Business Management

ACADEMIC SKILLS

AA SPEAKING AND LISTENING

AA1 Utilize effective verbal and non-verbal communication skills
AA2 Participate in conversation, discussion, and group presentations
AA3 Communicate and follow directions/procedures
AA4 Communicate effectively with customers and co-workers

AB READING AND WRITING

AB1 Locate and interpret written information
AB2 Read and interpret workplace documents
AB3 Identify relevant details, facts, and specifications
AB4 Record information accurately and completely
AB5 Demonstrate competence in organizing, writing, and editing using correct vocabulary, spelling, grammar, and punctuation
AB6 Demonstrate the ability to write clearly and concisely using industry specific terminology

AC CRITICAL THINKING AND PROBLEM SOLVING

AC1 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)
AC2 Utilize innovation and problem-solving skills to arrive at the best solution for current situation
AC3 Implement effective decision-making skills

AD MATHEMATICS

AD1 Perform basic and higher level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios)
AD2 Solve problems using measurement skills (e.g., distance, weight, area, volume)
AD3 Make reasonable estimates
AD4 Use tables, graphs, diagrams, and charts to obtain or convey information
AD5 Use deductive reasoning and problem-solving in mathematics

**AE FINANCIAL LITERACY**

AE1 Locate, evaluate, and apply personal financial information
AE2 Identify the components of a budget and how one is created
AE3 Set personal financial goals and develop a plan for achieving them
AE4 Use financial services effectively
AE5 Demonstrate ability to meet financial obligations

**AF INTERNET USE AND SECURITY**

AF1 Recognize the potential risks associated with Internet use
AF2 Identify and apply Internet security practices (e.g., password security, login, logout, log off, lock computer)
AF3 Practice safe, legal, and responsible use of technology in the workplace

**AG INFORMATION TECHNOLOGY**

AG1 Use technology appropriately to enhance professional presentations
AG2 Demonstrate effective and appropriate use of social media
AG3 Identify ways social media can be used as marketing, advertising, and data gathering tools

**AH TELECOMMUNICATIONS**

AH1 Select and use appropriate devices, services, and applications to complete workplace tasks
AH2 Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, conference calls)
EMPLOYABILITY SKILLS

EA POSITIVE WORK ETHIC

EA1 Demonstrate enthusiasm and confidence about work and learning new tasks
EA2 Demonstrate consistent and punctual attendance
EA3 Demonstrate initiative in assuming tasks
EA4 Exhibit dependability in the workplace
EA5 Take and provide direction in the workplace
EA6 Accept responsibility for personal decisions and actions

EB INTEGRITY

EB1 Abide by workplace policies and procedures
EB2 Demonstrate honesty and reliability
EB3 Demonstrate ethical characteristics and behaviors
EB4 Maintain confidentiality and integrity of sensitive company information
EB5 Demonstrate loyalty to the company

EC SELF-REPRESENTATION

EC1 Demonstrate appropriate dress and hygiene in the workplace
EC2 Use language and manners suitable for the workplace
EC3 Demonstrate polite and respectful behavior toward others
EC4 Demonstrate personal accountability in the workplace
EC5 Demonstrate pride in work

ED TIME, TASK, AND RESOURCE MANAGEMENT

ED1 Plan and follow a work schedule
ED2 Work with minimal supervision
ED3 Work within budgetary constraints
ED4 Demonstrate ability to stay on task to produce high quality deliverables on time
EE DIVERSITY AWARENESS

EE1 Recognize diversity, discrimination, harassment, and equity
EE2 Work well with all customers and co-worker
EE3 Explain the benefits of diversity within the workplace
EE4 Explain the importance of respect for feelings, values, and beliefs of others
EE5 Identify strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work
EE6 Illustrate techniques for eliminating gender bias and stereotyping in the workplace
EE7 Identify ways tasks can be structured to accommodate the diverse needs of workers
EE8 Recognize the challenges and advantages of a global workforce

EF TEAMWORK

EF1 Recognize the characteristics of a team environment and conventional workplace
EF2 Contribute to the success of the team
EF3 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

EG1 Contribute new ideas
EG2 Stimulate ideas by posing questions
EG3 Value varying ideas and opinions
EG4 Locate and verify information

EH CONFLICT RESOLUTION

EH1 Identify conflict resolution skills to enhance productivity and improve workplace relationships
EH2 Implement conflict resolution strategies and problem-solving skills
EH3 Explain the use of documentation and its role as a component of conflict resolution

EI CUSTOMER/CLIENT SERVICE

EI1 Recognize the importance of and demonstrate how to properly acknowledge customers/clients
EI2 Identify and address needs of customers/clients
EI3 Provide helpful, courteous, and knowledgeable service

EI4 Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, website)

EI5 Identify techniques to seek and use customer/client feedback to improve company services

EI6 Recognize the relationship between customer/client satisfaction and company success

**EJ ORGANIZATIONS, SYSTEMS, AND CLIMATES**

EJ1 Define profit and evaluate the cost of conducting business

EJ2 Identify "big picture" issues in conducting business

EJ3 Identify role in fulfilling the mission of the workplace

EJ4 Identify the rights of workers (e.g., adult and child labor laws and other equal employment opportunity laws)

EJ5 Recognize the chain of command, organizational flow chart system, and hierarchy of management within an organization

**EK JOB ACQUISITION AND ADVANCEMENT**

EK1 Recognize the importance of maintaining a job and pursuing a career

EK2 Define jobs associated with a specific career path or profession

EK3 Identify and seek various job opportunities (e.g., volunteerism, internships, co-op, part-time/full-time employment)

EK4 Prepare a resume, letter of application, and job application

EK5 Prepare for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, dress appropriately)

EK6 Participate in a job interview

EK7 Explain the proper procedure for leaving a job

**EL LIFELONG LEARNING**

EL1 Acquire current and emerging industry-related information

EL2 Demonstrate commitment to learning as a life-long process and recognize learning opportunities

EL3 Seek and capitalize on self-improvement opportunities

EL4 Discuss the importance of flexible career planning and career self-management
EL5 Employ leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, shared vision)

EL6 Recognize the importance of job performance evaluation and coaching as it relates to career advancement

EL7 Accept and provide constructive criticism

EL8 Describe the impact of the global economy on jobs and careers

**EM JOB SPECIFIC TECHNOLOGIES**

EM1 Identify the value of new technologies and their impact on driving continuous change and the need for life-long learning

EM2 Research and identify emerging technologies for specific careers

EM3 Select appropriate technological resources to accomplish work

**EN HEALTH AND SAFETY**

EN1 Assume responsibility for safety of self and others

EN2 Follow safety guidelines in the workplace

EN3 Manage personal health and wellness
OCCUPATIONAL SKILLS

OA BUSINESS LAW
OA1 Acquire foundational knowledge of business laws and regulations to understand their nature and scope
OA2 Apply knowledge of business ownership to establish and continue business operations

OB COMMUNICATION SKILLS
OB1 Read to acquire meaning from written material and to apply the information to a task
OB2 Apply verbal skills to obtain and convey information
OB3 Record information to maintain and present a report of business activity
OB4 Write internal and external business correspondence to convey and obtain information effectively
OB5 Use social media to communicate with a business's stakeholders
OB6 Communicate with staff to clarify workplace objectives

OC CUSTOMER RELATIONS
OC1 Foster positive relationships with customers to enhance company image
OC2 Resolve conflicts with/for customers to encourage repeat business
OC3 Reinforce company's image to exhibit the company's brand promise

OD ECONOMICS
OD1 Understand fundamental economic concepts to obtain a foundation for employment in business
OD2 Understand the nature of business to show its contributions to society
OD3 Understand economic systems to be able to recognize the environments in which businesses function
OD4 Acquire knowledge of the impact of government on business activities to make informed economic decisions
OD5 Analyze cost/profit relationships to guide business decision-making
OD6 Understand economic indicators to recognize economic trends and conditions
OD7 Understand global trade's impact to aid business decision-making
OE EMOTIONAL INTELLIGENCE
OE1 Develop personal traits to foster career advancement
OE2 Apply ethics to demonstrate trustworthiness
OE3 Identify with others' feelings, needs and concerns to enhance interpersonal relations
OE4 Manage stressful situations to minimize potential negative impact
OE5 Implement teamwork techniques to accomplish goals
OE6 Employ leadership skills to achieve workplace objectives
OE7 Manage internal and external business relationships to foster positive interactions

OF FINANCIAL ANALYSIS
OF1 Understand the fundamental principles of money needed to make financial exchanges
OF2 Analyze financial needs and goals to determine financial requirements
OF3 Manage personal finances to achieve financial goals
OF4 Understand the use of financial service providers to aid in financial goal achievement
OF5 Use investment strategies to ensure financial well-being
OF6 Use risk management products to protect a business’s financial well-being
OF7 Acquire a foundational knowledge of accounting to understand its nature and scope
OF8 Implement accounting procedures to track money flow and to determine financial status
OF9 Acquire a foundational knowledge of finance to understand its nature and scope
OF10 Manage financial resources to ensure solvency

OG HUMAN RESOURCES MANAGEMENT
OG1 Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope
OG2 Manage staff growth and development to increase productivity and employee satisfaction

OH INFORMATION MANAGEMENT
OH1 Acquire a foundational knowledge of information management to understand its nature and scope
OH2 Utilize information technology tools to manage and perform work responsibilities
OH3 Apply data mining methods to acquire pertinent information for business decision-making
OH4 Maintain business records to facilitate business operations
OH5 Acquire information to guide business decision-making

OI MARKETING
OI1 Understand marketing’s role and function in business to facilitate economic exchanges with customers
OI2 Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making

OJ OPERATIONS
OJ1 Understand operation’s role and function in business to value its contribution to a company
OJ2 Adhere to health and safety regulations to support a safe work environment
OJ3 Implement safety procedures to minimize loss
OJ4 Implement security policies/procedures to minimize chance for loss
OJ5 Comply with security rules, regulations and codes (e.g., property, privacy, access, confidentiality) to protect customer and company information, reputation and image
OJ6 Utilize project management skills to improve workflow and minimize costs
OJ7 Implement purchasing activities to obtain business supplies, equipment, resources and services
OJ8 Understand production’s role and function in business to recognize its need in an organization
OJ9 Maintain property and equipment to facilitate ongoing business activities
OJ10 Understand supply chain management role to recognize its need in business
OJ11 Implement quality control processes to minimize errors and to expedite workflow

OK PROFESSIONAL DEVELOPMENT
OK1 Acquire self-development skills to enhance relationships and improve efficiency in the work environment
OK2 Understand and follow company rules and regulations to maintain employment
OK3 Utilize critical thinking skills to determine best options/outcomes
OK4 Participate in career planning to enhance job success potential
OK5 Implement job seeking skills to obtain employment
OK6 Utilize career advancement activities to enhance professional development

OL STRATEGIC MANAGEMENT

OL1 Recognize management's role to understand its contribution to business success
OL2 Utilize planning tools to guide organization's/department's activities
OL3 Identify potential business threats and opportunities to protect a business’s financial well-being

OM CHANNEL MANAGEMENT

OM1 Acquire foundational knowledge of channel management to understand its role in marketing

ON ENTREPRENEURSHIP

ON1 Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy
ON2 Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures

OO KNOWLEDGE MANAGEMENT

OO1 Acquire a foundational understanding of knowledge management to understand its nature and scope

OP PRICING

OP1 Develop a foundational knowledge of pricing to understand its role

OQ PRODUCT/SERVICE MANAGEMENT

OQ1 Acquire a foundational knowledge of product/service management to understand its nature and scope
OQ2 Generate product ideas to contribute to ongoing business success
OQ3 Employ product mix strategies to meet customer expectations
OQ4 Position company to acquire desired business image

OR PROMOTION

OR1 Acquire a foundational knowledge of promotion to understand its nature and scope
OR2 Understand promotional channels used to communicate with targeted audiences
OS QUALITY MANAGEMENT

OS1 Understand the role and function of quality management to obtain a foundational knowledge of its nature and scope

OT MARKET PLANNING

OT1 Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI)