

- Standard 1    **FINANCE AND ECONOMICS**  
The student will demonstrate knowledge and understanding of accounting concepts and the analytical tools needed to make reasoned decisions about economic and financial issues – both personal and professional.
- Standard 2    **BUSINESS LAW**  
The student will demonstrate an understanding of business law and the legal system in both his/her business and personal lives.
- Standard 3    **CAREER DEVELOPMENT**  
The student will apply knowledge gained from personal assessment, career research, and the study of workplace expectations to develop strategies to make an effective transition from school to career.
- Standard 4    **COMMUNICATION**  
The student will communicate for a variety of purposes and audiences, using various tools and methods.
- Standard 5    **INFORMATION SYSTEMS**  
The student will utilize a variety of computer software demonstrating a mastery of workplace technical skills.
- Standard 6    **INTERNATIONAL BUSINESS**  
The student will demonstrate an understanding of international business and the global environment.
- Standard 7    **MANAGEMENT**  
The student will demonstrate informed decision-making techniques and use management tools for successful business operations.
- Standard 8    **MARKETING**  
The student will demonstrate and apply marketing functions and strategies both domestically and internationally.

## FINANCE AND ECONOMICS

STANDARD 1: The student will demonstrate knowledge and understanding of accounting concepts and the analytical tools needed to make reasoned decisions about economics and financial issues – both personal and professional.

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In order to meet the standard, students will be able to:

- 1.1 Complete the various steps of the accounting cycle and explain the purpose of each step.
- 1.2 Determine the values of assets, liabilities, and owner's equity according to generally accepted accounting principles, explaining when and why they are used.
- 1.3 Prepare, interpret, and analyze financial statements using manual and computerized systems for service, merchandising, and manufacturing businesses.
- 1.4 Apply appropriate accounting principles to various forms of ownership, payroll, income taxation, and managerial systems.
- 1.5 Use mathematical procedures to analyze and solve business problems for such areas as savings, investments, and credit.
- 1.6 Apply basic mathematical operations to solve problems.
- 1.7 Identify opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.
- 1.8 Use a rational decision-making process as it applies to the roles of citizens, workers, and consumers.
- 1.9 Explain the importance of productivity and discuss how specialization, division of labor, savings, investments in capital goods and human resources, and technological change affect productivity.
- 1.10 Explain why societies develop economic systems, identify the basic features of different economic systems, and discuss the major features of the U.S. economy.
- 1.11 Explain the role of exchange and money in an economic system and describe the effect of interdependence on economic activity.
- 1.12 Describe the role of markets and prices in the U.S. economy.

- 1.13 Analyze the role of the law of supply and demand in the U.S. economy.
- 1.14 Describe different types of competitive structures and illustrate the role of competitive markets in the U.S. and other economies.
- 1.15 Manage limited personal financial resources and recognize that more wants and needs of members of a society can be satisfied if wise consumer decisions are made.
- 1.16 Explain how the U.S. economy functions as a whole and describe macroeconomic measures of economic activity such as gross domestic product, unemployment, and inflation.
- 1.17 Discuss the role of government in an economic system, especially the necessary and desirable role of government in the U.S. economy.
- 1.18 Describe the rights and responsibilities of citizens in the U.S. economy, including their role in making decisions through the political process that affect the allocation of limited personal and public resources to meet individual and societal needs and wants.
- 1.19 Demonstrate an understanding of money management in daily life.
- 1.20 Demonstrate an understanding of how financial markets, investment strategies and fraud affect their financial decisions.
- 1.21 Demonstrate an understanding of their role as consumers in the marketplace and its ensuing rights and responsibilities.
- 1.22 Analyze the factors that affect their personal financial decisions.
- 1.23 Use decision-making techniques and management tools for successful insurance operations.

## **BUSINESS LAW**

STANDARD 2: The student will demonstrate their understanding of business law and the legal system in both their business and personal lives.

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In order to meet the standard, students will be able to:

- 2.1 Analyze the relationship between ethics and the law and describe the sources of the law, the structure of the court system, the different classifications of procedural law, and the different classifications of substantive law.
- 2.2 Analyze the relationships among contract law, law of sales, and consumer law.
- 2.3 Analyze the role and importance of agency law and employment law as they relate to the conduct of business in the national and international marketplaces.
- 2.4 Describe the major types of business organizations operating within the socio-economic arena of the national and international marketplace today and in the future.
- 2.5 Explain the legal rules that apply to personal property and real property.
- 2.6 Explain how the advances in computer technology impact upon such areas as property law, contract law, criminal law, and international law.
- 2.7 Determine appropriateness of wills and trusts in estate planning.
- 2.8 Explain the legal rules that apply to marriage, divorce, and child custody.
- 2.9 Explain the legal rules that apply to environmental law and energy regulation.

## **CAREER DEVELOPMENT**

**STANDARD 3:** The student will apply knowledge gained from personal assessment, career research, and the study of workplace expectations to develop strategies to make an effective transition from school to career.

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In order to meet the standard, students will be able to:

- 3.1 Utilize self-assessment skills relative to business career options.
- 3.2 Utilize career resources to develop an information base that includes global occupational opportunities.
- 3.3 Relate work ethic, workplace relationships, workplace diversity, and workplace communication skills to career development.
- 3.4 Apply knowledge gained from individual assessment to a comprehensive set of goals and an individual career plan.
- 3.5 Develop strategies to make an effective transition from school to career.
- 3.6 Relate the importance of lifelong learning to career success.

## **COMMUNICATION**

**STANDARD 4: The student will communicate for a variety of purposes and audiences, using various tools and methods.**

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In order to meet the standard, students will be able to:

- 4.1 Communicate in a clear, courteous, concise, and correct manner on a personal and professional level.
- 4.2 Use appropriate vocabulary, grammar, and format in oral and written communications.
- 4.3 Apply basic business communications skills.
- 4.4 Use technology to enhance the effectiveness of communications.
- 4.5 Demonstrate proficiency in team communications.
- 4.6 Demonstrate proficiency in intergeneration communications.
- 4.7 Demonstrate proficiency in multi-diverse communications.
- 4.8 Demonstrate proficiency in conflict communications.

## **INFORMATION SYSTEMS**

**STANDARD 5: The student will utilize a variety of computer software demonstrating a mastery of workplace technical skills.**

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In order to meet the standard, students will be able to:

- 5.1 Use touch keyboarding skills to enter and manipulate text and data.
- 5.2 Demonstrate basic file drive management (network, hard drive, CD-Rom, and floppy drive).
- 5.3 Demonstrate basic operating system navigation.
- 5.4 Enter, sort, and retrieve data from spreadsheets; and create formulas, use functions, create charts and graphs.
- 5.5 Enter, sort, and retrieve data from databases; define records and fields. Create simple and complex queries, reports, and forms.
- 5.6 Create and edit electronic presentations with transitions, images, and charts.
- 5.7 Describe positions and career paths in information systems.
- 5.8 Establish and use a personal code of ethics for information systems use and management.
- 5.9 Identify, select, evaluate, use, customize, and problem solve application software.
- 5.10 Integrate word processing, desktop publishing, database, spreadsheet, presentation graphics, multimedia, and imaging software as well as industry-specific and subject-specific software into real life problems.
- 5.11 Create, save, retrieve, edit, and print word processing documents.
- 5.12 Demonstrate basic programming/computer languages.
- 5.13 Demonstrate knowledge of electronic communication.
- 5.14 Use and create electronic commerce.

## **INTERNATIONAL BUSINESS**

**STANDARD 6:** The student will demonstrate an understanding of international business and the global environment.

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In order to meet the standard, students will be able to:

- 6.1 Explain the role of international business and to analyze its impact on careers and doing business at the local, state, national, and international levels.
- 6.2 Apply communication strategies necessary and appropriate for effective and profitable international business relations.
- 6.3 Describe the social, cultural, political, legal, and economic factors that shape and impact the international business environment.
- 6.4 Describe the environmental factors that define what is considered ethical business behavior.
- 6.5 Explain the role, importance, and concepts of international finance and risk management.
- 6.6 Understand special challenges in operations and management of human resources in international business.
- 6.7 Apply marketing concepts to international business.
- 6.8 Relate balance of trade concepts to the import/export process.
- 6.9 Identify forms of business ownership and entrepreneurial opportunities available in international business.

## MANAGEMENT

STANDARD 7: The student will demonstrate informed decision making techniques and use management tools for successful business operations.

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In order to meet the standard, students will be able to:

- 7.1 Illustrate how the functions of management are implemented and explain why they are important.
- 7.2 Compare and contrast the basic tenets of management theories and explain why they are important.
- 7.3 Analyze financial data influenced by internal and external factors in order to make long-term and short-term management decisions.
- 7.4 Justify the need to gain and maintain competitive advantage through the use of internal comparisons and external research services.
- 7.5 Describe the activities of human resource managers and their importance to the successful operation of the organization.
- 7.6 Identify various organizational structures and discuss the advantages and disadvantages of each.
- 7.7 Develop and use general managerial skills.
- 7.8 Define a code of ethics, develop a code of ethics, and apply a code of ethics to various issues confronted by businesses.
- 7.9 Identify, describe, and analyze the impact and relationship of government regulations and community involvement to business management decisions.
- 7.10 Describe the role of organized labor and its influences on government and business.
- 7.11 Apply generally accepted operations management principles and procedures to the design of an operations plan.

## **MARKETING**

**STANDARD 8: The student will demonstrate and apply marketing functions and strategies both domestically and internationally.**

In order to meet the standard, students will be able to:

- 8.1 Identify the roles of marketing and analyze the impact of marketing on the individual, business, and society.
- 8.2 Define, develop, and apply a code of ethics to various marketing issues.
- 8.3 Identify and explain how external factors influence and dictate marketing decisions.
- 8.4 Describe and develop the characteristics of a product and stages of product development.
- 8.5 Explain the role of pricing in the marketing process and describe and use various pricing strategies.
- 8.6 Explain and apply distribution processes and methods to develop distribution plans.
- 8.7 Identify the four general forms of promotion, determine how each contributes to successful marketing, and apply the most appropriate form to its use.
- 8.8 Develop, implement, and evaluate a marketing research project.
- 8.9 Identify numerous marketing variables and strategies and develop a plan dealing with a diversified marketplace.
- 8.10 Explain, identify, and develop a marketing plan encompassing all of the necessary components.
- 8.11 Describe and apply forecasting principles and methods to determine sales potential for specific products.