Possess employability skills for accounting.

- A. Be able to use business equipment appropriately (safely, effectively, efficiently, accurately).
- B. Possess employability skills:
  - work well with others (contribute to group success, allow others to contribute, resolve own conflicts)
  - productive thinker/worker (short and long-term goals, comfortable with technology, use higher thinking)
  - responsible (follow directions, use time wisely, meet deadlines, responsible without supervision)
  - produce quality work (plan major projects, use quality process, benefit from criticism, persist)
- C. Be able to present yourself in an employable manner:
  - written communications (resume, letter of application, forms)
  - verbal skills (appearance, interviewing skills)
  - portfolio (projects, products, skills, abilities, technology, experiences, accomplishments, awards)
- D. Possess career knowledge (types of jobs, job opportunities, benefits, requirements, prerequisite skills).

# Business Standards

## Accounting Two

### Course Abilities [Apply the following to each content standard.]

#### 1. Develop abilities in business.

- A. Higher thinking (analyze, evaluate, classify, predict, estimate, generalize, solve, decide, relate, interpret, simplify).
- B. Communications (present, demonstrate, persuade, collaborate, explain, defend, recommend).
- C. Goal setting/attainment (brainstorm, envision, research, plan, organize, persist).
- D. The quality process (plan, draft, analyze, and revise when producing products).

#### 2. Be able to apply business knowledge and skills to a variety of purposes.

- A. Be able to support positions in a responsible manner (research, thesis, organize support, recommendations).
- B. Possess technical skills:
  - read/write/present: instructions, table, chart, progress report, specifications, proposal, letters (complaint, request, application, response, recommendation), manual, form, checklist, resume, brochure, pamphlet, bid, summary
  - technology: word processing, spreadsheet, database, desktop publishing, Internet, search tools, communications

### Course Content

#### 3. Understand advanced general, cost, and managerial accounting principles and procedures.

- A. Know and be able to apply the various methods and proper accounting procedures related to bad debts.
- B. Know and be able to apply the various methods and proper accounting procedures related to depreciation.
- C. Know and be able to apply the various methods and proper accounting procedures related to accruals/deferrals.
- D. Know and be able to apply the various methods and proper accounting procedures related to notes.
- E. Know and be able to apply the various methods and proper accounting procedures related to inventory control.

#### 4. Understand the preparation and utilization of departmental records.

- A. Be able to prepare interim departmental financial statements.
- B. Be able to incorporate statements in consolidated reports.

#### 5. Understand a voucher control system.

- A. Know the reason for a voucher system.
- B. Be able to establish and maintain a voucher system.
- C. Know the terminology and forms for a voucher system.

#### 6. Be able to analyze and interpret financial information.

- A. Be able to prepare a budget analysis.
- B. Be able to interpret a budget analysis.
- C. Be able to make comparative analysis of financial statements.

#### 7. Understand advanced techniques for preparing accounting records using a computer.

- A. Know the basics of a computer spreadsheet.
- B. Be able to compute basic addition, subtraction, multiplication, and division on a spreadsheet.
- C. Be able to set up a balance sheet on a spreadsheet.
- D. Be able to set up a general ledger on a spreadsheet.

#### 8. Possess employability skills for accounting.

- A. Be able to use business equipment appropriately (safely, effectively, efficiently, accurately).
- B. Possess employability skills:
  - work well with others (contribute to group success, allow others to contribute, resolve own conflicts)
  - productive thinker/worker (short and long-term goals, comfortable with technology, use higher thinking)
  - responsible (follow directions, use time wisely, meet deadlines, responsible without supervision)
  - produce quality work (plan major projects, use quality process, benefit from criticism, persist)
- C. Be able to present yourself in an employable manner:
  - written communications (resume, letter of application, forms)
  - verbal skills (appearance, interviewing skills)
  - portfolio (projects, products, skills, abilities, technology, experiences, accomplishments, awards)
- D. Possess career knowledge (types of jobs, job opportunities, benefits, requirements, prerequisite skills).

# Business Standards

## Personal/Business Law

### Course Abilities [Apply the following to each content standard.]

- 1. Develop abilities in business.**
  - A. Higher thinking (analyze, evaluate, classify, predict, estimate, generalize, solve, decide, relate, interpret, simplify).
  - B. Communications (present, demonstrate, persuade, collaborate, explain, defend, recommend).
  - C. Goal setting/attainment (brainstorm, envision, research, plan, organize, persist).
  - D. The quality process (plan, draft, analyze, and revise when producing products).
- 2. Be able to apply business knowledge and skills to a variety of purposes.**
  - A. Be able to support positions in a responsible manner (research, thesis, organize support, recommendations).
  - B. Possess technical skills:
    - read/write/present: instructions, table, chart, progress report, specifications, proposal, letters (complaint, request, application, response, recommendation), manual, form, checklist, resume, brochure, pamphlet, bid, summary
    - technology: word processing, spreadsheet, database, desktop publishing, Internet, search tools, communications

### Course Content

- 3. Possess a working knowledge of legal terms.**
  - A. Know appropriate legal terminology.
  - B. Be able to apply appropriate legal terminology.
- 4. Understand various types of contracts.**
  - A. Know rights and responsibilities of business contracts.
  - B. Know rights and responsibilities of personal contracts.
- 5. Be able to recognize legal rights and responsibilities.**
  - A. Know and be able to apply laws concerning business rights and responsibilities.
  - B. Know and be able to apply laws concerning consumer rights and responsibilities.
  - C. Know how court cases have defined business and consumer rights and responsibilities.
  - D. Know and be able to apply laws concerning marriage, divorce, children, pets.
  - E. Be able to locate information on rights and responsibilities.
- 6. Be able to explain various types of torts and crimes.**
  - A. Know elements of a crime and tort.
  - B. Be able to identify types of crimes and torts.
- 7. Understand the various levels of court systems.**
  - A. Know the federal court system.
  - B. Know the state court system.
- 8. Understand pre-trial and trial procedures.**
  - A. Know civil procedures.
  - B. Know criminal procedures.
- 9. Understand how juveniles are affected by laws.**
  - A. Know who a juvenile is according to criminal and civil law and when a juvenile can be tried as an adult.
  - B. Know about juvenile case hearings and sentences.
- 10. Possess employability skills for personal/business law.**
  - A. Be able to use business equipment appropriately (safely, effectively, efficiently, accurately).
  - B. Possess employability skills:
    - work well with others (contribute to group success, allow others to contribute, resolve own conflicts)
    - productive thinker/worker (short and long-term goals, comfortable with technology, use higher thinking)
    - responsible (follow directions, use time wisely, meet deadlines, responsible without supervision)
    - produce quality work (plan major projects, use quality process, benefit from criticism, persist)
  - C. Be able to present yourself in an employable manner:
    - written communications (resume, letter of application, forms)
    - verbal skills (appearance, interviewing skills)
    - portfolio (projects, products, skills, abilities, technology, experiences, accomplishments, awards)
  - D. Possess career knowledge (types of jobs, job opportunities, benefits, requirements, prerequisite skills).

# Business Standards

## Bookkeeping

### Course Abilities [Apply the following to each content standard.]

#### 1. Develop abilities in business.

- A. Higher thinking (analyze, evaluate, classify, predict, estimate, generalize, solve, decide, relate, interpret, simplify).
- B. Communications (present, demonstrate, persuade, collaborate, explain, defend, recommend).
- C. Goal setting/attainment (brainstorm, envision, research, plan, organize, persist).
- D. The quality process (plan, draft, analyze, and revise when producing products).

#### 2. Be able to apply business knowledge and skills to a variety of purposes.

- A. Be able to support positions in a responsible manner (research, thesis, organize support, recommendations).
- B. Possess technical skills:
  - read/write/present: instructions, table, chart, progress report, specifications, proposal, letters (complaint, request, application, response, recommendation), manual, form, checklist, resume, brochure, pamphlet, bid, summary
  - technology: word processing, spreadsheet, database, desktop publishing, Internet, search tools, communications

### Course Content

#### 3. Possess a working knowledge of general business terms, concepts, and procedures.

- A. Know and be able to apply general business terms, concepts, procedures.
- B. Be able to apply general business terms, concepts, procedures.

#### 4. Be able to manage a business checking account.

- A. Be able to manage incoming and outgoing funds.
- B. Be able to make deposits.
- C. Be able to manage a purchase order system.
- D. Be able to balance a checking account.

#### 5. Be able to manage a payroll.

- A. Be able to calculate gross and net wages (FICA, state, federal, other deductions).
- B. Be able to calculate and know where to send deposits for FICA, state, federal, other deductions.
- C. Be able to manage payroll using a computer.

#### 6. Be able to manage a customer account ledger.

- A. Be able to set up and manage a system for accounts receivable (by hand, by computer).
- B. Be able to justify accounts monthly.
- C. Be able to handle overdue accounts.

#### 7. Understand accounts payable procedures.

- A. Be able to set up a system for accounts payable.
- B. Be able to manage accounts payable using a computer.

#### 8. Be able to perform computations with skill and accuracy.

- A. Be able to complete mathematical computations with skill and accuracy by hand, with calculator, with a computer.
- B. Be able to estimate and judge accuracy of computations.

#### 9. Be able to use a micro-computer to keep business records.

- A. Be able to use a computer spreadsheet to keep business records (payables, receivables, payroll).
- B. Be able to use a database to keep track of customers.
- C. Be able to merge database and word processing files.

#### 10. Possess employability skills for bookkeeping.

- A. Be able to use business equipment appropriately (safely, effectively, efficiently, accurately).
- B. Possess employability skills:
  - work well with others (contribute to group success, allow others to contribute, resolve own conflicts)
  - productive thinker/worker (short and long-term goals, comfortable with technology, use higher thinking)
  - responsible (follow directions, use time wisely, meet deadlines, responsible without supervision)
  - produce quality work (plan major projects, use quality process, benefit from criticism, persist)
- C. Be able to present yourself in an employable manner:
  - written communications (resume, letter of application, forms)
  - verbal skills (appearance, interviewing skills)
  - portfolio (projects, products, skills, abilities, technology, experiences, accomplishments, awards)
- D. Possess career knowledge (types of jobs, job opportunities, benefits, requirements, prerequisite skills).

# Business Standards

## Small Business Management

### Course Abilities [Apply the following to each content standard.]

#### 1. Develop abilities in business.

- A. Higher thinking (analyze, evaluate, classify, predict, estimate, generalize, solve, decide, relate, interpret, simplify).
- B. Communications (present, demonstrate, persuade, collaborate, explain, defend, recommend).
- C. Goal setting/attainment (brainstorm, envision, research, plan, organize, persist).
- D. The quality process (plan, draft, analyze, and revise when producing products).

#### 2. Be able to apply business knowledge and skills to a variety of purposes.

- A. Be able to support positions in a responsible manner (research, thesis, organize support, recommendations).
- B. Possess technical skills:
  - read/write/present: instructions, table, chart, progress report, specifications, proposal, letters (complaint, request, application, response, recommendation), manual, form, checklist, resume, brochure, pamphlet, bid, summary
  - technology: word processing, spreadsheet, database, desktop publishing, Internet, search tools, communications

### Course Content

#### 3. Understand principals of free enterprise, types of business ownership, and requirements.

- A. Know and be able to apply the principles of supply and demand, profit and loss, private and public companies.
- B. Know and be able to compare sole proprietorships, partnerships, corporations.
- C. Be able to identify and manage startup costs, operating expenses, and cash flow.
- D. Be able to identify and manage payroll costs and insurance requirements.

#### 4. Understand how to determine the potential and impact of a business.

- A. Be able to perform a market analysis, analyze the profit potential, and perform a break-even analysis.
- B. Know the environmental, ethical, and social impact of a business.
- C. Be able to identify and manage the regulations which relate to environmental, ethical, and social factors.

#### 5. Understand the legal requirements in opening and maintaining a business.

- A. Know and be able to complete licenses, permits, forms needed to start a business.
- B. Know and be able to apply local, state, federal, and environmental requirements.
- C. Know and be able to apply employer/employee requirements and laws.
- D. Know and be able to apply discrimination laws.
- E. Know and be able to apply worker's compensation laws.

#### 6. Understand bookkeeping requirements.

- A. Know and be able to apply the principles of cost accounting.
- B. Know and be able to apply sales and income tax procedures.
- C. Be able to manage accounts payable and receivable.

#### 7. Be able to apply strategies for succeeding in business.

- A. Know and be able to apply the benefits of projecting a positive image and providing added service to customers.
- B. Know and be able to apply the methods of purchasing and pricing.
- C. Know and be able to apply the methods and strategies for and effects of marketing.

#### 8. Understand computer applications in business management.

- A. Be able to manage payroll, payables and receivables, communications, and a database on a computer.
- B. Know the benefits of using computers in a business and be able to select and use accounting software packages.

#### 9. Possess employability skills for small business management.

- A. Be able to use business equipment appropriately (safely, effectively, efficiently, accurately).
- B. Possess employability skills:
  - work well with others (contribute to group success, allow others to contribute, resolve own conflicts)
  - productive thinker/worker (short and long-term goals, comfortable with technology, use higher thinking)
  - responsible (follow directions, use time wisely, meet deadlines, responsible without supervision)
  - produce quality work (plan major projects, use quality process, benefit from criticism, persist)
- C. Be able to present yourself in an employable manner:
  - written communications (resume, letter of application, forms)
  - verbal skills (appearance, interviewing skills)
  - portfolio (projects, products, skills, abilities, technology, experiences, accomplishments, awards)
- D. Possess career knowledge (types of jobs, job opportunities, benefits, requirements, prerequisite skills).

# Business Standards

## Business Technology

### Course Abilities [Apply the following to each content standard.]

1. **Develop abilities in business.**
  - A. Higher thinking (analyze, evaluate, classify, predict, estimate, generalize, solve, decide, relate, interpret, simplify).
  - B. Communications (present, demonstrate, persuade, collaborate, explain, defend, recommend).
  - C. Goal setting/attainment (brainstorm, envision, research, plan, organize, persist).
  - D. The quality process (plan, draft, analyze, and revise when producing products).
2. **Be able to apply business knowledge and skills to a variety of purposes.**
  - A. Be able to support positions in a responsible manner (research, thesis, organize support, recommendations).
  - B. Possess technical skills:
    - read/write/present: instructions, table, chart, progress report, specifications, proposal, letters (complaint, request, application, response, recommendation), manual, form, checklist, resume, brochure, pamphlet, bid, summary
    - technology: word processing, spreadsheet, database, desktop publishing, Internet, search tools, communications

### Course Content

3. **Be able to continually adapt to new technologies.**
  - A. Be familiar with new concepts in technology.
  - B. Be able to explain how change and progress are certain and why you must be ready to adapt.
  - C. Be able to adapt current skills to new technology.
4. **Be able to use technology to develop basic business writing skills.**
  - A. Be able to use word processing skills to prepare business documents.
  - B. Be able to apply formatting skills (letters, memos, reports, outlines, itineraries, business forms).
  - C. Be able to compose using the writing process (rough drafts, analyze, and revise).
  - D. Be able to apply punctuation and grammar skills and apply spell check, thesaurus, and grammar check features.
5. **Understand records/database management techniques.**
  - A. Be able to create, sort, and generate reports from a database.
  - B. Be able to apply basic alphabetic filing rules.
  - C. Be able to manage records using equipment and technology (components of a filing system and types of media).
6. **Be able to use electronic communications systems.**
  - A. Know and be able to apply telephone communications systems skills.
  - B. Be able to use various electronics communications (fax, voice mail, PBX systems, telecommunications).
  - C. Be able to complete a data search.
7. **Be able to use technology to develop job application materials.**
  - A. Be able to write an application letter using a computer.
  - B. Be able to write a resume on a computer.
8. **Possess employability skills for business technology.**
  - A. Be able to use business equipment appropriately (safely, effectively, efficiently, accurately).
  - B. Possess employability skills:
    - work well with others (contribute to group success, allow others to contribute, resolve own conflicts)
    - productive thinker/worker (short and long-term goals, comfortable with technology, use higher thinking)
    - responsible (follow directions, use time wisely, meet deadlines, responsible without supervision)
    - produce quality work (plan major projects, use quality process, benefit from criticism, persist)
  - C. Be able to present yourself in an employable manner:
    - written communications (resume, letter of application, forms)
    - verbal skills (appearance, interviewing skills)
    - portfolio (projects, products, skills, abilities, technology, experiences, accomplishments, awards)
  - D. Possess career knowledge (types of jobs, job opportunities, benefits, requirements, prerequisite skills).

# Business Standards

## Marketing and Sales Standards

### Course Abilities [Apply the following to each content standard.]

#### 1. Develop abilities in business.

- A. Higher thinking (analyze, evaluate, classify, predict, estimate, generalize, solve, decide, relate, interpret, simplify).
- B. Communications (present, demonstrate, persuade, collaborate, explain, defend, recommend).
- C. Goal setting/attainment (brainstorm, envision, research, plan, organize, persist).
- D. The quality process (plan, draft, analyze, and revise when producing products).

#### 2. Be able to apply business knowledge and skills to a variety of purposes.

- A. Be able to support positions in a responsible manner (research, thesis, organize support, recommendations).
- B. Possess technical skills:
  - read/write/present: instructions, table, chart, progress report, specifications, proposal, letters (complaint, request, application, response, recommendation), manual, form, checklist, resume, brochure, pamphlet, bid, summary
  - technology: word processing, spreadsheet, database, desktop publishing, Internet, search tools, communications

### Course Content

#### 3. Understand the principles of marketing.

- A. Be able to determine the customers for a product.
- B. Know and be able to apply the different types of marketing strategies.
- C. Be able to develop a plan to use different strategies to reach the appropriate customers.
- D. Be able to set up and use a budget for marketing.

#### 4. Be able to sell a product to a customer via a sales presentation using the seven steps of a sale.

- A. Know and be able to apply the seven steps of the sale.
- B. Know and be able to apply the different approaches to selling a product.
- C. Be able to demonstrate a product's features.
- D. Be able to develop a personal philosophy of selling.

#### 5. Understand methods of advertising.

- A. Be able to identify methods of advertising.
- B. Be able to analyze existing advertisement.
- C. Be able to prepare a 30-second radio advertisement.
- D. Be able to prepare newspaper advertisements.
- E. Be able to prepare a billboard and window display.

#### 6. Understand various methods of market research.

- A. Know about magazines related to specific business areas.
- B. Know about the existence and purpose of different research organizations.

#### 7. Understand the role of public relations in business.

- A. Know the benefits of a good location, product recognition, price-point selling.
- B. Know the benefits of company or brand name recognition and solid reputation.

#### 8. Be able to use technology to enhance marketing and sales.

- A. Know and be able to apply computer applications for marketing.
- B. Know and be able to apply computer applications for sales.

#### 9. Be employable.

- A. Be able to use business equipment appropriately (safely, effectively, efficiently, accurately).
- B. Possess employability skills:
  - work well with others (contribute to group success, allow others to contribute, resolve own conflicts)
  - productive thinker/worker (short and long-term goals, comfortable with technology, use higher thinking)
  - responsible (follow directions, use time wisely, meet deadlines, responsible without supervision)
  - produce quality work (plan major projects, use quality process, benefit from criticism, persist)
- C. Be able to present yourself in an employable manner:
  - written communications (resume, letter of application, forms)
  - verbal skills (appearance, interviewing skills)
  - portfolio (projects, products, skills, abilities, technology, experiences, accomplishments, awards)
- D. Possess career knowledge (types of jobs, job opportunities, benefits, requirements, prerequisite skills).

# Business Standards

## Diversified Occupational Experience

### Course Abilities [Apply the following to each content standard.]

1. **Develop abilities in business.**
  - A. Higher thinking (analyze, evaluate, classify, predict, estimate, generalize, solve, decide, relate, interpret, simplify).
  - B. Communications (present, demonstrate, persuade, collaborate, explain, defend, recommend).
  - C. Goal setting/attainment (brainstorm, envision, research, plan, organize, persist).
  - D. The quality process (plan, draft, analyze, and revise when producing products).
2. **Be able to apply business knowledge and skills to a variety of purposes.**
  - A. Be able to support positions in a responsible manner (research, thesis, organize support, recommendations).
  - B. Possess technical skills:
    - read/write/present: instructions, table, chart, progress report, specifications, proposal, letters (complaint, request, application, response, recommendation), manual, form, checklist, resume, brochure, pamphlet, bid, summary
    - technology: word processing, spreadsheet, database, desktop publishing, Internet, search tools, communications

### Course Content

3. **Be employable.**
  - A. Be able to use business equipment appropriately (safely, effectively, efficiently, accurately).
  - B. Possess employability skills:
    - work well with others (contribute to group success, allow others to contribute, resolve own conflicts)
    - productive thinker/worker (short and long-term goals, comfortable with technology, use higher thinking)
    - responsible (follow directions, use time wisely, meet deadlines, responsible without supervision)
    - produce quality work (plan major projects, use quality process, benefit from criticism, persist)
  - C. Be able to present yourself in an employable manner:
    - written communications (resume, letter of application, forms)
    - verbal skills (appearance, interviewing skills)
    - portfolio (projects, products, skills, abilities, technology, experiences, accomplishments, awards)
  - D. Possess career knowledge (types of jobs, job opportunities, benefits, requirements, prerequisite skills).
4. **Possess actual work experience.**
  - A. Be able to meet the expectations of an employer (punctuality, dress, behavior, performance).
  - B. Be able to interview for work, especially stating willingness to meet expectations.
  - C. Be able to analyze own performance on basis of job expectations.
5. **Understand marketing operations and functions.**
  - A. Be able to determine appropriate audience for products.
  - B. Know different methods of advertising.
  - C. Be able to find others who can provide quality marketing products.
  - D. Be able to develop a cost-effective marketing campaign.
6. **Understand management functions and styles.**
  - A. Know the roles of management (duties, functions, daily routine).
  - B. Know the responsibilities of management (leadership, accountability, quality).
  - C. Know different styles of management (autocratic, democratic, participatory).
7. **Be able to use business and consumer math.**
  - A. Be able to calculate business-related math (margin, markup, percent).
  - B. Be able to set up and manage a budget.
  - C. Be able to set and manage a break-even analysis (by hand, on a computer spreadsheet).
8. **Understand the operations of the American free enterprise system.**
  - A. Know and be able to apply the principles of supply and demand.
  - B. Know and be able to apply the principles of profit and loss (margin, break-even, volume, overhead).
  - C. Know about private and public companies.
9. **Understand the use of the computer in business management.**
  - A. Be able to use a word processor to communicate.
  - B. Be able to set up and use a database, including merging with word processing.
  - C. Know and be able to apply computer applications for inventory management.
  - D. Know and be able to apply computer applications for payables and receivables.