

2013 BUSINESS MANAGEMENT

ACADEMIC		
AA		SPEAKING AND LISTENING
AA	1	Utilize effective verbal and non-verbal communication skills
AA	2	Participate in conversation, discussion, and group presentations
AA	3	Communicate and follow directions/procedures
AA	4	Communicate effectively with customers and co-workers
AB		READING AND WRITING
AB	1	Locate and interpret written information
AB	2	Read and interpret workplace documents
AB	3	Identify relevant details, facts, and specifications
AB	4	Record information accurately and completely
AB	5	Demonstrate competence in organizing, writing, and editing using correct vocabulary, spelling, grammar, and punctuation
AB	6	Demonstrate the ability to write clearly and concisely using industry specific terminology
AC		CRITICAL THINKING AND PROBLEM SOLVING
AC	1	Utilize critical-thinking skills to determine best options/outcomes (e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning)
AC	2	Utilize innovation and problem-solving skills to arrive at the best solution for current situation
AC	3	Implement effective decision-making skills
AD		MATHEMATICS
AD	1	Perform basic and higher level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios)
AD	2	Solve problems using measurement skills (e.g., distance, weight, area, volume)
AD	3	Make reasonable estimates
AD	4	Use tables, graphs, diagrams, and charts to obtain or convey information
AD	5	Use deductive reasoning and problem-solving in mathematics
AE		FINANCIAL LITERACY
AE	1	Locate, evaluate, and apply personal financial information
AE	2	Identify the components of a budget and how one is created
AE	3	Set personal financial goals and develop a plan for achieving them
AE	4	Use financial services effectively
AE	5	Demonstrate ability to meet financial obligations
AF		INTERNET USE AND SECURITY
AF	1	Recognize the potential risks associated with Internet use
AF	2	Identify and apply Internet security practices (e.g., password security, login, logout, log off, lock computer)
AF	3	Practice safe, legal, and responsible use of technology in the workplace
AG		INFORMATION TECHNOLOGY
AG	1	Use technology appropriately to enhance professional presentations
AG	2	Demonstrate effective and appropriate use of social media
AG	3	Identify ways social media can be used as marketing, advertising, and data gathering tools
AH		TELECOMMUNICATIONS
AH	1	Select and use appropriate devices, services, and applications to complete workplace tasks
AH	2	Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, conference calls)
EMPLOYABILITY		
EA		POSITIVE WORK ETHIC

EA	1	Demonstrate enthusiasm and confidence about work and learning new tasks
EA	2	Demonstrate consistent and punctual attendance
EA	3	Demonstrate initiative in assuming tasks
EA	4	Exhibit dependability in the workplace
EA	5	Take and provide direction in the workplace
EA	6	Accept responsibility for personal decisions and actions
EB		INTEGRITY
EB	1	Abide by workplace policies and procedures
EB	2	Demonstrate honesty and reliability
EB	3	Demonstrate ethical characteristics and behaviors
EB	4	Maintain confidentiality and integrity of sensitive company information
EB	5	Demonstrate loyalty to the company
EC		SELF-REPRESENTATION
EC	1	Demonstrate appropriate dress and hygiene in the workplace
EC	2	Use language and manners suitable for the workplace
EC	3	Demonstrate polite and respectful behavior toward others
EC	4	Demonstrate personal accountability in the workplace
EC	5	Demonstrate pride in work
ED		TIME, TASK, AND RESOURCE MANAGEMENT
ED	1	Plan and follow a work schedule
ED	2	Work with minimal supervision
ED	3	Work within budgetary constraints
ED	4	Demonstrates ability to stay on task to produce high quality deliverables on time
EE		DIVERSITY AWARENESS
EE	1	Recognizes diversity, discrimination, harassment, and equity
EE	2	Works well with all customers and co-workers
EE	3	Explain the benefits of diversity within the workplace
EE	4	Explain the importance of respect for feelings, values, and beliefs of others
EE	5	Identify strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work
EE	6	Illustrate techniques for eliminating gender bias and stereotyping in the workplace
EE	7	Identify ways tasks can be structured to accommodate the diverse needs of workers
EE	8	Recognize the challenges and advantages of a global workforce
EF		TEAMWORK
EF	1	Recognize the characteristics of a team environment and conventional workplace
EF	2	Contribute to the success of the team
EF	3	Demonstrate effective team skills and evaluate their importance in the workplace (e.g., setting goals, listening, following directions, questioning, dividing work)
EG		CREATIVITY AND RESOURCEFULNESS
EG	1	Contribute new ideas
EG	2	Stimulate ideas by posing questions
EG	3	Value varying ideas and opinions
EG	4	Locate and verify information
EH		CONFLICT RESOLUTION
EH	1	Identify conflict resolution skills to enhance productivity and improve workplace relationships
EH	2	Implement conflict resolution strategies and problem-solving skills
EH	3	Explain the use of documentation and it's role as a component of conflict resolution

EI		CUSTOMER/CLIENT SERVICE
EI	1	Recognize the importance of and demonstrate how to properly acknowledge customers/clients
EI	2	Identify and address needs of customers/clients
EI	3	Provide helpful, courteous, and knowledgeable service
EI	4	Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, website)
EI	5	Identify techniques to seek and use customer/client feedback to improve company services
EI	6	Recognize the relationship between customer/client satisfaction and company success
EJ		ORGANIZATIONS, SYSTEMS, AND CLIMATES
EJ	1	Define profit and evaluate the cost of conducting business
EJ	2	Identify "big picture" issues in conducting business
EJ	3	Identify role in fulfilling the mission of the workplace
EJ	4	Identify the rights of workers (e.g., adult and child labor laws and other equal employment opportunity laws)
EJ	5	Recognize the chain of command, organizational flow chart system, and hierarchy of management within an organization
EK		JOB ACQUISITION AND ADVANCEMENT
EK	1	Recognize the importance of maintaining a job and pursuing a career
EK	2	Define jobs associated with a specific career path or profession
EK	3	Identify and seek various job opportunities (e.g., volunteerism, internships, co-op, part-time/full-time employment)
EK	4	Prepare a resume, letter of application, and job application
EK	5	Prepare for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, dress appropriately)
EK	6	Participate in a job interview
EK	7	Explain the proper procedure for leaving a job
EL		LIFELONG LEARNING
EL	1	Acquire current and emerging industry-related information
EL	2	Demonstrate commitment to learning as a life-long process and recognize learning opportunities
EL	3	Seek and capitalize on self-improvement opportunities
EL	4	Discuss the importance of flexible career planning and career self-management
EL	5	Employ leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, shared vision)
EL	6	Recognize the importance of job performance evaluation and coaching as it relates to career advancement
EL	7	Accept and provide constructive criticism
EL	8	Describe the impact of the global economy on jobs and careers
EM		JOB SPECIFIC TECHNOLOGIES
EM	1	Identify the value of new technologies and their impact on driving continuous change and the need for life-long learning
EM	2	Research and identify emerging technologies for specific careers
EM	3	Select appropriate technological resources to accomplish work
EN		HEALTH AND SAFETY
EN	1	Assume responsibility for safety of self and others
EN	2	Follow safety guidelines in the workplace
EN	3	Manage personal health and wellness
OCCUPATIONAL		
OA		FINANCIAL DECISION MAKING
OA	1	Calculate and project wages and earnings

OA	2	Calculate, interpret, and evaluate data provided in order to estimate outcomes in preparing financial forecasts (i.e., business plan projections)
OA	3	Calculate and analyze percentages and ratios to estimate start-up costs and projected costs
OA	4	Use a variety of strategies to select appropriate accounting procedures
OA	5	Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions
OA	6	Describe the purpose of financial statements
OA	7	Interpret the data shown on financial statements (e.g., income statements, balance sheet, cash flow statement, and statement of net worth)
OA	8	Develop short-term and long-term financial needs of a business
OA	9	Identify financial risks to business
OA	10	Identify ways to minimize and manage financial risk
OB		BUSINESS ORGANIZATIONS
OB	1	Compare forms of business ownership
OB	2	Describe types of organizational structures and management levels
OB	3	Identify the factors that influence an organization's structure
OB	4	Construct an organizational chart
OC		BUSINESS FUNCTIONS
OC	1	Discuss the importance of vision, mission, goals, and objectives within the context of the business environment
OC	2	Discuss characteristics of effective and ineffective leaders
OC	3	Differentiate between leading and managing
OC	4	Compare and contrast leadership styles
OC	5	Demonstrate an understanding of the four functions of management: planning, organizing, leading, and controlling
OC	6	Identify and discuss management theories (e.g., scientific management, human needs, behavioral managements)
OD		BUSINESS MANAGEMENT SKILLS
OD	1	Design and implement a time-management schedule as a result of a time-management analysis
OD	2	Evaluate and modify a time-management plan
OD	3	Identify positive and negative stressors in the business environment
OD	4	Determine appropriate reactions to stressors in the business environment
OD	5	Recognize the benefits of motivational stress (e.g., deadlines, incentives, competition)
OD	6	Identify available resources internally and externally for making professional contacts
OD	7	Describe why different managerial styles can be equally successful
OE		HUMAN RESOURCE MANAGEMENT
OE	1	Analyze how the impact of human resource activities help organizations to achieve their goals
OE	2	Analyze the impact of outsourcing on businesses
OE	3	Explain why orientation and training are necessary for successful employee performance
OE	4	Identify selection tools and determine why they are used (e.g., interviews, tests, reference checks)
OE	5	Identify legislation (e.g., civil rights, right to privacy, ADA) affecting personnel practices (e.g., compensation, promotion, recruitment, selection, termination, training / development)
OE	6	Describe criteria of an employee evaluation
OE	7	Identify the impact of performance appraisals on employees and organizations
OE	8	Compare compensation plans, benefit packages, and incentive programs available to employees
OE	9	Analyze an employment contract
OE	10	Develop awareness of employee assistance programs (e.g., substance abuse, wellness, financial assistance, legal, referrals, counseling)

OE	11	Describe legal reasons for terminating employees (e.g., employment at will, embezzlement, violation of company policy)
OE	12	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, regulatory agencies)
OF		INDUSTRY ANALYSIS
OF	1	Analyze a business organization's competitive position within the industry
OF	2	Describe ways to increase market share
OF	3	Compare various forms of competition (i.e., pure competition, monopolistic competition, oligopoly, monopoly)
OF	4	Discuss the importance of benchmarking in the workplace (i.e., use a desirable business comparison in the industry as a growth objective)
OF	5	Utilize SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis with case studies/business plan
OF	6	Identify internal and external data sources and explain how businesses use them
OF	7	Recognize the impact of economics
OF	8	Understand the economic principles and concepts fundamental to business operations (e.g., entrepreneurship, scarcity, cost of inputs, opportunity costs)
OF	9	Discuss and compare various types of economies (i.e., traditional, command, market, mixed)
OF	10	Understand business supply and demand
OG		OPERATIONS MANAGEMENT
OG	1	Explain the coordination/allocation of the factors of production
OG	2	Explain the concept of quality management
OG	3	Evaluate a product design (i.e., product development)
OG	4	Identify factors (e.g., purchasing, routing, scheduling, inventory control, staffing) used in production scheduling
OG	5	Recognize factors considered when selecting suppliers (e.g., quality, price, reliable delivery)
OG	6	Discuss methods of inventory control (i.e., LIFO and FIFO)
OH		GLOBAL PERSPECTIVES
OH	1	Recognize the legal issues related to managing a business in the global environment
OH	2	Describe global economic factors
OH	3	Examine issues of corporate culture and managing in the global environment
OH	4	Define examples of global involvement (e.g., licensing, joint ventures, exporting, importing, franchising, direct investment, global outsourcing)
OH	5	Understand government/legal activities that affect global trade to make business decisions
OI		PUBLIC POLICY
OI	1	Explain the relationship between ethics and governmental regulations
OI	2	Recognize types of taxation assessed to businesses
OJ		MARKETING TECHNIQUES
OJ	1	Perform a market research experiment
OJ	2	Develop a marketing mix plan (i.e., product, price, place, promotion) for a business
OJ	3	Analyze a target market for business/case studies
OJ	4	Describe the nine functions of marketing. (i.e., purchasing, selling, pricing, product planning, marketing information management, promotion, financing, distribution, risk management)
OJ	5	Demonstrate understanding of strengths and weaknesses of e-business
OK		BUSINESS PLANNING
OK	1	Review and evaluate a sample business plan
OK	2	Create a business plan (e.g., executive summary, industry analysis, company description, products and services description, market description, marketing strategy, operations description, staffing description, financial projection, capital needs, milestones)