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.
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
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Course Content

   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.

   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.

   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).
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.

   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)
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   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.

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

1. Develop abilities in business.
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   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.

   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.