

Name _____ ID _____
 Instructor _____ School Year _____
 Enrollment Date _____ Completion Date _____ Credits Completed _____
I certify that the student received the training in the area indicated.
 Student Signature : _____ Date _____
 Instructor Signature: _____ Date _____

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

RATING SCALE:3: Skilled, works independently; 2: Competent, may need assistance; 1: Received instruction, skill undeveloped; 0: No exposure, instruction or training. Measured competencies listed should be seen as minimums.

Competencies reflect standards from National Career Clusters, National Business Education Association and The Council for Economic Education.

Topic 1 Academic Foundations Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.

Benchmark 1.01 Examine and employ business and economic principles and concepts in making informed business decisions to continue business operations.

		Competencies	Sample Indicators								
	1.01.01	Analyze fundamental economic concepts necessary for employment in business.	Distinguish between economic goods and services	3	2	1	0				
			Explain the concept of economic resources								
			Describe the concepts of economics and economic activities								
			Determine economic utilities created by business activities								
			Explain the principles of supply and demand								
	1.01.02	Describe the nature of business and its contribution to society.	Describe the functions of prices in markets								
			Explain the role of business in society					3	2	1	0
			Describe types of business activities								
			Explain the organizational design of businesses								
			Discuss the global environment in which businesses operate								
	Describe factors that affect the business environment										
	1.01.03	Recognize how economic systems influence environments in which businesses function.	Explain how organizations adapt to today's markets								
Explain the types of economic systems			3					2	1	0	
Explain the concept of private enterprise											
Identify factors affecting a business's profit											
Determine factors affecting business risk											
Explain the concept of competition											
1.01.04	Analyze cost/profit relationships to guide business decision-making.	Describe market structures									
		Explain the concept of productivity					3	2	1	0	
		Analyze impact of specialization/division of labor on productivity									
		Explain the concept of organized labor and business									
		Explain the impact of the law of diminishing returns									
Describe the concept of economies of scale											

Benchmark		1.02 Examine the history of business both in the United States and other international markets.	
		<i>Competencies</i>	<i>Sample Indicators</i>
	1.02.01	Describe the purpose and origin of business within the United States.	Discuss the various commodities of trade within the US history
			Explain the origins of Wall Street
			Describe the evolution in consumer awareness and buyer relationships
			Explain the concept of Gross Domestic Product and its development within the United States
	1.02.02	Analyze the history and importance of trade within a global marketplace.	Difference between imports and exports
			Role of cultures and political systems on the global trade
			Explain the currency exchanges and how the value fluctuates
Topic	2	Communications	Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.
Benchmark		2.1 Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication in the workplace.	
		<i>Competencies</i>	<i>Sample Indicators</i>
	2.1.1	Apply verbal skills when obtaining and conveying information.	Participate in group discussions
			Demonstrate open listening when cultivating relationships
			Share thoughts respectfully while being direct
Benchmark		2.2 Use correct grammar, punctuation and terminology to write and edit documents.	
		<i>Competencies</i>	<i>Sample Indicators</i>
	2.2.1	Compose internal and external multi-paragraph documents clearly, succinctly, and accurately to convey and obtain information effectively.	Prepare simple written correspondence (e.g. cover letters, memorandums, resumes)
			Identify the elements of effective written communications
			Use appropriate etiquette in written communications
			Write analytical reports (i.e., reports that examine a problem/issue and recommend an action)
			Write research reports
Benchmark		2.3 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.	
		<i>Competencies</i>	<i>Sample Indicators</i>
	2.3.1	Prepare oral presentations to provide information for specific purposes and audiences.	Organize information effectively
			Select and use appropriate graphic aids
			Make oral presentations

Topic		3 Ethics and Legal Responsibilities		Know and understand the importance of professional ethics and legal responsibilities.			
Benchmark		3.1 Describe business's responsibility to know and abide by laws and regulations that affect business operations.					
		Competencies	Sample Indicators				
	3.1.1	Describe the nature of legally binding business contracts.	Identify the basic torts relating to business enterprises	3	2	1	0
			Describe the nature of legally binding contracts				
			Understand the civil foundations of the legal environment of business to demonstrate knowledge of contracts				
	3.1.2	Identify regulatory agencies and regulatory legislation.	Describe the nature of legal procedure	3	2	1	0
			Discuss the nature of debtor-creditor relationships				
			Explain the nature of agency relationships				
			Discuss the nature of environmental law				
			Discuss the role of administrative law				
	3.1.3	Identify types of business ownership.	Explain types of business ownership	3	2	1	0
			Select form of business ownership				
Topic		4 Technical Skills		Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.			
Benchmark		4.1 Create, communicate, and deliver value to customers while managing customer relationships.					
		Competencies	Sample Indicators				
	4.1.1	Perform customer service activities to support customer relationships and encourage repeat business.	Explain a customer-service mindset	3	2	1	0
			Respond to customer inquiries and complaints				
			Interpret business policies to customers/clients				
			Understands the techniques and strategies used to foster positive-ongoing relationships with customers				
	4.1.2	Utilize technology to facilitate customer relationship management.	Understand the nature of customer relationship management	3	2	1	0

Topic		5 Emotional Intelligence					
Benchmark		5.1 Employ and manage techniques, strategies, and systems used by management to foster self-understanding and enhance business relationships.					
		Competencies	Sample Indicators				
	5.1.1	Demonstrate managerial and business ethics.	Discuss ethics, responsibility, honesty, integrity, and work habits	3	2	1	0
	5.1.2	Develop personal traits and behaviors to foster career advancement.	Identify desirable personality traits important to business	3	2	1	0
			Exhibit a positive attitude				
			Exhibit self-confidence				
			Demonstrate interest and enthusiasm				
			Demonstrate initiative				
			Foster positive working relationships				
			Participate as a team member				
			Explain the nature of effective communications				
Topic		6 Entrepreneurship					
Benchmark		6.1 Assess entrepreneurship/small-business management-career information to enhance opportunities for career success.					
		Competencies	Sample Indicators				
	6.1.1	Analyze entrepreneur careers to determine careers of interest.	Discuss entrepreneurial discovery processes	3	2	1	0
			Describe entrepreneurial planning considerations				
			Explain the need for entrepreneurial discovery				
			Assess global trends and opportunities for business ventures				
	6.1.2	Compare individual's abilities, interests, and attitudes with those associated with entrepreneurial success to determine the match between the two.	Analyze desired lifestyle associated with entrepreneurship	3	2	1	0
			Discern between desired benefits and those associated with entrepreneurship				
			Research current business issues and entrepreneurs (e.g., Donald Trump, Martha Stewart, Mark Zuckerberg, Magic Johnson, etc.)				
			Contrast personal characteristics with those associated with entrepreneurial success				
			Examine similarities and differences between personal educational goals and educational requirements for entrepreneurship				

Topic		7		Financial Analysis								
Benchmark		7.1		Understand how to maintain, monitor, plan, and control the use of financial resources to protect an entrepreneur and business's fiscal well-being.								
		<i>Competencies</i>		<i>Sample Indicators</i>								
		7.1.1		Analyze how proper management of personal finance relates with maintaining business financial efficiency.	Explain forms of financial exchange			3	2	1	0	
					Manage personal finances to achieve financial goals with savings and investing							
					Identify a business's risks							
					Explain the time value of money							
					Explain the purposes and importance of credit							
		7.1.2		Define the accounting equation and how accounting can assist in maintaining financial solvency.	Interpret cash-flow statements			3	2	1	0	
					Monitor business's profitability							
					Develop personal budget							
					Properly maintain a personal financial account (e.g., savings, checking, etc.)							
					Interpret a pay stub							
					Read and reconcile bank statements							
					Maintain financial records							
					Describe sources of income (e.g., wages/salaries, interest, rent, dividends, transfer payments, etc.)							
EssentialTopic		8		Information Technology Applications				Use information technology tools specific to the career cluster to access, manage, integrate, and create information.				
Benchmark		8.1		Employ technological tools to expedite workflow.								
				<i>Competencies</i>		<i>Sample Indicators</i>						
		8.1.1		Use information technology tools to manage and perform work responsibilities.		Assess information needs			3	2	1	0
						Use information literacy skills to increase workplace efficiency and effectiveness						
						Identify ways that technology impacts business						
						Explain the role of information systems						
Benchmark		8.2		Operate writing and publishing applications to prepare business communications.								
				<i>Competencies</i>		<i>Sample Indicators</i>						
		8.2.1		Prepare simple documents and other business communications.		Demonstrate basic research skills			3	2	1	0
						Evaluate quality and source of information						

Topic		9 Marketing					
Benchmark		9.1 Manage marketing activities to facilitate business development and growth.					
		Competencies	Sample Indicators				
	9.1.1	Understand marketing's role and function in business to facilitate economic exchanges with customers.	Plan product mix	3	2	1	0
			Determine services to provide customers				
			Explain the role of customer service in positioning/image				
			Analyze factors that contribute to business success				
			Develop strategies to position product/business				
			Acquire foundational knowledge of customer, client, and business behavior to understand what motivates decision-making				
	9.1.2	Explain marketing and its importance in global economy.	Identify considerations in implementing international marketing strategies	3	2	1	0
	9.1.3	Describe marketing functions and related activities.	Identify elements of the marketing mix	3	2	1	0
Topic		10 Employability and Career Development		Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.			
Benchmark		10.01 Explore, obtain, and develop strategies for ensuring a successful business career.					
		Competencies	Sample Indicators				
	10.01.01	Develop personal traits and behaviors to foster career advancement.	Discuss appropriate personal appearance	3	2	1	0
			Explain the importance of having a vision through properly setting personal short, mid and long-term goals.				
			Conduct mock interviews using local business representatives as interviewers				
			Use time-management skills				
	10.01.02	Identify the impact business has on local communities.	Invite guest speakers from represented modules (e.g., accountant, banker, marketer, etc.) to speak with students	3	2	1	0
			Tour a large business in the local community				
			Tour a small business in the local business				
Benchmark		10.02 Demonstrate skills related to seeking and applying for employment to find and obtain a desired job.					
		Competencies	Sample Indicators				
	10.02.01	List the standards and qualifications that must be met in order for entering a business career.	Explore Kansas Career Pipeline	3	2	1	0
			Prepare a resume				
			Prepare a letter of application				
			Complete an employment application				
			Interview for employment				
	10.02.02	Utilize critical thinking and decision-making skills to exhibit qualifications to a potential employer.	Demonstrate problem-solving skills	3	2	1	0
			Obtain needed information efficiently				
			Evaluate quality and source of information				
			Apply information to accomplish a task				