

## Kentucky Occupational Skill Standards List

### 2001 Administrative Support Services

<b>AA</b>		<b>APPLY MATH AND FINANCIAL SKILLS</b>
AA	001	Add, subtract, multiply, and divide with the use of calculator
AA	002	Add, subtract, multiply, and divide without the use of a calculator
AA	003	Balance cash and receipts
AA	004	Balance bank statements with checkbook
AA	005	Maintain accounting journal
<b>AB</b>		<b>DEMONSTRATE EFFECTIVE WRITTEN SKILLS</b>
AB	001	Prepare correspondence (e.g., memo, business letter, and electronic mail)
AB	002	Compose written documents
AB	004	Use correct terminology
AB	005	Use correct spelling, punctuation, and grammar
AB	006	Write with accuracy, brevity, and clarity
AB	007	Proofread for all content, format, and keying errors
AB	008	Transcribe notes from written and/or recorded formats
<b>EA</b>		<b>EXHIBIT WORKPLACE SKILLS</b>
EA	001	Demonstrate consistent punctuality
EA	002	Document regular attendance
EA	003	Demonstrate enthusiasm and confidence about work and learning new skills
EA	004	Demonstrate appropriate dress and hygiene for successful employment
EA	005	Demonstrate ability to act in a polite and respectful way towards co-workers
EA	006	Demonstrate the ability to complete tasks on time and accurately
EA	007	Demonstrate the ability to make career decisions
EA	008	Prepare a resume and letter of application
EA	009	Complete an application for employment
EA	010	Participate in an employment interview
EA	011	Follow directions and procedures
EA	012	Accept constructive criticism
EA	013	Work with minimal supervision
<b>EB</b>		<b>UNDERSTAND WORKFORCE ISSUES</b>
EB	001	Recognize the difference between a team environment and a conventional workplace
EB	002	Identify the characteristics of a diverse workforce
EB	003	Identify ethical characteristics and behaviors
EB	004	Differentiate between good and poor business ethics
EB	005	Match employee responsibilities to employer expectations
EB	006	Define discrimination, harassment, and equity
EB	007	Demonstrate non-discriminatory behavior
EB	008	Maintain confidentiality and sensitivity of company information
<b>EC</b>		<b>USE PROBLEM SOLVING TECHNIQUES</b>
EC	001	Identify problems.
EC	002	Identify opportunities for applying problem-solving techniques.
EC	003	Use ideas and procedures to communicate, reason, and solve problems.
EC	004	Apply a system of problem solving and implement solutions.
<b>OA</b>		<b>PERFORM ADMINISTRATIVE SUPPORT FUNCTIONS</b>
OA	001	Prepare agenda and compile materials for meetings
OA	002	Develop a plan for organizing one's own work
OA	003	Coordinate and prioritize one's own work
OA	004	Gather and compile data for supervisor
OA	005	Demonstrate the ability to maintain supervisor's appointment calendar
OA	006	Operate office equipment
OA	007	Order and maintain inventory of supplies
OA	009	Maintain confidential material

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OA	010	Maintain current technical knowledge
OA	011	Communicate with liaisons outside the company
OA	012	Participate in task forces
OA	013	Prepare materials for copying
OA	014	Obtain document notarization
OA	015	Process packages
OA	016	Process mail
OA	017	Utilize courier services
OA	018	Distribute materials
OA	019	Access / utilize information
OA	020	Direct inquiries
OA	021	Maintain filing system
OA	022	Maintain reference library
OA	023	Maintain secure filing system
OA	024	Set up personal record management system
OA	025	Maintain employee emergency contact information
OA	031	Demonstrate an understanding of proper office procedures
OA	032	Identify policy and procedure for purging records and/or files
<b>OB</b>		<b>DEMONSTRATE COMMUNICATION AND TELECOMMUNICATION SKILLS</b>
OB	001	Prepare oral presentations
OB	003	Handle routine telephone communications
OB	004	Receive visitors and clients
OB	005	Prepare electronic mail using appropriate etiquette
OB	007	Retrieve and process voice mail messages
OB	008	Process fax documents
OB	009	Maintain telephone numbers and addresses
OB	010	Process, file, and archive electronic mail
OB	011	Create and maintain electronic distribution lists
<b>OC</b>		<b>APPLY MATH AND FINANCIAL SKILLS</b>
OC	001	Process invoices for payment
OC	002	Prepare bank deposits
OC	003	Prepare purchase requisitions
OC	004	Complete travel vouchers
OC	005	Document and process receipt of payment
<b>OE</b>		<b>UNDERSTAND AND PERFORM REPROGRAPHIC PROCEDURES</b>
OE	001	Photocopy a document using multiple features (e.g., collating, stapling, simplexing, duplexing) of a copier
OE	002	Decide on the best process for reproducing printed materials
<b>OF</b>		<b>DEMONSTRATE COMPUTER SKILLS</b>
OF	001	Prepare and print documents in appropriate software
OF	002	Insert a graphic
OF	003	Design a table
OF	005	Complete preprinted and electronic forms
OF	007	Scan data or graphics for document use
OF	008	Revise existing documents
OF	009	Access the Help function
OF	010	Locate and retrieve data from various sources (e.g., local drive, network drives, and Internet)
OF	011	Develop, revise, and create queries and reports using database software
OF	012	Prepare mail merge
OF	013	Create and organize electronic files using folders and subfolders
OF	014	Create high-quality visual aids
OF	015	Match software to work on hand

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OF	016	Locate and use templates
OF	017	Prepare spreadsheets including appropriate formulas, headings, and formatting
OF	020	Design and create desktop-publishing documents
OF	021	Create charts and graphs
OF	026	Maintain operating system integrity (e.g., virus scan, defragmentation, and updates)
OF	030	Demonstrate appropriate Internet use
OF	031	Print spreadsheets and/or formulas using appropriate page setup (e.g., orientation, scaling, margins, headers/footers, print area and gridlines)

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<b>AA</b>		<b>UNDERSTAND AND UTILIZE INFORMATION TECHNOLOGY TOOLS TO MANAGE AND PERFORM WORK RESPONSIBILITIES</b>
AA	001	Demonstrate word-processing skills
AA	002	Demonstrate presentation software skills
AA	003	Demonstrate database skills
AA	004	Demonstrate spreadsheet skills
AA	005	Demonstrate the use of the Internet as a research tool
<b>AB</b>		<b>APPLY CONCEPTS AND STRATEGIES NEEDED TO INTERACT EFFECTIVELY WITH OTHERS</b>
AB	002	Use proper grammar and vocabulary in oral and written communications
AB	003	Explain the nature of effective verbal/nonverbal communications
AB	004	Understand the importance of persuading others
AB	005	Make oral presentations in a business setting
AB	009	Write inquiries (e.g., business letters, memos)
AB	011	Prepare written reports such as proposals, promotional plans or business plans
AB	012	Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones)
<b>AC</b>		<b>UNDERSTAND THE ECONOMIC PRINCIPLES AND CONCEPTS FUNDAMENTAL TO MARKETING</b>
AC	001	Distinguish between economic goods and services
AC	002	Explain the concepts of economic resources ( e.g., land, labor, capital, and entrepreneurship)
AC	003	Describe the concepts of economics and economic activities
AC	004	Determine forms of economic utility (e.g., time, place, possession) created by marketing activities
AC	005	Explain the principles of supply and demand
AC	006	Describe the concept of price
AC	007	Explain the types of economic systems (e.g., capitalism, socialism, communism)
AC	008	Determine the role (e.g., regulator, provider of services, competitor, and supporter) of government in business
AC	009	Explain the concept of private enterprise
AC	010	Identify factors (e.g., economics, human, nature) effecting a business's profit
AC	011	Determine factors affecting business risk
AC	012	Explain the concept of competition
AC	013	Explain the concept of productivity
AC	017	Explain measures used to analyze economic conditions (e.g., gross domestic product, inflation, employment rate)
<b>AD</b>		<b>APPLY CONCEPTS AND STRATEGIES NEEDED FOR CAREER EXPLORATION, DEVELOPMENT, AND GROWTH</b>
AD	001	Complete a job application
AD	002	Demonstrate interview skills
AD	003	Write a follow-up letter after job interviews
AD	004	Write a letter of application and/or cover letter
AD	005	Prepare an employment portfolio including resume, letters of reference, and examples of work
<b>AE</b>		<b>APPLY MATH SKILLS NEEDED IN A BUSINESS ENVIRONMENT</b>
AE	001	Utilize mathematic skills to solve business calculations (e.g., mark-up, markdown, discounts)
AE	002	Demonstrate math skills used ins ales transactions (e.g., sales tax, extensions, exchanges)
<b>EA</b>		<b>UNDERSTAND THE TECHNIQUES, STRATEGIES, AND SYSTEMS USED TO FOSTER SELF-UNDERSTANDING AND ENHANCE RELATIONSHIPS WITH OTHERS</b>
EA	001	Apply effective listening skills
EA	002	Address people properly

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EA	003	Follow directions
EA	004	Respect the privacy of others
EA	005	Demonstrate ethical work habits
EA	006	Treat others fairly at work
EA	007	Develop cultural sensitivity
EA	008	Foster positive working relationships
EA	009	Implement team working techniques to accomplish goals
EA	010	Show empathy for others
EA	011	Use appropriate assertiveness
EA	012	Demonstrate critical thinking and problem-solving skills
<b>EB</b>		<b>APPLY CONCEPTS, TOOLS AND STRATEGIES USED TO EXPLORE, OBTAIN AND DEVELOP A MARKETING CAREER</b>
EB	001	Identify desirable personality traits important to business
EB	002	Demonstrate appropriate workplace appearance
EB	003	Demonstrate a positive attitude
EB	004	Demonstrate interest and enthusiasm
EB	005	Demonstrate responsible behavior
EB	006	Demonstrate honesty and integrity
EB	007	Identify techniques for eliminating biases and stereotypes
EB	008	Demonstrate individual work habits (e.g., respect, confidentiality, punctuality)
EB	009	Follow workplace policy/ guidelines
EB	010	Demonstrate initiative regarding job responsibilities
EB	011	Demonstrate self-control
EB	012	Demonstrate appropriate creativity
EB	013	Identify personal interests and skills for success in marketing and business
EB	014	Explain the concept of self-esteem
EB	015	Use feedback(e.g., constructive criticism, evaluations) for personal growth
EB	016	Adapt to change in the workplace
EB	017	Demonstrate appropriate decision making skills
EB	018	Utilize goal setting techniques
EB	019	Describe appropriate time management techniques and their application in the workplace
EB	020	Analyze employer expectations in the business environment
EB	021	Identify the rights of workers (e.g., child labor laws, equal opportunity law)
EB	022	Identify sources of career information
EB	023	Identify occupational interests as it related to an individual's values, aptitude and abilities
EB	024	Identify employment opportunities in retail
EB	025	Utilize job-search strategies
EB	026	Explain the need for ongoing education as an employee
EB	027	Describe techniques for obtaining work experience (e.g., volunteer activities, internships, co-op)
EB	028	Explain possible advancement opportunities in the workplace
EB	029	Identify skills needed to enhance career advancement
EB	030	Utilize resources that contribute to professional development (e.g., trade journals/periodicals, professional trade organizations, classes/seminars, trade shows, mentors)
EB	031	Use networking techniques to identify employment opportunities
<b>OA</b>		<b>INITIATE CUSTOMER CONTACT</b>
OA	001	Determine customer needs by listening and asking questions
OA	002	Make shopping experience enjoyable for customer

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OA	003	Give customer appropriate greeting
OA	004	Direct customer to additional services such as special orders, online services, and customer service centers
OA	005	Refer customer to another department/store
<b>OB</b>		<b>BUILD CUSTOMER SERVICE RELATIONS</b>
OB	001	Follow through on commitments made to customers
OB	002	Respond to personal needs of customers
OB	003	Honor manufacturers' warranties/guarantees
OB	004	Adhere to company return policy
OB	005	Handle customer complaints
OB	006	Balance responsive phone service with in-store service
OB	007	Obtain and Maintain customer information
OB	008	Identify customer follow-up techniques
OB	009	Identify the purpose of using personalized business cards
OB	010	Explain the purpose of special orders
<b>OC</b>		<b>DETERMINE CUSTOMER NEEDS</b>
OC	001	Listen and ask open-ended questions
OC	002	Acquire and apply product knowledge
OC	004	Handle customer objections (e.g., boomerang, superior point, demonstration)
OC	005	Identify appropriate product to meet customer's needs and wants
<b>OD</b>		<b>APPLY TECHNIQUES USED TO INCREASE SALES</b>
OD	001	Provide quality customer service
OD	003	Identify the impact of advertising & promotions on sales
OD	005	Handle customer returns; transform into new sales
OD	006	Initiate/create special promotions
OD	007	Convert phone calls into sales
OD	008	Encourage customer to open credit accounts and purchase gift certificates
<b>OE</b>		<b>APPLY TECHNIQUES TO CLOSE THE SALE</b>
OE	001	Assist customer in making purchase decision
OE	002	Handle transactions and related paperwork
OE	003	Inform customer of return/exchange policy
OE	004	Open, maintain, and close cash register
OE	005	Package merchandise properly
OE	006	Assure that shipping/mailings/deliveries are handled properly
<b>OF</b>		<b>DEMONSTRATE APPROPRIATE STOCKHANDLING AND INVENTORY CONTROL</b>
OF	001	Check in merchandise against paperwork
OF	002	Assure accurate pricing on merchandise
OF	003	Review stock and re-stock as appropriate
OF	004	Locate merchandise through inventory system
OF	005	Participate in periodic inventory process (i.e., physical or perpetual)
<b>OG</b>		<b>DEMONSTRATE APPROPRIATE INVENTORY MANAGEMENT</b>
OG	001	Prepare returned merchandise for resale
OG	002	Return inventory to manufacturer/vendor
OG	003	Initiate and/or respond to requests for merchandise transfer
OG	004	Identify damaged items and handle appropriately
<b>OH</b>		<b>MAINTAIN STOCK, SELLING, AND CUSTOMER SERVICE AREA</b>
OH	001	Organize and maintain stock and supplies

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OH	002	Organize stockroom and storage areas
OH	003	Clean selling and customer services areas
OH	004	Report need for repairs or replacement
<b>OI</b>		<b>MAINTAIN PRODUCT PRESENTATION AND DISPLAYS</b>
OI	001	Organize and display merchandise effectively
OI	002	Relay feedback from customers on the effectiveness of displays
OI	003	Maintain displays following company display guidelines
OI	004	Apply proper techniques when dismantling displays
<b>OJ</b>		<b>IDENTIFY AND PREVENT LOSS</b>
OJ	001	Alert customer to your presence/availability
OJ	002	Attach and remove security devices
OJ	003	Account for items after customer use of dressing rooms
OJ	004	Report stock shrinkages
OJ	005	Report security violations (e.g., shoplifting, pilferage, fraud)
OJ	007	Alert sales associates to suspicious customers
<b>OK</b>		<b>FOLLOW SAFETY PROCEDURES</b>
OK	001	Identify and report safety problems in the department/store
OK	002	Follow safety and emergency procedures
OK	003	Maintain accurate safety/accident records
<b>OL</b>		<b>SUPPORT CO-WORKERS</b>
OL	001	Share ideas and information about selling, marketing, products, customers, feedback and loss control
OL	002	Attend store meetings and major events
OL	003	Assist/turnover sale to co-worker to better serve customer and company
OL	004	Assist with training and orientation of new employees
OL	005	Work out schedule conflicts with co-workers
<b>OM</b>		<b>CREATE COMPETATIVE ADVANTAGE</b>
OM	001	Research the competition (products, prices, and services)

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<b>AA</b>		<b>APPLY MATH SKILLS</b>
AA	001	Sort and count currency and coins by denominations.
AA	002	Add, subtract, multiply, divide.
AA	003	Calculate percentages and rates.
AA	004	Compute simple and compound interest.
<b>AB</b>		<b>DEMONSTRATE LISTENING, ORAL, AND WRITTEN COMMUNICATION SKILLS</b>
AB	001	Demonstrate listening skills.
AB	002	Follow oral/written instructions.
AB	003	Use correct spelling, punctuation, and grammar.
<b>AC</b>		<b>USE PROBLEM SOLVING TECHNIQUES</b>
AC	001	Identify problems.
AC	002	Identify opportunities for applying problem-solving techniques.
AC	003	Use ideas and procedures to communicate, reason, and solve problems.
AC	004	Apply a system of problem solving and implement solutions.
<b>AD</b>		<b>APPLY GENERALLY ACCEPTED ACCOUNTING PRINCIPLES</b>
AD	001	Understand and apply the accounting equation.
AD	002	Define general accounting terms.
AD	003	Document and reconcile results of math calculations.
AD	004	Apply the concepts of maintaining a checkbook and reconciling a bank statement.
AD	005	Identify the components of a negotiable instrument.
<b>AE</b>		<b>POSSESS KNOWLEDGE OF BANK PRODUCTS AND SERVICES</b>
AE	001	Define credit and credit terms.
AE	002	Complete credit forms and applications.
AE	003	Possess general knowledge of the following: <ul style="list-style-type: none"> <li>A. Checking</li> <li>B. Savings</li> <li>C. Loans</li> <li>D. Certificates of Deposit</li> <li>E. Investments</li> <li>F. IRAs</li> <li>G. Customer Services</li> <li>H. Trust Services</li> <li>I. ATMs</li> <li>J. Credit/Debit Cards</li> </ul>
AE	004	Understand the Federal Reserve System.
AE	005	Understand the role of FDIC.
AE	006	Describe the check clearing system.
<b>AF</b>		<b>DISCUSS FINANCIAL SERVICE CAREERS</b>
AF	001	Define entry-level banking positions.
AF	002	Identify applicable skills for positions.
AF	003	Identify training needs for positions.
AF	004	Recognize organizational structure.
<b>EA</b>		<b>UNDERSTAND INTERPERSONAL RELATIONSHIPS</b>
EA	001	Match employee responsibilities to employer expectations.
EA	002	Define discrimination, harassment, and equity.
EA	003	Exhibit non-discriminatory behavior.
EA	004	Maintain confidentiality and sensitivity of company information.

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EA	005	Identify possible actions that may lead to customer dissatisfaction.
EA	006	Identify the relationship between customer satisfaction and company success.
EA	007	Interpret, clarify, and follow directions.
EA	008	Communicate with internal and external customers.
<b>EB</b>		<b>EXHIBIT WORK ETHIC</b>
EB	001	Implement responsibility of job position including exhibiting dependability and meeting organizationally defined expectations.
EB	002	Assume responsibility for productivity, decisions, and actions.
EB	003	Display enthusiasm and confidence about work and learning tasks.
EB	004	Dress appropriately and maintain personal hygiene.
EB	005	Act in a polite and respectful way towards co-workers.
EB	006	Complete tasks in an accurate and timely manner.
EB	007	Adhere to established company rules, regulations, and policies.
EB	008	Accept constructive criticism.
EB	009	Work with minimal supervision.
EB	010	Identify and practice good ethical behavior.
EB	011	Differentiate between good and poor business ethics.
EB	012	Explain the importance of a business' reputation.
EB	013	Exhibit ability to handle stress.
<b>EC</b>		<b>DEMONSTRATE EFFECTIVE TEAM SKILLS</b>
EC	001	Recognize the difference between a team-oriented workplace and a conventional workplace.
EC	002	Identify the characteristics of a diverse workplace.
EC	003	Understand team concepts.
EC	004	Identify various group processes and components of group dynamics.
EC	005	Apply facilitation skills in a group setting.
<b>OA</b>		<b>EXHIBIT KEYBOARDING/DATA ENTRY SKILLS</b>
OA	001	Demonstrate proficient speed and accuracy in use of numeric keypad.
OA	002	Demonstrate proficient speed and accuracy in use of keyboard.
OA	003	Establish a good habit of proofreading.
<b>OB</b>		<b>UTILIZE SOFTWARE APPLICATIONS</b>
OB	001	Produce documents integrating current word processing, database, and spreadsheet files.
OB	002	Create worksheets using spreadsheet commands, functions, and formulas.
OB	003	Understand or utilize electronic mail services.
<b>OC</b>		<b>PERFORM CLERICAL DUTIES</b>
OC	001	Maintain a calendar of appointments.
OC	002	Maintain customer/client files.
OC	003	Process, sort, and distribute postal and inter-office mail.
OC	004	Distribute literature to customers and prospects.
OC	005	Use reference tools.
OC	006	Prepare agenda for a meeting.
OC	007	Demonstrate proper telephone etiquette.
OC	008	Use proper etiquette when greeting customers and co-workers.
<b>OD</b>		<b>DEMONSTRATE TIME MANAGEMENT SKILLS</b>
OD	001	Schedule and follow work priorities.
OD	002	Organize workstation and space.
OD	003	Order and maintain inventory of forms and supplies.
OD	004	Assist others in performing tasks.
OD	005	Work with budgetary constraints.
OD	006	Practice time management skills.

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<b>OE</b>		<b>DEMONSTRATE MARKETING SKILLS</b>
OE	001	Develop and utilize cross-selling skills.
OE	002	Utilize resources available to answer customer questions in person or by telephone.
OE	003	Greet and assist customers.
OE	004	Outline and deliver an oral presentation.
<b>OF</b>		<b>PRACTICE SAFETY AND SECURITY PROCEDURES</b>
OF	001	Know the importance of securing cash and cash items.
OF	002	Identify valid currency.
OF	003	Recognize potential risk customers.
OF	004	Be attentive and aware of your surroundings.
OF	005	Understand the importance of audits and regulations.
<b>OG</b>		<b>PERFORM BANKING OPERATIONS</b>
OG	001	Open, close, and reconcile teller stations.
OG	002	Understand debits and credits.
OG	003	Verify cash transactions.
OG	004	Provide customers with their account information.
OG	005	Reconcile accounts with statements.
OG	006	Verify interest on accounts.
OG	007	Prepare customer deposit slips.
OG	008	Prepare cash in and cash out tickets.
OG	009	Process cash and checks for deposit.
OG	010	Process check with cash return for deposit.
OG	011	Recognize negotiable instruments.
OG	012	Process savings withdrawal.
OG	013	Receive loan application.
OG	014	Process loan requests.
OG	015	Accept loan payments.
OG	016	Understand the loan collection process.

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<b>AA</b>		<b>UNDERSTAND AND UTILIZE INFORMATION TECHNOLOGY TOOLS TO MANAGE AND PERFORM WORK RESPONSIBILITIES</b>
AA	001	Demonstrate basic word-processing skills
AA	002	Demonstrate basic presentation software skills
AA	003	Demonstrate basic database skills
AA	004	Demonstrate basic spreadsheet skills
AA	005	Demonstrate the use of the Internet as a research tool
<b>AB</b>		<b>APPLY CONCEPTS AND STRATEGIES NEEDED TO INTERACT EFFECTIVELY WITH OTHERS</b>
AB	002	Use proper grammar and vocabulary in oral and written communications
AB	003	Explain the nature of effective verbal/nonverbal communications
AB	004	Understand the importance of persuading others
AB	005	Make oral presentations in a business setting
AB	009	Write inquiries (e.g., business letters, memos)
AB	011	Prepare written reports such as proposals, promotional plans or business plans
AB	012	Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones)
<b>AC</b>		<b>UNDERSTAND THE ECONOMIC PRINCIPLES AND CONCEPTS FUNDAMENTAL TO MARKETING</b>
AC	001	Distinguish between economic goods and services
AC	002	Explain the concept of economic resources (e.g., land, labor, capital, and entrepreneurship)
AC	003	Describe the concepts of economics and economic activities
AC	004	Determine forms of economic utility (e.g., time, place, possession) created by marketing activities
AC	005	Explain the principals of supply and demand
AC	006	Describe the concept of price
AC	007	Explain the types of economic systems (e.g., capitalism, socialism, communism)
AC	008	Determine the role (e.g., regulator, provider of services, competitor, and supporter) of government in business
AC	009	Explain the concept of private enterprise
AC	010	Identify factors (e.g., economics, human, nature) effecting a business's profit
AC	011	Determine factors affecting business risk
AC	012	Explain the concept of competition
AC	013	Explain the concept of productivity
AC	017	Explain measures used to analyze economic conditions (e.g., gross domestic product, inflation, employment rate)
<b>AD</b>		<b>APPLY CONCEPTS AND STRATEGIES NEEDED FOR CAREER EXPLORATION, DEVELOPMENT, AND GROWTH</b>
AD	001	Complete a job application
AD	002	Demonstrate interview skills
AD	003	Write a follow-up letter after job interviews
AD	004	Write a letter of application and/or cover letter
AD	005	Prepare an employment portfolio including resume, letters of reference, and examples of work
<b>AE</b>		<b>APPLY MATH SKILLS NEEDED IN A BUSINESS ENVIRONMENT</b>
AE	001	Utilize mathematic skills to solve business calculations (e.g., mark-up, markdown, discounts)
AE	002	Demonstrate math skills used in sales transactions (e.g., sales tax, extensions, exchanges)

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<b>EA</b>		<b>UNDERSTAND THE TECHNIQUES, STRATEGIES, AND SYSTEMS USED TO FOSTER SELF-UNDERSTANDING AND ENHANCE RELATIONSHIPS WITH OTHERS</b>
EA	001	Apply effective listening skills
EA	002	Address people properly
EA	003	Follow directions
EA	004	Respect the privacy of others
EA	005	Demonstrate ethical work habits
EA	006	Treat others fairly at work
EA	007	Develop cultural sensitivity
EA	008	Foster positive working relationships
EA	009	Implement team working techniques to accomplish goals
EA	010	Show empathy for others
EA	011	Use appropriate assertiveness
EA	012	Demonstrate critical thinking and problem-solving skills
<b>EB</b>		<b>APPLY CONCEPTS, TOOLS AND STRATEGIES USED TO EXPLORE, OBTAIN AND DEVELOP A MARKETING CAREER</b>
EB	001	Identify desirable personality traits important to business
EB	002	Demonstrate appropriate workplace appearance
EB	003	Demonstrate a positive attitude
EB	004	Demonstrate interest and enthusiasm
EB	005	Demonstrate responsible behavior
EB	006	Demonstrate honesty and integrity
EB	007	Identify techniques for eliminating biases and stereotypes
EB	008	Demonstrate individual work habits (e.g., respect, confidentiality, punctuality)
EB	009	Follow workplace policy/ guidelines
EB	010	Demonstrate initiative regarding job responsibilities
EB	011	Demonstrate self-control
EB	012	Demonstrate appropriate creativity
EB	013	Identify personal interests and skills for success in marketing and business
EB	014	Explain the concept of self-esteem
EB	015	Use feedback (e.g., constructive criticism, evaluations) for personal growth
EB	016	Adjust to change in the workplace
EB	017	Demonstrate appropriate decision making skills
EB	018	Utilize goal setting techniques
EB	019	Describe appropriate time management techniques and their application in the workplace
EB	020	Analyze employer expectations in the business environment
EB	021	Identify the rights of workers (e.g., child labor laws, equal opportunity law)
EB	022	Identify sources of career information
EB	023	Identify occupational interests as it relates to an individual's values, aptitude and abilities
EB	024	Identify employment opportunities in marketing
EB	025	Utilize job search strategies
EB	026	Explain the need for ongoing education as an employee
EB	027	Describe techniques for obtaining work experience (e.g., volunteer activities, internships, co-op)
EB	028	Explain possible advancement opportunities in the workplace
EB	029	Identify skills needed to enhance career advancement

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### 2004 Marketing

EB	030	Utilize resources that contribute to professional development (e.g., trade journals/periodicals, professional trade organizations, classes/seminars, trade shows, mentors)
EB	031	Use networking techniques to identify employment opportunities
<b>OA</b>		<b>UNDERSTAND BUSINESS, MANAGEMENT, AND ENTREPRENEURIAL CONCEPTS THAT AFFECT BUSINESS DECISION MAKING</b>
OA	001	Explain the social responsibility (e.g., environmental issues, ethical decisions, community involvement) of business in society
OA	002	Describe types of business activities (e.g., market research, financial analysis, marketing, human resources)
OA	004	Explain the seven marketing functions (e.g., distribution, pricing, selling, promotion)
OA	005	Explain the process of purchasing (e.g., information gathering, open-to-buy, selecting suppliers)
OA	006	Compare and contrast types of buying methods (e.g. resident buying, centralized buying, decentralized buying)
OA	011	Calculate net sales
OA	015	Explain the role of management(e.g., planning, organizing, controlling) in business
OA	016	Explain the use of various business records (i.e., income statement, balance sheet, sales records, employment records)
OA	019	Analyze the types of business ownership (e.g., sole proprietorship, partnership, corporation)
OA	020	Analyze the effect business trends have on decision making
OA	021	Identify ways that technology impacts business
OA	024	Analyze the types of business risk (e.g. economic, human, natural)
OA	025	Explain ways to handle business risk (i.e., risk prevention & control, risk transfer, risk retention, risk avoidance)
OA	031	Identify new employee orientation procedures
<b>OB</b>		<b>UTILIZE CONCEPTS, STRATEGIES, AND SYSTEMS NEEDED TO INTERACT EFFECTIVELY WITH OTHERS</b>
OB	002	Determine appropriate telephone etiquette in business situations
OB	003	Explain the importance of staff communication
OB	004	Explain the use of inter-departmental/company communications
OB	005	Explain the significance of positive customer/client relations
OB	006	Demonstrate a customer-service mindset as it relates to marketing activities (e.g., distribution, sales, management)
OB	007	Apply appropriate methods of handling customer inquiries
OB	008	Describe how to handle situations involving difficult customers
OB	009	Interpret business policies to customers/clients
OB	010	Describe how to handle customer/client complaints
OB	011	Apply appropriate techniques in handling situations when the customer is at fault
<b>OC</b>		<b>UNDERSTAND THE CONCEPTS AND PROCESSES NEEDED TO MOVE, STORE, LOCATE, AND/OR TRANSFER OWNERSHIP OF GOODS AND SERVICES</b>
OC	001	Differentiate between direct and indirect channels of distribution
OC	002	Identify the channels of distribution members (e.g., manufacturer, wholesaler, retailer)
OC	003	Identify the levels of distribution intensity (e.g., exclusive, selective, intensive)
OC	007	Identify, prepare, and explain the use of invoices
OC	009	Explain the receiving process (e.g., receiving, checking, marking)
OC	010	Explain the transportation systems and services (e.g., motor, rail, water, air) used in distribution
OC	011	Explain storing considerations (e.g., cold storage, commodity, bulk)
OC	012	Explain the type of warehousing (e.g., distribution centers, public, private)

## Kentucky Occupational Skill Standards List

### 2004 Marketing

<b>OD</b>		<b>UNDERSTAND THE FINANCIAL CONCEPTS USED IN MAKING BUSINESS DECISIONS</b>
OD	001	Describe the role of financing in marketing activities (e.g., obtaining capital and offering customers credit options)
<b>OE</b>		<b>UNDERSTAND THE CONCEPTS, SYSTEMS, AND TOOLS USED TO GATHER, ACCESS, SYNTHESIZE, EVALUATE, AND DISSEMINATE INFORMATION FOR USE IN MAKING BUSINESS DECISIONS</b>
OE	001	Describe how marketing information is used in business decisions
OE	019	Identify ways to obtain market data for market research (e.g., surveys, interviews, observations)
OE	020	Explain the concept of target markets and market segmentation (e.g., demographics, psychographics, geographic)
<b>OF</b>		<b>UNDERSTAND CONCEPTS AND STRATEGIES UTILIZED IN DETERMINING AND ADJUSTING PRICES TO MAXIMIZE RETURN AND MEET CUSTOMERS' PERCEPTIONS OF VALUE</b>
OF	005	Explain factors (e.g., cost, competition, economic factors) affecting pricing decisions
<b>OG</b>		<b>UNDERSTAND THE CONCEPTS AND PROCESSES NEEDED TO OBTAIN, DEVELOP, MAINTAIN, AND IMPROVE A PRODUCT OR SERVICE MIX IN RESPONSE TO MARKET OPPORTUNITIES</b>
OG	006	Compare and contrast warranties and guarantees
OG	007	Identify consumer protection agencies (e.g., FTC, Better Business Bureau, Consumer Product Safety Commission) and explain their services
OG	008	Explain the concept of product mix
OG	011	Describe factors (e.g., features/benefits, price/quality, competition) used by marketers to position product/business
OG	012	Explain the concept of branding
<b>OH</b>		<b>UNDERSTAND THE CONCEPTS AND STRATEGIES NEEDED TO COMMUNICATE INFORMATION ABOUT PRODUCTS, SERVICES, IMAGES, AND/OR IDEAS TO ACHIEVE A DESIRED OUTCOME</b>
OH	002	Explain the role of promotion as a marketing function
OH	003	Identify the advantages and disadvantages of each type of advertising
OH	004	Identify the elements of the promotional mix (i.e., advertising, publicity, sales promotion, personal selling)
OH	008	Explain the types of advertising (e.g. radio, television, direct mail, outdoor, newspaper)
OH	009	Explain components of advertisements (e.g., headline, copy, illustration, price, signature, logo)
<b>OI</b>		<b>UNDERSTAND THE CONCEPTS AND ACTIONS NEEDED TO DETERMINE CLIENT NEEDS AND WANTS AND RESPOND THROUGH PLANNED, PERSONALIZED COMMUNICATION THAT INFLUENCES PURCHASE DECISIONS AND ENHANCES FUTURE BUSINESS OPPORTUNITIES</b>
OI	002	Explain the role of customer service as a component of selling relationships
OI	005	Explain business ethics in selling
OI	008	Acquire product information (e.g., labels, manufacturer, product manuals) for use in selling
OI	009	Analyze product information to identify product features and benefits
OI	010	Explain the steps of the selling process(e.g., approach, determine needs & wants, present product)
OI	011	Prepare for the sales presentation
OI	012	Establish relationship with client/customer
OI	014	Determine customer/client needs and wants
OI	015	Identify customer buying motives for use in selling
OI	020	Identify effective product presentation techniques (e.g., display & handling, demonstrating sales aids)
OI	022	Explain techniques used to convert customer/client objections into selling points
OI	023	Identify effective methods used in closing a sale

## Kentucky Occupational Skill Standards List

### 2004 Marketing

OI	024	Explain the benefits of suggestion selling
OI	029	Identify the procedures of departure (e.g., receipt, reassurance, thank you) and follow up (phone calls, thank you notes, and email) in the selling process

## Kentucky Occupational Skill Standards List

### 2005 Business Management

<b>AA</b>		<b>Demonstrate Math and Financial Skills</b>
AA	001	Calculate and project wages and earnings
AA	002	Organize and display data using appropriate methods (spreadsheets, graphing calculator)
AA	003	Construct graphs from statistical data using appropriate software
AA	004	Compute mixed numbers, decimals, percentages, and fractions to determine the cost of a plan to promote products or services
AA	005	Calculate, interpret, and evaluate data provided in order to estimate outcomes in preparing financial forecasts (i.e. business plan projections)
AA	006	Calculate and analyze percentages and ratios to estimate start-up costs and projected costs
AA	007	Use a variety of strategies to select appropriate accounting procedures
<b>AB</b>		<b>Demonstrate Technical Literacy</b>
AB	001	Apply verbal skills to obtain and convey information (e.g., ask relevant questions, interpret others nonverbal cues, give verbal directions, and defend ideas objectively)
AB	002	Record information to maintain and present business activity (e.g., utilize note taking strategies, organize information, and select and use appropriate graphic aids)
AB	003	Write internal and external technical communication to convey and obtain information effectively (professional e-mails, executive summaries, complex reports, and business plan)
AB	004	Write with accuracy, brevity, and clarity using appropriate business terminology that recognizes and meets the audience needs
AB	005	Utilize technical reading resources (e.g., Business Week, Wall Street Journal, Entrepreneur, and various types of business strategy books)
AB	006	Read to acquire meaning from written material and to apply the information to a task (e.g., extract relevant information from written materials)
AB	007	Apply research skills when gathering information (e.g., reliability, validity, credibility)
<b>AC</b>		<b>Demonstrate Technology Skills</b>
AC	001	Apply proficient knowledge of using computer programs (e.g., word processor, spreadsheets, presentation, database)
AC	002	Select and use appropriate technology to collect, analyze, and present information
AC	003	Use and apply technology skills regularly to prepare content assignments, solve problems, and generate authentic projects
AC	004	Create professional electronic products (e.g., resumes, letters of applications, portfolios) for employment and post-secondary education
AC	005	Forecast the impact of technological projects and systems in a global society
<b>AD</b>		<b>Explore Career Opportunities</b>
AC	001	Assess personal skills, abilities, and interests (e.g., ILP activities)
AC	002	Develop strategies to make a successful transition from secondary to post-secondary
AC	003	Apply knowledge gained from an individual's assessment to a comprehensive set of goals and the Individual Learning Plan
<b>AD</b>		<b>Demonstrate Critical-Thinking and Problem-Solving Skills</b>
AD	001	Analyze information in order to solve problems
AD	002	Utilize critical-thinking skills (e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, and develop contingency planning) to determine best options/outcomes
AD	003	Explain the need for innovative/creative skills
AD	004	Implement effective decision-making skills
AD	005	Interpret, analyze, and synthesize information for use in decision making (e.g., newspapers, case studies, and career journals)

## Kentucky Occupational Skill Standards List

### 2005 Business Management

<b>EA</b>		<b>Apply Personal Management Skills</b>
EA	001	Demonstrate Impression Management soft skills (conversation, phone etiquette, interviewing, verbal/nonverbal)
EA	002	Identify stressors in personal life and determine appropriate reactions to stressors as it relates to the job performance (e.g., family dynamic changes, relationships, addiction, and illness)
EA	003	Understand techniques, strategies, and systems used to foster self-understanding and enhance relationships with others (emotional intelligence)
EA	004	Describe the advantages and disadvantages of networking to achieve personal goals
EA	005	Understand the importance of accepting personal responsibility
EA	006	Define, prioritize, and complete tasks without direct supervision
<b>EB</b>		<b>Exhibit Work Ethic</b>
EB	001	Demonstrate honesty and integrity (e.g., case studies, role play, class discussion, and ethical situations)
EB	002	Describe techniques for demonstrating personal accountability and work productivity
EB	003	Describe appropriate time-management techniques and their application in the workplace
EB	004	Identify individual work habits (e.g., individual/team responsibilities, willingness to learn, respect, confidentiality, self-discipline, courtesy and punctuality) and explain their importance in the workplace
<b>EC</b>		<b>Demonstrate Effective Workplace Relationships</b>
EC	001	Identify appropriate interpersonal skills for working with and for others (e.g., workplace dynamic)
EC	002	Explain the importance of maintaining professionalism in work relationships
EC	003	Describe appropriate employer and employee interactions in workplace situations
EC	004	Understand the importance of effective team skills (e.g., setting goals, listening, following directions, questioning, and dividing work) and evaluate their importance in the workplace
EC	005	Identify conflict resolution skills to enhance productivity and improve workplace relationships
EC	006	Understand the importance of a positive attitude and impact of a negative attitude
EC	007	Assume shared responsibility for collaborative work
<b>ED</b>		<b>Value Workplace Diversity</b>
ED	001	Explain the importance of respect for feelings, values, and beliefs of others
ED	002	Identify strategies to bridge cultural/generational differences and use differing perspectives to increase quality of work
ED	003	Illustrate techniques for eliminating gender bias and stereotyping
ED	004	Identify how in the workplace environment can be structured to accommodate the diverse needs of workers
<b>EE</b>		<b>Demonstrate Effective Workplace Communication Skills</b>
EE	001	Determine the appropriate mode of communication (e.g., print, electronic, and face-to-face) for various workplace communications
EE	002	Demonstrate characteristics of effective oral presentations and public speaking
EE	003	Develop effective communication skills that include active listening and nonverbal skills
EE	004	Develop skills to give and receive constructive criticism
EE	005	Evaluate written and spoken presentations analytically and critically
EE	006	Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, blogs, and conference calls)
<b>EF</b>		<b>Develop Life Long Learning Skills</b>
EF	001	Demonstrate initiative to advance toward professional level

## Kentucky Occupational Skill Standards List

### 2005 Business Management

EF	002	Demonstrate commitment to learning as a life-long process and recognize opportunities
EF	003	Discuss how health, motivation, and physical fitness affect performance
EF	004	Discuss the importance of flexible career planning and career self-management
EF	005	Describe the impact of the global economy on jobs and careers
EF	006	Employ leadership skills to achieve workplace objectives (personal vision, adaptability, change, and shared vision)
EF	007	Identify career opportunities resulting from emerging technologies
EF	008	Understand the importance of job performance evaluation and coaching as it relates to career advancement
<b>EG</b>		<b>Develop Appropriate Business Etiquette Skills</b>
EG	001	Demonstrate an understanding of appropriate workplace attire and its impact on an individual
EG	002	Develop an awareness of culturally diverse workplace etiquette (gift giving, dining, greetings, and meeting customs)
EG	003	Demonstrate appropriate etiquette when using office technologies (e-mail, phone, e-meetings, personal digital assistant, conference calls, and webcasts)
EG	004	Understand the importance of soft skills and workplace manners (e.g., business protocol, organizational hierarchy, respect)
<b>OA</b>		<b>Understand the Business Organization</b>
OA	001	Compare forms of business ownership
OA	002	Describe types of organizational structures and management levels
OA	003	Identify the factors that influence an organization's structure
OA	004	Construct an organizational chart
<b>OB</b>		<b>Understand Management Functions</b>
OB	001	Analyze possible outcomes of a decision
OB	002	Discuss the importance of vision, mission, goals, and objectives within the context of the business environment
OB	003	Discuss characteristics of effective and ineffective leaders
OB	004	Differentiate between leading and managing
OB	005	Compare and contrast leadership styles
OB	006	Demonstrate an understanding of the four functions of management: planning, organizing, leading (implementing), and controlling
OB	007	Identify and discuss management theories (e.g., scientific management, Human Needs, behavioral managements)
<b>OC</b>		<b>Demonstrate Business-Management Skills</b>
OC	001	Design and implement a time-management schedule as a result of a time-management analysis
OC	002	Evaluate and modify a time-management plan
OC	003	Identify positive and negative stressors in the business environment
OC	004	Determine appropriate reactions to stressors in the business environment
OC	005	Recognize the benefits of motivational stress (e.g., deadlines, incentives, competition)
OC	006	Identify available resources internally and externally for making professional contacts
OC	007	Describe why different managerial styles can be equally successful
OC	008	Identify avenues for professional growth (e.g., work experience, service learning, shadowing, observation, seminars, coursework, publications)
<b>OD</b>		<b>Explain Ethics and Social Responsibility</b>
OD	001	Describe ethical dilemmas faced by managers

## Kentucky Occupational Skill Standards List

### 2005 Business Management

OD	002	Define and describe social responsibility (e.g., providing jobs, paying taxes, and contributing to special community projects)
OD	003	Identify ways in which a business demonstrates social responsibility toward its internal and external stakeholders
OD	004	Examine and evaluate a code of ethics (i.e., business and personal)
OD	005	Explain the importance of operating within an ethical versus an unethical work environment
OD	006	Develop an awareness of global ethics and relativism (what is ethical in one culture is illegal in another)
OD	007	Apply ethical considerations resulting from various situations (e.g., technological advances, international competition, employer-employee relationships, and consumer relations)
<b>OE</b>		<b>Understand Human Resource Management</b>
OE	001	Analyze how the impact of human resource activities help organizations to achieve their goals
OE	002	Analyze the impact of outsourcing on businesses
OE	003	Explain why orientation and training are necessary for successful employee performance
OE	004	Identify selection tools and determine why they are used (e.g., interviews, tests, and reference checks)
OE	005	Identify legislation (e.g., civil rights, right to privacy, and ADA) affecting the all personnel practices (compensation, promotion, recruitment, selection, termination, and training and development)
OE	006	Describe criteria of employee evaluation
OE	007	Identify the impact of performance appraisals on employees and organizations
OE	008	Compare compensation plans, benefit packages, and incentive programs available to employees
OE	009	Analyze an employment contract
OE	010	Develop awareness of employee assistance programs (e.g., substance abuse, wellness, financial assistance, legal, referrals, counseling)
OE	011	Describe legal reasons for terminating employees (e.g., employment at will, embezzlement, violation of company policy)
OE	012	Develop an understanding of a business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions (anti-trust laws, organized labor, and regulatory agencies)
<b>OF</b>		<b>Understand Industry Analysis</b>
OF	001	Analyze a business organization's competitive position within the industry
OF	002	Describe ways to increase market share
OF	003	Compare various forms of competition (i.e., pure competition, monopolistic competition, oligopoly, and monopoly)
OF	004	Discuss the importance of benchmarking in the workplace (i.e., use a desirable business comparison in the industry as a growth objective)
OF	005	Utilize SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis with case studies/business plan
OF	006	Identify internal and external data sources and explain how businesses use them
OF	007	Recognize the Impact of Economics
OF	008	Understand the economic principles and concepts fundamental to business operations (e.g., entrepreneurship, scarcity, cost of inputs, opportunity costs)
OF	009	Discuss and compare various types of economies (i.e., traditional, command, market, mixed)
OF	010	Understand the cost of business supply and demand
<b>OG</b>		<b>Implement Financial Decision-Making Skills</b>
OG	001	Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions

## Kentucky Occupational Skill Standards List

### 2005 Business Management

OG	002	Describe the purpose of financial statements
OG	003	Interpret the data shown on financial statements (e.g., income statements, balance sheet, cash flow statement, and statement of net worth)
OG	004	Develop short-term and long-term financial needs of a business
OG	005	Identify financial risks to business
OG	006	Identify ways to minimize and manage financial risk
OG	007	Prepare and analyze a budget as it is used for a decision-making tool
<b>OH</b>		<b>Discuss Operations Management</b>
OH	001	Explain the coordination/allocation of the factors of production
OH	002	Explain the concept of quality management
OH	003	Evaluate a product design (i.e., product development)
OH	004	Identify factors used in production scheduling (purchasing, routing, scheduling, inventory control, staffing)
OH	005	Recognize factors considered when selecting suppliers (e.g., quality, price, and reliable delivery)
OH	006	Discuss methods of inventory control (i.e., LIFO and FIFO)
<b>OI</b>		<b>Demonstrate Global Perspective</b>
OI	001	Recognize the similarities and differences among cultures
OI	002	Recognize the legal issues related to managing a business in the global environment
OI	003	Describe global economic factors
OI	004	Examine issues of corporate culture and managing in the global environment.
OI	005	Define examples of global involvement (e.g., licensing, joint ventures, exporting, importing, franchising, direct investment, and global outsourcing)
OI	006	Understand government/legal activities that affect global trade to make business decisions
<b>OJ</b>		<b>Recognize the Impact of Public Policy</b>
OJ	001	Explain the relationship between ethics and governmental regulations
OJ	002	Recognize types of taxation assessed to businesses
<b>OK</b>		<b>Understand Marketing Techniques</b>
OK	001	Perform a market research experiment
OK	002	Develop a marketing mix plan for a business (i.e., product, price, place, promotion).
OK	003	Analyze a target market for business/case studies
OK	004	Describe the nine functions of marketing. (i.e., purchasing, selling, pricing, product planning, marketing information management, promotion, financing, distribution, risk management)
OK	005	Demonstrate understanding of strengths and weaknesses of e-business
<b>OL</b>		<b>Create a Business Plan</b>
OL	001	Review and evaluate a sample business plan
OL	002	<p>Create a business plan including:</p> <ul style="list-style-type: none"> <li>• Executive summary</li> <li>• Industry analysis</li> <li>• Company description</li> <li>• Products and services description</li> <li>• Market description</li> <li>• Marketing Strategy</li> <li>• Operations description</li> <li>• Staffing description</li> <li>• Financial projection</li> <li>• Capital needs</li> <li>• Milestones(timetable of dates showing when key states of new venture will be completed)</li> </ul>

## Kentucky Occupational Skill Standards List

### 2006 Accounting

<b>AA</b>		<b>Demonstrate Math and Financial Skills</b>
AA	001	Determine the correct mathematical process to use for various business situations and use formulas when appropriate
AA	002	Estimate and calculate problems using addition, subtraction, multiplication, and division and determine if the answer is logical
AA	003	Communicate understanding of problems through oral and written means
AA	004	Solve problems that involve whole numbers, decimals, and fractions and use appropriate conversion when necessary (e.g., fractions to decimals or decimals to fractions)
AA	005	Solve problems that involve percents, ratios, averages, and proportions and use appropriate conversions when necessary (e.g., decimals to percents, percents to decimals)
AA	006	Construct and solve an algebraic equation for a given problem
AA	007	Solve for the unknown variable in an equation
AA	008	Apply the order of operations principles when using mathematical processes
AA	009	Calculate units of time and show relationships (e.g., days to months, elapsed time, or interest conversion periods)
AA	010	Read, construct, and interpret tables, charts, and graphs
AA	011	Compute personal federal and state income taxes
AA	012	Calculate net sales, cost of goods sold, gross profit, operating expenses, and net profit before taxes for the income statement
AA	013	Calculate the gross, operating, and net profit or loss
AA	014	Calculate the break-even point
<b>AB</b>		<b>Demonstrate Technical Literacy</b>
AB	001	Apply analytical and critical decision-making skills
AB	002	Apply information technology to conduct financial analysis
AB	003	Perform research and communicate in writing the results of the research
AB	004	Expand vocabulary to include accounting terminology
AB	005	Write internal and external business correspondence to convey and obtain information effectively
AB	006	Discuss the importance of listening skills in customer/client relations
AB	007	Demonstrate knowledge of legalities relating to using e-mail and other digital technologies in a business environment
AB	008	Compose and evaluate appropriateness of formal and informal electronic correspondence
AB	009	Write with accuracy, brevity, and clarity using business technology
AB	010	Read to acquire and retain meaning from written material and apply the information to a task (e.g., extract relevant information from materials)
AB	011	Read and accurately complete various business forms
<b>EA</b>		<b>Apply Personal Management Skills</b>
EA	001	Development of Impression Management soft skills (conversation, phone etiquette, interviewing, verbal/nonverbal)
EA	002	Identify stressors in personal life and determine appropriate reactions to stressors as it relates to job performance (e.g., family dynamic changes, relationships, addiction, and illness)
EA	003	Understand techniques, strategies, and systems used to foster self-understanding and enhance relationships with others
EA	004	Develop and evaluate a personal time-management schedule for a specific time period
EA	005	Understand the importance of accepting personal responsibility (e.g. self-motivation, initiative, punctuality, integrity, attendance, organization)
EA	006	Describe the advantages and disadvantages of networking to achieve personal goals
EA	007	Define, prioritize, and complete tasks without direct supervision

## Kentucky Occupational Skill Standards List

### 2006 Accounting

<b>EB</b>		<b>Exhibit Work Ethic</b>
EB	001	Demonstrate honesty and integrity (e.g., case studies, role play, class discussion, and ethical situations)
EB	002	Describe techniques for demonstrating personal accountability and work productivity
EB	003	Describe appropriate time-management techniques and their application in the workplace
EB	004	Identify individual work habits (e.g., individual/team responsibilities, willingness to learn, respect, confidentiality, self-discipline, and punctuality) and explain their importance in the workplace
EB	005	Understand the appropriate and inappropriate use of resources in the workplace (post-it notes, e-mail, paper clips, etc.)
<b>EC</b>		<b>Demonstrate Effective Workplace Relationships</b>
EC	001	Demonstrate appropriate interpersonal skills for working with and for others
EC	002	Understand the importance of maintaining professionalism in work relationships
EC	003	Demonstrate appropriate employer and employee interactions in workplace situations
EC	004	Demonstrate effective team skills (e.g., setting goals, listening, following directions, questioning, and dividing work) and evaluate their importance in the workplace
EC	005	Identify conflict resolution skills to enhance productivity and improve workplace relationships
EC	006	Understand the importance of a positive attitude and the impact of a negative attitude
EC	007	Utilize and maximize the strengths of team members to achieve goals
EC	008	Understand the importance of completing work with accuracy
EC	009	Assume individual responsibility in team work
<b>ED</b>		<b>Recognize Workplace Diversity</b>
ED	001	Understand the benefits of diversity within the workplace
ED	002	Explain the similarities and differences between diversity and equity
ED	003	Explain the importance of respect for feelings, values, and beliefs of others
ED	004	Identify strategies to bridge cultural/generational differences and use differing perspectives to increase quality of work
ED	005	Illustrate techniques for eliminating gender bias and stereotyping
ED	006	Identify ways tasks in the workplace environment can be structured to accommodate the diverse needs of workers
<b>EE</b>		<b>Demonstrate Effective Workplace Communication Skills</b>
EE	001	Understand the importance of when to speak and when to be silent in the business environment
EE	002	Identify characteristics of effective professional presentations (i.e., attire, body language, tone of voice, content)
EE	003	Explain the importance of communication skills in professional presentations
EE	004	Develop effective communication skills that include active listening and nonverbal skills
EE	005	Develop skills to give and receive constructive criticism
EE	006	Use technology appropriately to enhance professional presentations
EE	007	Evaluate written and spoken presentations analytically and critically
EE	008	Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, and conference calls)
EE	009	Understand the importance of appropriate content for text messaging, MySpace, and creating e-mail addresses

## Kentucky Occupational Skill Standards List

### 2006 Accounting

<b>EF</b>		<b>Demonstrate Critical-Thinking and Problem-Solving Skills</b>
EF	001	Analyze information in order to solve problems
EF	002	Utilize critical-thinking skills (e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, and develop contingency planning) to determine best options/outcomes
EF	003	Utilize innovation and problem-solving skills
EF	004	Implement effective decision-making skills
<b>EG</b>		<b>Develop Life-long Learning Skills</b>
EG	001	Demonstrate initiative to advance toward professional level
EG	002	Demonstrate commitment to learning as a life-long process and recognize opportunities
EG	003	Discuss how health, motivation, and physical fitness affect performance
EG	004	Discuss the importance of flexible career planning and career self-management
EG	005	Describe the impact of the global economy on jobs and careers
EG	006	Employ leadership skills to achieve workplace objectives (personal vision, adaptability, change, and shared vision)
EG	007	Understand the importance of job performance evaluation and coaching as it relates to career advancement
EG	008	Identify resources for accessing life-long learning (e.g., printed, interpersonal, electronic, and educational)
<b>EH</b>		<b>Demonstrate an Understanding of Appropriate Workplace Attire</b>
EH	001	Display appropriate workplace manners
EH	002	Develop an awareness of culturally diverse workplace etiquette (gift giving, dining, greetings, and meeting customs)
EH	003	Demonstrate appropriate etiquette when using office technologies (e-mail, phone, e-meetings, personal digital assistant, conference calls, and webcasts)
<b>OA</b>		<b>Demonstrate an Understanding of the Accounting Principles</b>
OA	001	Identify and describe the purpose of generally accepted accounting principles (GAAP)
OA	002	Define accounting and business terminology
OA	003	Describe and explain accounting concepts/models (e.g., debit, credit, double-entry accounting)
OA	004	Utilize the accounting equation in several mathematical forms
OA	005	Distinguish between and explain the different accounting methods (e.g., inventory methods, depreciation, cash or accrual)
OA	006	Analyze and record business transactions
OA	007	Explain and apply the accounting process including the accounting cycle, journalizing, accounting records, posting, and adjustments
<b>OB</b>		<b>Develop an Awareness of the Accounting Profession</b>
OB	001	Describe how current events impact the accounting profession
OB	002	Explore various accounting careers
OB	003	Describe the skills and competencies needed to be successful in the accounting profession
OB	004	Identify the major policy setting bodies in the accounting profession and explain their role
OB	005	Explain the need for the code of ethics in accounting and the ethical responsibilities required of accountants
OB	006	Explain the role accountants play in business and society
OB	007	Identify and describe the educational requirements for various careers, professional designations, and certifications in the accounting profession

## Kentucky Occupational Skill Standards List

### 2006 Accounting

<b>OC</b>		<b>Develop and Understanding of Financial Literacy</b>
OC	001	Explain the government's role in the economy
OC	002	Describe and compare the role of economic institutions
OC	003	Analyze credit transactions and laws governing these functions
OC	004	Calculate the time value of money: present and future
OC	005	Identify the characteristics of money
OC	006	Prepare a personal and a business bank reconciliation
OC	007	Reconcile the bank statement with the check register
<b>OD</b>		<b>Recognize the Importance of Business Knowledge</b>
OD	001	Identify student and professional business organizations
OD	002	Describe how accounting affects business operations
OD	003	Describe how business relates to accounting
OD	004	Compare and contrast the different types of ownership and business structures
OD	005	Research available resources and explain their value in relation to business and accounting
<b>OE</b>		<b>Understand the Role of Financial and Managerial Reporting</b>
OE	001	Develop understanding, knowledge, and interpretation of annual reports and financial statements
OE	002	Identify sources for obtaining financial reports
OE	003	Prepare and analyze a budget for a business
OE	004	Describe the users and uses of financial information
OE	005	Identify the sections of an annual report and their purposes
OE	006	Describe the relationship among assets, liabilities, and owner's equity
OE	007	Explain the classifications within assets, liabilities, and owner's equity (e.g., current versus long term, fixed assets, tangible/ intangibles)
OE	008	Identify the sections(e.g., revenue, cost of goods sold, and expense) in an income statement and explain their relationships
OE	009	Discuss information that can be obtained from analyzing financial statements
OE	010	Understand the correlation among financial statements including balance sheet, profit/loss, net worth, statement of cash flow
OE	011	Describe the information provided in each financial statement
OE	012	Calculate the cost per unit
OE	013	Use financial statements to analyze business financial conditions
OE	014	Calculate break-even analysis and ratios and calculate measures of productivity; cost benefit
OE	015	Recognize the primary areas of analysis (e.g., trend analysis, profitability, liquidity) and explain the information obtained from each analysis
OE	016	Perform a horizontal and vertical analysis of the income statement and balance sheet
<b>OF</b>		<b>Demonstrate an Understanding of Payroll and Tax</b>
OF	001	Explain and analyze local, state, and federal tax structures
OF	002	Calculate gross and net pay
OF	003	Explain the steps to journalize and calculate payroll
OF	004	Explain the relationship between generally accepted accounting principles and income tax law
OF	005	Complete federal tax forms (e.g., W2, W4, and 1040EZ)

## Kentucky Occupational Skill Standards List

### 2006 Accounting

<b>OG</b>		<b>Utilize Technology and Information Management</b>
OG	001	Explain the role of e-commerce including researching internet safety and e-commerce regulations
OG	002	Demonstrate the ability to use automated accounting systems
OG	003	Create a spreadsheet and analyze the results using excel
OG	004	Describe the ethical and legal implications resulting from the manipulations of financial statements and ratios
OG	005	Apply information technology to conduct financial analysis
OG	006	Integrate functions of word processing, databases, spreadsheets, and presentation applications to various workplace scenarios
OG	0007	Use online databases and search engines to access company financial information