

# Minnesota Business, Marketing, and Information Technology Frameworks:

## Business Management Cluster [Updated January 2024]



## Business and Management Cluster

The Business Management Cluster includes the study of careers that encompass planning, organizing, directing and evaluating business functions essential to efficient, productive, and profitable business operations. Students develop skills including analytical thinking, organization, time management, communication, and customer service mindset.

### Cluster Courses

Introductory Courses	Intermediate Courses	Advanced Courses
<a href="#">30 Management 1: Introduction to Business</a> <a href="#">31 Management 2: Theory and Practice</a> <a href="#">33 Business Law 1</a>	<a href="#">32 Management 3: Business Ethics and Leadership</a> <a href="#">34 Business Law 2</a> <a href="#">35 Human Resource Management</a> <a href="#">36 Entrepreneurship 1—Product &amp; Business Planning</a>	<a href="#">37 Entrepreneurship 2—Small Business Development</a> 38 Project Management <a href="#">39 International Business</a>

### Career Pathways

Career pathways developed through courses in this cluster include:

- Operations Manager
- Human Resources Manager
- Affirmative Action Coordinator
- Compensation and Benefits Analyst
- Talent Acquisition Manager

### Experiential Learning and Work-Based Learning

Experiential Learning opportunities should be embedded throughout a CTE Business and Marketing program, and could include industry tours, job shadowing experiences, service learning experiences, and student-led business operations. Work-based Learning (WBL) experiences as a continuation and application of classroom learning can also be developed. Work-based Learning includes both internship and Youth Apprenticeship opportunities for approved WBL programs with licensed WBL coordinators. Experiential Learning is a required component of every business, marketing, and instructional technology education program, with the intention that opportunities will be available for every student. Through involvement in Experiential Learning activities, students experience multiple career pathway occupations, learn expected workplace behavior, develop industry-specific technical skills, and are given opportunities to apply academic and occupational skills in the workplace or a simulated workplace environment.

## Social-Emotional Learning

Helping students develop social and emotional competence is an essential component in their preparation to be successful adults. Career and Technical Education (CTE) classrooms and workplaces should foster the acquisition and application of the knowledge, skills and attitudes needed for social and emotional development. These include: self-awareness, self-management, social awareness, relationship skills, and responsible decision-making. Explicit teaching of, and regular student rehearsal of, these skills will lead to greater academic, social, and career outcomes.

## Career Technical Student Organizations: Business Professionals of America (BPA) and DECA

Student participation in career technical student organizations (CTSOs) is considered as essential component of a quality career and technical education program. Minnesota Business Professionals of America (BPA) and Minnesota DECA provide students with opportunities for growth through education, competition, community service and professional development. Career and leadership development activities are embedded throughout the entire career cluster through classroom instruction and projects, as well as the DECA and BPA competitive event programs.

## Assessing Competencies with Formative and Summative Assessments

Employability skill performance indicators and benchmarks (found at the beginning of this document) are typically assessed with “formative assessments.” The goal of formative assessment is to monitor student progress during an instructional unit to provide ongoing feedback that can be used by instructors to improve their teaching and by students to improve their learning. Formative assessments help students identify their strengths and weaknesses and target areas of needed improvement. They also help teachers recognize where students are struggling so that problems can be addressed in a timely manner. Formative assessments generally have low or no point value.

Career pathway technical skill performance indicators and benchmarks (identified by Table C course name and code later in the document) are typically assessed with “summative assessments.” The goal of summative assessment is to evaluate student learning at the end of an instructional unit by comparing it against the performance indicator or benchmark to which the unit was aligned. Summative assessments have point values which generally are factored into a final course grade.

## Resources Utilized in Frameworks Development

Performance Indicators/Standards and Measures/Benchmarks were developed from the following sources:

- Minnesota Common Core Competencies
- National Business Education Association Standards
- National Council of Economic Education
- States’ Career Clusters Initiative
- DECA and BPA Competition Competencies
- Project Management Institute (PMI)
- MBA Research National Standards for Business Administration

## Employability Skills: Business Management Cluster

**NOTE:** These are for general embedding in all Business/Marketing courses. They are NOT part of course alignment during the Program Approval process.

### Topic/Strand 1: Academic Foundations

Performance Indicator/Standard	Measures/Benchmarks
BM01.01 Apply mathematical concepts to solve business problems and make business decisions.	BM01.01.01 Identify patterns and relationships among business data elements. BM01.01.02 Use estimation techniques to predict the reasonableness of a mathematical solution. BM01.01.03 Interpret graphical and numerical data to make conclusions on business performance. BM01.01.04 Recommend solutions to business problems based on data analysis. BM01.01.05 Create mathematical models to communicate data from projections, results, and recommendations.
BM01.02 Read and apply print and electronic information in task completion and business decision making.	BM01.02.01 Interpret facts and meaning from print and electronic business materials. BM01.02.02 Comprehend and apply written directions to complete business tasks.
BM01.03 Convey ideas and information in writing from print and electronic materials.	BM01.03.01 Compose multi-paragraph documents that present information clearly, succinctly, and accurately. BM01.03.02 Create and edit written communications with correct grammar, spelling, punctuation, and capitalization. BM01.03.03 Utilize career pathway technical concepts and terminology in written communications. BM01.03.04 Evaluate the reliability of information obtained from a variety of sources. BM01.03.05 Reference/cite sources of information created by others.
BM01.04 Convey ideas and information from print and electronic materials in verbal communication.	BM01.04.01 Communicate effectively with team members to foster positive relationships and accomplish project/business goals. BM01.04.02 Communicate effectively with customers to foster positive relationships that enhance the business image. BM01.04.03 Utilize career pathway technical concepts and terminology in verbal communications.

## Topic/Strand 2: Employability and Career Development

Performance Indicator/Standard	Measures/Benchmarks
BM02.01 Identify and demonstrate positive work behaviors and personal qualities sought by employers.	BM02.01.01 Demonstrate self-discipline, self-worth, positive attitude, and integrity in a work situation BM02.01.02 Demonstrate flexibility and willingness to learn new knowledge and skills. BM02.01.03 Demonstrate initiative in completing tasks and solving novel problems as they arise.
BM02.02 Develop knowledge and skills for an effective transition from school to career.	BM02.02.01 Investigate education and occupational opportunities using a variety of resources (e.g., speakers, research, job shadowing, etc.). BM02.02.02 Identify training, education, and certification requirements for occupational choice. BM02.02.03 Utilize personal inventory tools to identify personal traits, learning styles, and skills. BM02.02.04 Develop effective job seeking materials including resume, cover letter, and recommendation letters to include in a career portfolio. BM02.02.05 Develop and manage an online brand to convey a professional online presence with job seeking resources and social media accounts.

## Topic/Strand 3: Critical Thinking and Problem Solving

Performance Indicator/Standard	Measures/Benchmarks
BM03.01 Use critical thinking skills to develop potential solutions to business problems.	BM03.01.01 Identify desired project or business outcomes. BM03.01.02 Identify information needed to develop potential solutions to business problems. BM03.01.03 Apply creativity and innovation to create ideas, proposals, and solutions to problems. BM03.01.04 Adjust problem-solving strategies based on data or changing circumstances to achieve desired results.
BM03.02 Perform data analysis to make business decisions.	BM03.02.01 Formulate questions that can be solved or answered through data. BM03.02.02 Collect relevant data to solve business problems. BM03.02.03 Perform data analysis to evaluate data and recommend solutions.
BM03.03 Evaluate the effectiveness of implemented solutions/strategies.	BM03.03.01 Recommend a proposed solution based on project goals and data analysis. BM03.03.02 Evaluate an implemented solution based on project goals and data analysis.

## Topic/Strand 4: Information Technology Applications

Performance Indicator/Standard	Measures/Benchmarks
BM04.01 Use industry-standard information technology tools to create and deliver business presentations.	BM04.01.01 Create and deliver business presentations to multiple audiences using a variety of media and formats. BM04.01.02 Prepare and share support materials that will enhance audience understanding of a verbal presentation. BM04.01.03 Adjust presentation messages and methods from interpretation of audience verbal and nonverbal cues.
BM04.02 Operate electronic mail and social media applications for workplace communications.	BM04.02.01 Identify various communication and organization functions utilized in email systems. BM04.02.02 Use email to share files and documents. BM04.02.03 Create email communication messages appropriate for internal and external audiences. BM04.02.04 Apply netiquette skills in email and social media for internal and external communications. BM04.02.05 Facilitate group work through management of shared calendars, files, and communication tools.
BM04.03 Use computer-based systems and applications to perform work tasks.	BM04.03.01 Utilize computer application software to create and store business documents. BM04.03.02 Operate computer-managed equipment, peripherals, and network devices to complete work tasks.
BM04.04 Use Internet-based applications to perform work tasks.	BM04.04.01 Efficiently navigate and access Internet resources with web browsers. BM04.04.02 Utilize Internet-based applications to perform workplace tasks to industry standards.

## Topic/Strand 5: Intercultural Competence

Performance Indicator/Standard	Measures/Benchmarks
BM05.01 Explain the environmental, social, global, and economic impacts of decisions within an organization.	BM05.01.01 Explain the cultural, social, historical, and business changes that have influenced technology use in business. BM05.01.02 Analyze data privacy and information security issues from personal, business, and cultural perspectives. BM05.01.03. Analyze current global issues related to industries and careers in this career field.
BM05.02 Recognize value in diverse perspectives of team members.	BM05.02.01 Utilize active listening to convey empathy and respect for multiple perspectives. BM05.02.02 Create positive team dynamics and effectively complete tasks by adapting to cultural differences and commonalities of team members.
BM05.03 Utilize conflict resolution skills to address stakeholder problems.	BM05.03.01 Resolve conflicts with and for customers using conflict resolution skills. BM05.03.02 Resolve conflicts with and for team members using conflict resolution skills.

## Topic/Strand 6: Safety, Health and Environmental

Performance Indicator/Standard	Measures/Benchmarks
BM06.01 Maintain safe and healthy working environments by implementing personal and jobsite safety rules and industry-appropriate regulations.	<p>BM06.01.01 Adhere to OSHA health and safety regulations to support a safe and healthy work environment.</p> <p>BM06.01.02 Apply ergonomic principles and technology use techniques to prevent technology-related injuries and fatigue.</p> <p>BM06.01.03 Demonstrate appropriate use of technology and equipment according to manufacturer rules and safety regulations.</p> <p>BM06.01.04 Explain and comply with sexual harassment policies to create a non-hostile work environment.</p>

## Topic/Strand 7: Leadership and Teamwork

Performance Indicator/Standard	Measures/Benchmarks
BM07.01 Analyze the roles and styles of effective managers and leaders in creating an effective business culture.	<p>BM07.01.01 Analyze the various roles of leaders within organizations.</p> <p>BM07.01.02 Analyze leadership and management styles.</p>
BM07.02 Demonstrate teamwork to effectively achieve individual and collective goals.	<p>BM07.02.01 Identify traits of effective teams in relation to self, team, community, diversity, and environment.</p> <p>BM07.02.02 Promote the involvement and use of team members' individual talents and skills.</p> <p>BM07.02.03 Take responsibility for shared group and individual work tasks.</p>
BM07.03 Demonstrate leadership to accomplish organizational goals and use team members' talents effectively.	<p>BM07.03.01 Identify traits of effective leaders in relation to self, team, community, diversity, and environment.</p> <p>BM07.03.02 Distribute responsibility and work load fairly.</p> <p>BM07.03.03 Promote an environment of positive team relationships and goal attainment.</p> <p>BM07.03.04 Utilize conflict management skills to facilitate solutions.</p>
BM07.04 Utilize mentoring and staff development to increase employee satisfaction, work efficiency, and achievement of organizational goals.	<p>BM07.04.01 Describe how staff development is used to increase productivity and employee satisfaction.</p> <p>BM07.04.02 Demonstrate motivational techniques to enhance performance of others.</p> <p>BM07.04.03 Plan and deliver staff development training to learn a new skill or improve performance of an existing one.</p>

## Topic/Strand 8: Ethics and Legal Responsibilities

Performance Indicator/Standard	Measures/Benchmarks
BM08.01 Describe businesses' responsibility to know and comply with legal and ethical requirements of business operations.	BM08.01.01 Compare and contrast copyrights and trademarks. BM08.01.02 Explain appropriate copyright use including how to acquire formal permission to use proprietary information and intellectual property. BM08.01.03.Demonstrate adherence to copyright and intellectual property laws in using the work of others.
BM08.02 Describe the scope of social responsibility for local and international business operations and their potential impact on society.	BM08.02.01 Identify positive and negative social impacts of business on society. BM08.02.02 Compare and contrast legal versus social responsibility.
BM08.03 Demonstrate ethical behavior in the use of information technology.	BM08.03.01 Explain ethical and legal issues arising from the use of intellectual property. BM08.03.02 Demonstrate ethical behavior as it relates to creating and publishing information.
BM08.04 Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions.	BM08.04.01 Evaluate alternative responses to workplace situations based on legal responsibilities and employer policies. BM08.04.02 Evaluate alternative responses to workplace situations based on personal or professional ethical responsibilities. BM08.04.03 Explain personal and professional consequences of unethical or illegal behaviors.
BM08.05 Explain applicable tax laws and regulations to comply with government requirements.	BM08.05.01 Explain legal obligations of business contracts and remedies when a party fails to comply with a contract. BM08.05.02 Explain current human resources laws and requirements. BM08.05.03 Explain applicable tax laws and government regulations for various types of businesses.



## Career Field: Business, Management, and Administration

**Cluster: Business Management**

**Program: 140710 or 040800**

**Course Title: Management 1: Introduction to Business**

**Course Code: 30 or 15**

**Course Description:** Students will explore the world of business through topics that include finance, management, ethics, legal forms of business and operations as well as marketing. Through an introduction to business foundations in our free-market system students will develop a comprehensive view of business trends, the role of government, society, and our global economy that all contribute to successful business operations. Current industry issues will provide insights for case studies and entrepreneurial analytics. Students will gain insights on consumer buying decisions, human resources, and financial management. The course may include participation in BPA or DECA student organizations.

### **CTSO Competitive Events:**

**BPA:** Interview Skills, Advanced Interview Skills

**DECA:** Employment Interview: Entry Level, Employment Interview: Advanced Level

**FCCLA:** Job Interview, Interviewing Skills

**SkillsUSA:** Job Interview, Employment Application Process

### **Suggested Certifications or Industry-Recognized Credentials:**

[YouScience: Business Concepts](#)

[NOCTI Exams: Administrative Services](#)

### **Instructional units in this course may include:**

- Economics Basics
- Business Ethics and Social Responsibility
- Types of Business Organizations: Proprietorships, Partnerships, Corporations, Franchises
- Human Resource Management
- Business Operations: Management, Marketing, and Finance
- Career Exploration: Resumes, Mock Interviews, and Industry Tours
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## Topic/Strand 10: Technical Skills

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM30.10.01 Explain business management concepts and the organizational, social, and ethical impacts of effective business management.	<p>BM30.10.01.01 Compare and contrast characteristics of managers and leaders and discuss the role of each in successful businesses.</p> <p>BM30.10.01.02 Compare and contrast various forms of business ownership and types of business organizational structures.</p> <p>BM30.10.01.03 Explain the ethical and social responsibilities of business operation to the general public.</p> <p>BM30.10.01.04 Compare and contrast basic issues involved in the operation of local, national, and international businesses.</p>	<p>I will be able to discuss similarities and differences between managers and leaders.</p> <p>I will be able to compare and contrast characteristics of different types of business ownership.</p> <p>I will be able to explain the social responsibility to the general public of operating a business.</p> <p>I will be able to compare and contrast business operation in the United States and overseas.</p>
BM30.10.02 Explain the business operation activities involved in human resource management and their impact on successful business operations.	<p>BM30.10.02.01 Explain the nature, role and activities of the human resource management function in a business.</p> <p>BM30.10.02.02 Analyze practices for screening, interviewing and selecting employees for various career opportunities.</p> <p>BM30.10.02.03 Explain the principles of learning and the role of training and professional development in human resource development.</p> <p>BM30.10.02.04 Analyze the role, methods and challenges of supervising employees.</p>	<p>I will be able to explain the activities involved in managing human resources for a business.</p> <p>I will be able to review and recommend practices for interviewing job candidates and selecting who should be hired.</p> <p>I will be able to explain the importance of professional development in maintaining a well-trained workforce.</p>
BM30.10.03 Explain the marketing and promotional activities involved in business operations and their role in creating successful business operations.	<p>BM30.10.03.01 Explain the interconnection between marketing functions needed to maintain successful business operations.</p> <p>BM30.10.03.02 Analyze qualitative and quantitative data to identify market audience segments to target for promotional activities.</p> <p>BM30.10.03.03 Create a basic marketing plan for a new business which identifies marketing activities and implementation timelines.</p>	<p>I will be able to explain the functions of marketing and their role in creating a successful business.</p> <p>I will be able to use data to identify target markets for my marketing plan.</p> <p>I will be able to create a marketing plan for a new business.</p>
BM30.10.04 Explain business financial management activities and their impact on successful business operations.	<p>BM30.10.04.01 Explain the economic systems, activities, and decisions that create the environment in which a business operates.</p> <p>BM30.10.04.02 Explain and utilize the accounting procedures and financial systems needed to maintain and communicate accurate financial information.</p> <p>BM30.10.04.03 Analyze and interpret financial statements for business decision-making.</p>	<p>I will be able to explain the basic characteristics of the U.S. economic system and their impact on business operations.</p> <p>I will be able to describe basic accounting procedures used by businesses of different sizes.</p> <p>I will be able to interpret business financial statements and explain their findings.</p>

## Career Field: Business, Management, and Administration

**Cluster: Business Management**

**Program: 140710**

**Course Title: Management 2: Theory and Practice**

**Course Code: 31**

**Alternate Course Titles: Business Management**

**Course Description:** This course explores management planning, staffing, financing, and controlling functions within a business. It may also explore the macro-level of the business world, including business structure, finance, and interconnections among industry, government, and the global economy. Course content includes human resource management, accounting and finance, marketing, and operations management. Emphasis is on problem-based, real-world applications of business concepts to formulate, analyze, and evaluate business decisions, and may include business simulations. The course provides an understanding of the American business system, its organizations, and the role of management. Students examine the leadership styles of successful business leaders and management structures of business organizations, large or small.

**CTSO Competitive Events:**

**DECA:** Principles of Business Management and Administration

**Suggested Certifications or Industry-Recognized Credentials:**

[YouScience: Business Management](#)

[NOCTI Exams: General Management](#)

**Instructional units in this course may include:**

- Roles and Responsibilities of Business Management
- Financial Recordkeeping and Controls for Business
- Customer Service and Customer Relationships
- Business Information Management
- Human Resources Management
- Business Operations Management
- Career Preparation: Job Shadowing and Mentorships

## Topic/Strand 10: Technical Skills

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM31.10.01 Establish, maintain, control, and plan the use of financial resources to protect solvency.	BM31.10.01.01 Analyze financial needs and goals for business operations. BM31.10.01.02 Identify potential business threats and opportunities for protecting a business's financial well-being. BM31.10.01.03 Develop financial controls to maintain business solvency.	I will be able to develop a budget to meet company goals and concerns.
BM31.10.02 Create, communicate, and deliver value to customers while managing customer relationships.	BM31.10.02.01 Perform customer service activities to support customer relationships and encourage repeat business. BM31.10.02.02 Utilize technology to facilitate customer relationship management.	I will be able to demonstrate positive customer service attributes while assisting customers in person and online.
BM31.10.03 Use appropriate systems and strategies to collect, organize, analyze, and share information in an organization.	BM31.10.03.01 Explain the nature and scope of knowledge management practices within a business. BM31.10.03.02 Use knowledge management strategies to improve the performance and competitive advantage of an organization.	I will be able to explain the role a manager plays within a company and their effect on business success.
BM31.10.04 Motivate and supervise personnel to achieve completion of projects while creating a supportive work environment.	BM31.10.04.01 Exhibit behaviors and actions to effectively motivate and lead individuals and teams. BM31.10.04.02 Manage internal and external intercultural business relationships. BM31.10.04.03 Apply performance standards to evaluate employees.	I will be able to develop leadership and motivation strategies to support and improve employee performance. I will be able to develop performance benchmarks for evaluating employees.
BM31.10.05 Plan, monitor, and control day-to-day business functions to ensure continued business operations.	BM31.10.05.01 Manage purchasing activities to obtain the best service/product at the least cost. BM31.10.05.02 Explain the scope of risk management practices and select appropriate strategies for a specific business. BM31.10.05.03 Manage quality-control processes to minimize errors and to expedite workflow.	I will be able to describe purchasing practices that deliver product quality and cost desired by business and customers. I will be able to develop and use strategies to minimize business risk.
BM31.10.06 Plan, organize, and control an organization/ department to optimize overall business success.	BM31.10.06.01 Explain management's role in contributing to successful business operations. BM31.10.06.02 Develop business plans to meet company needs. BM31.10.06.03 Develop strategic plans to accomplish business goals. BM31.10.06.04 Compare company performance with established benchmarks to determine company success.	I will be able to design a business plan to start a business. I will be able to create a strategic plan to guide ongoing company decisions. I will be able to explain performance evaluation using benchmarks.

## Career Field: Business, Management, and Administration

**Cluster: Business Management**

**Program: 140710**

**Course Title: Management 3: Business Ethics and Leadership**

**Course Code: 32**

**Alternate Course Titles: Advanced Business Management, Project Management, Business Leadership**

**Course Description:** Students study the practical application of ethical management and leadership principles and philosophies in business settings. Emphasis is placed on problem-based, real-world applications (or business simulations) of management and leadership concepts to guide business decisions toward ethical and profitable results. Students will take a deep dive into the leadership styles of successful business leaders, and management structures of various types of business organizations.

### **CTSO Competitive Events:**

**BPA:** Ethics and Professionalism

**DECA:** Business Solutions Project, Community Awareness Project

### **Suggested Certifications or Industry-Recognized Credentials:**

[YouScience: Business Leadership I](#)

[YouScience: Business Leadership II](#)

[YouScience: Business Management](#)

[NOCTI Exams: General Management](#)

[MBA Research: Standard Business Management and Administration](#)

### **Instructional units in this course may include:**

- Business Ethics and Ethical Decision Making
- Social Responsibility in Business Operations
- Organizational Management Structures
- Characteristics, styles, and techniques of Effective Business Leadership
- Project Management Techniques
- Career Preparation: Job Shadowing and Mentorships

## Topic/Strand 10: Technical Skills

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM32.10.01 Apply ethical decision making to business operations.	<p>BM32.10.01.01 Create personal codes of behavior.</p> <p>BM32.10.01.02 Explain the purpose and content of a business code of ethics.</p> <p>BM32.10.01.03 Propose solutions to ethical dilemmas experienced by business managers and leaders (e.g., harassment and discrimination, health and safety, whistleblowing, ethical accounting practices, technology and privacy practices).</p> <p>BM32.10.01.04 Analyze causes of unethical behavior and their effects on customers, employees, and business operations.</p> <p>BM32.10.01.05 Analyze global perspectives on ethical business operation and potential conflicts between international stakeholders.</p> <p>BM32.10.01.06 Develop and communicate a model policy for ethical workplace behavior.</p>	<p>I will be able to develop and communicate a code of ethics for a business organization.</p> <p>I will be able to distinguish between law and ethics.</p> <p>I will be able to create a workplace ethics policy for a company.</p>
BM32.10.02 Explain social responsibility in business management and its impact on internal and external stakeholders.	<p>BM32.10.02.01 Identify ways an organization demonstrates social responsibility.</p> <p>BM32.10.02.02 Develop examples of socially responsible business operation and describe the impact on internal and external stakeholders.</p> <p>BM32.10.02.03 Describe how managers at each level of an organization can contribute to aligning business operations to a company's social responsibility goals.</p>	<p>I will be able to evaluate a company's social impact.</p> <p>I will be able to learn how management plans and executes social responsibility campaigns.</p>
BM32.10.03 Analyze different organizational management structures for organizing business responsibilities and decision-making.	<p>BM32.10.03.01 Compare and contrast work flow and accountability in project, division, functional, and matrix organizational management structures.</p> <p>BM32.10.03.02 Compare and contrast business decision making and operation in organizations with centralized and decentralized management structures.</p> <p>BM32.10.03.03 Develop strategic goals to accomplish business division objectives that align to broad organizational goals.</p>	<p>I will be able to analyze different companies' organizational structures.</p> <p>I will be able to develop goals for a unit of business that align to the overall business goals.</p>

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM32.10.04 Describe the characteristics, styles, and techniques of effective leadership.	<p>BM32.10.04.01 Describe personal and professional qualities of effective leaders.</p> <p>BM32.10.04.02 Explain and demonstrate techniques leaders use to motivate their employees.</p> <p>BM32.10.04.03 Analyze the similarities and differences between managing and leading.</p>	<p>I will be able to identify effective leadership qualities.</p> <p>I will be able to explain and demonstrate techniques to motivate team members.</p>
BM32.10.05 Utilize project management methodologies and techniques to complete group projects within specified time and quality expectations.	<p>BM32.10.05.01 Compare and contrast the differences between Agile and Waterfall methodologies to determine which methodology should be used.</p> <p>BM32.10.05.02 Utilize the processes and tools (e.g., iterative process, planning board) of an Agile project management methodology to plan and implement a project.</p> <p>BM32.10.05.03 Explain project management knowledge areas and their component process groups, inputs, techniques, and outputs essential to project success.</p>	<p>I will be able to effectively execute a project using a project management plan.</p> <p>I will deploy the most effective project management methodology for a given project.</p>

## Career Field: Business, Management, and Administration

**Cluster: Business Management**

**Program: 140710**

**Course Title: Business Law 1**

**Course Code: 33**

**Alternate Course Titles: Personal and Business Law 1**

**Course Description:** This course helps students develop a comprehensive understanding of business and personal law. It emphasizes legal concepts that are relevant to business in the broad areas of employment law, contract law, consumer law, and laws related to the formation and operation of businesses. The course will focus on business and civil law (rather than criminal law) and the court systems that enforce the laws. Students will be challenged to think analytically as they study classic as well as recently-decided legal cases. Current issues and legal events are highlighted within each unit. Participation in DECA and Business Professionals of America (BPA) is encouraged.

### **CTSO Competitive Events:**

**BPA:** Business Law & Ethics

**DECA:** Business Law & Ethics Team Decision Making

### **Suggested Certifications or Industry-Recognized Credentials:**

[YouScience: Business Law](#)

[CLEP: Introductory Business Law](#)

### **Instructional units in this course may include:**

- Understanding the Law and Our Legal System
- Crimes and Torts
- Entering Into Contracts
- Understanding Consumer Law
- Property Laws—Personal Property and Real Property
- Employment Law, Employment Protection, and Equal Opportunity
- Creating and Operating Business Organizations
- Insurance—Protection Against Loss



## Topic/Strand 10: Technical Skills

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM33.10.01 Compare and contrast Civil (Tort) and Criminal Law.	BM33.10.01.01 Explain the relationship between law and ethics. BM33.10.01.02 Explain the sources of U.S. business and civil law. BM33.10.01.03 Compare and contrast criminal and civil law. BM33.10.01.04 Explain the structure of the U.S. court system.	I will be able to distinguish between ethical and unethical behavior in business.  I will be able to describe the difference between legal and illegal conduct in a business.
BM33.10.02 Analyze the role and importance of employment law.	BM33.10.02.01 Identify unfair labor practices. BM33.10.02.02 Explain compensation and benefit laws. BM33.10.02.03 Explain the rights and responsibilities associated with the collective bargaining process. BM33.10.02.04 Explain the nature of workplace regulations (including OSHA and ADA).	I will be able to identify fair and unfair practices by employers toward their employees.  I will be able to explain legal requirements for wages, compensation, and benefits.  I will be able to explain the rights and responsibilities of each party in the collective bargaining process.
BM33.10.03 Explain the legal rights and responsibilities of business contracts.	BM33.10.03.01 Identify the elements of a contract. BM33.10.03.02 Explain how contracts establish business relationships. BM33.10.03.03 Analyze contractual rights and responsibilities of each party in a contract. BM33.10.03.04 Explain breach of contract and remedies available.	I will be able to list the elements of a contract.  I will be able to describe the characteristics of a contract.  I will be able to evaluate contracts to for validity and justify ways contracts may be discharged.
BM33.10.04 Explain how federal and state laws protect the consumer.	BM33.10.04.01 Explain consumer protection legislation and the regulatory agencies that protect consumers. BM33.10.04.02 Describe the consequences of violating consumer statutes. BM33.10.04.03 Explain the differences between unsafe products and dangerous products.	I will be able to explain the importance of established product standards.  I will be able to identity important consumer protection legislation.  I will be able to describe the regulatory/ administrative agencies that protect consumers.
BM33.10.05 Describe the major types of business organizations and the legal implications for creating and operating a business under each.	BM33.10.05.01 Describe the most common forms of business ownership and identify the legal entity in each. BM33.10.05.02 Explain the legal procedures for forming and running each type of business organization. BM33.10.05.03 Analyze the advantages and disadvantages of each type of business ownership.	I will be able to explain the ways a business can be organized.  I will be able to explain the legal procedures for forming and running each type of business.  I will be able to distinguish legal liability of each type of business organization.

## Career Field: Business, Management, and Administration

**Cluster: Business Management**

**Program: 140710**

**Course Title: Business Law 2**

**Course Code: 34**

**Alternate Course Titles: Advanced Business Law, Business and Personal Law 2**

**Course Description:** This course expands on the foundational elements of business law developed in the Business Law 1 course. The course emphasizes legal concepts that are relevant to business and personal law (rather than criminal law). Topics include: marketing and advertising law, negotiable instruments, insurance, real and intellectual property rights, computer law, family law, and observation of actual trial proceedings. Content may be presented and skills developed through problem-based case studies and real-world legal decisions. Participation in a student organization such as Business Professionals of America (BPA) or DECA is encouraged.

### **CTSO Competitive Events:**

**BPA:** Business Law & Ethics

**DECA:** Business Law & Ethics Team Decision Making

### **Suggested Certifications or Industry-Recognized Credentials:**

[YouScience: Business Law](#)

[CLEP: Introductory Business Law](#)

### **Instructional units in this course may include:**

- Laws that Govern Marketing, Digital Advertising, Telemarketing, and Online Business Operations
- Negotiable Instruments, Insurance, Secured Transactions, and Bankruptcy
- Real and Personal Property Laws impacting Business
- Legal Use of Computers in Business
- Family Laws: Marriage, Divorce, Wills, Trusts, and Estate Planning
- Courtroom Trial Procedures
- Careers in Business, Sports, and Information Technology Law

## Topic/Strand 10: Technical Skills

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM34.10.01 Explain laws that govern marketing, digital advertising, telemarketing, and online business operations.	<p>BM34.10.01.01 Describe the role of the Federal Trade Commission in regulating marketing and advertising activities.</p> <p>BM34.10.01.02 Analyze advertising materials for compliance to Truth in Advertising legal requirements.</p> <p>BM34.10.01.03 Describe legal requirements and limitations on telemarketing (e.g., National Do Not call Registry).</p>	<p>I will be able to explain how advertising laws apply to business marketing activities.</p> <p>I will be able to describe the nature of unfair methods of competition.</p> <p>I will be able to explain the need for governmental involvement in the marketplace.</p>
BM34.10.02 Analyze the functions of negotiable instruments, insurance, secured transactions, and bankruptcy.	<p>BM34.10.02.01 Describe different types of negotiable instruments and the different types of endorsements used in business transactions.</p> <p>BM34.10.02.02 Analyze the impact of major disasters and mass torts on insurance.</p> <p>BM34.10.02.03 Differentiate between the various types of bankruptcy filings.</p>	<p>I will be able to describe how commercial paper is transferred.</p> <p>I will be able to explain how a security interest is perfected and terminated.</p> <p>I will be able to describe the purpose and protections of various bankruptcy chapters.</p>
BM34.10.03 Analyze how real and personal property laws impact business.	<p>BM34.10.03.01 Explain the various types of intellectual property (e.g., trademark, tradename, trade dress, copyright, patent, trade secret).</p> <p>BM34.10.03.02 Distinguish the characteristics of real property, personal property, and intellectual property.</p> <p>BM34.10.03.03 Compare different legal rights and methods of acquiring property and transferring ownership.</p> <p>BM34.10.03.04 Describe the civil and criminal consequences for infringing on the intellectual property rights of others.</p>	<p>I will be able to explain the different types of intellectual property such as patents, trademarks, and copyrights.</p> <p>I will be able to understand the current issues that cause ethical arguments.</p> <p>I will be able to identify when trademark and copyright infringement could occur.</p>
BM34.10.04 Analyze laws related to legal and illegal use of computers in business operations.	<p>BM34.10.04.01 Describe different types of computer crime that can affect business operations (e.g., software licenses, copying source code, software piracy, computer hacking).</p> <p>BM34.10.04.02 Explain the various types of state and federal statutes intended to combat computer crimes.</p> <p>BM34.10.04.03 Analyze the relationship between law and ethics related to use of computer records and personal data privacy.</p>	<p>I will be able to describe computer crimes that can affect business operations.</p> <p>I will be able to explain laws created to combat computer crimes.</p> <p>I will be able to explain the relationship between law and ethics relating to personal data privacy.</p>

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM34.10.05 Analyze the legal aspects of marriage, divorce, child custody, and the appropriateness of wills and trusts in estate planning.	<p>BM34.10.05.01 Describe the rights and obligations that are involved in the legal definition of marriage.</p> <p>BM34.10.05.02 Distinguish between common law and ceremonial marriages.</p> <p>BM34.10.05.03 Contrast annulment, divorce, and dissolution proceedings, and explain typical grounds for divorce.</p> <p>BM34.10.05.04 Describe the features and purposes of wills and trusts.</p>	<p>I will be able to explain how a marriage contract is formed and legalized.</p> <p>I will be able to discuss the ways a marriage can end.</p> <p>I will be able to recognize the value of the trust instrument.</p>
BM34.10.06 Analyze evidence, lawyer presentation and cross examination skills, and legal arguments following a courtroom trial observation.	<p>BM34.10.06.01 Explain the purposes and characteristics of various types of court proceedings (e.g., civil, criminal, bankruptcy and appeals).</p> <p>BM34.10.06.02 Identify the parties, the facts, and the legal issues, in legal proceedings using appropriate legal vocabulary.</p> <p>BM34.10.06.03 Analyze evidence, lawyer representation skills, legal arguments, and case outcomes following a courtroom trial observation.</p>	<p>I will be able to explain and categorize different types of court cases.</p> <p>I will be able to distinguish stakeholders in the courtroom and their roles.</p> <p>I will be able to explain the order of court case proceedings.</p>

## Career Field: Business, Management, and Administration

**Cluster: Business Management**

**Program: 140710**

**Course Title: Human Resource Management**

**Course Code: 35**

**Course Description:** This course emphasizes human resources relevant to business. Topics include recruiting, hiring, training and supporting employee's performance appraisal, compensation, and safety of employees. Emphasis will be on making the content relevant and practical in the daily work and personal life of the student. It will provide students with a comprehensive understanding of business and human resources. Students will analyze real-world human relations cases, current events, and their implications on business and the economy. Course may include participation in student organizations such as DECA and Business Professionals of America (BPA).

### **CTSO Competitive Events:**

**BPA:** Human Resource Management

**DECA:** Human Resources Management Series

### **Suggested Certifications or Industry-Recognized Credentials:**

[NOCTI Exams: Human Resources Management](#)

### **Instructional units in this course may include:**

- Employment Law and Business Ethics
- Recruiting, Selecting, Training and Retaining Talent
- Performance Management and Evaluation
- Compensation, Benefits, and Rewards
- Employee Rights and Responsibilities
- Career Ladders in Human Resource Management

## Topic/Strand 10: Technical Skills

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM35.10.01 Describe the role and function of human resources management in successful business operations.	<p>BM35.10.01.01 Explain the nature and role of the human resource function in a business.</p> <p>BM35.10.01.02 Identify work strategies and organizational structures as they relate to the function of human resources, chain of command, and supervisor-manager relationships.</p> <p>BM35.10.01.03 Analyze the impact of culture, environment, expectations, and technology on the role of the employee in an effective and efficient organization.</p>	<p>I will be able to explain the meaning and function of human resources management.</p> <p>I will be able to explain how the role of human resource management intersects the employee-supervisor relationship.</p> <p>I will be able to discuss the wide range of daily impacts on employees and their work performance.</p>
BM35.10.02 Analyze ethics and employment law implications of human resource management functions.	<p>BM35.10.02.01 Explain employee rights and employer responsibilities under the Equal Employment Opportunity legislation.</p> <p>BM35.10.02.02 Explain the human resources role in ethics relating to harassment, workplace safety (OSHA), security of employee records, and employee theft.</p> <p>BM35.10.02.03 Analyze the roles and implications of unions and collective bargaining on organizational management of human resources.</p>	<p>I will be able to explain the rights and responsibilities legislated in the Equal Employment Opportunity law.</p> <p>I will be able to explain and give examples of employee and workplace ethics.</p> <p>I will be able to analyze how employee unions have impacted business operations and the employer-employee relationship.</p>
BM35.10.03 Explain and apply concepts of recruitment, interview, and selection of employees.	<p>BM35.10.03.01 Compare and contrast employee recruitment sources and practices based on the nature of business operations and the job responsibilities of the open employment position.</p> <p>BM35.10.03.02 Develop and analyze practices for screening and interviewing employees for various career opportunities.</p> <p>BM35.10.03.03 Conduct simulated employee interviews and apply hiring criteria to information acquired to select employees to hire.</p>	<p>I will be able to contrast sources and techniques for recruiting prospective employees based on the business and type of position.</p> <p>I will be able to develop a procedure and criteria for screening and interviewing job applicants.</p> <p>I will be able to conduct simulation job interviews and make hiring recommendations.</p>

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM35.10.04 Manage staff growth and development to increase productivity and employee satisfaction.	<p>BM35.10.04.01 Explain the principles of learning and the role of training in human resources development.</p> <p>BM35.10.04.02 Compare and contrast initial and ongoing employee training and development needs.</p> <p>BM35.10.04.03 Explain human resource activities that foster a positive work environment and build positive employer-employee relationships.</p> <p>BM35.10.04.04 Create and deliver a job orientation training for new employees.</p>	<p>I will be able to explain different methods for helping employees acquire job-related knowledge and technical skills.</p> <p>I will be able to compare and contrast training needs for new and experienced staff members.</p> <p>I will be able to identify ways human relations activities encourage a positive work environment.</p> <p>I will be able to create and deliver a job orientation training presentation for new employees.</p>
BM35.10.05 Develop workplace performance goals for use in employee evaluation.	<p>BM35.10.05.01 Evaluate the uses and benefits of employee performance evaluation systems from the standpoint of the company and the employee.</p> <p>BM35.10.05.02 Analyze how employee performance is measured and the challenges to effective employee performance measurement.</p> <p>BM35.10.05.03 Create an employee performance evaluation measurement tool that could be used for a given career area.</p>	<p>I will be able to explain the importance of employee evaluation systems to employees and the business.</p> <p>I will be able to explain the methods and challenges to employee evaluation.</p> <p>I will be able to create a measurement instrument to evaluate employee job performance.</p>
BM35.10.06 Explain characteristics and impacts of employee compensation and company-sponsored benefit programs.	<p>BM35.10.06.01 Explain the actual cost of an employee to a business, including both wages and benefits.</p> <p>BM35.10.06.02 Explain the characteristics of various pay plans including hourly wage, salary, piece-work, commission, and bonuses.</p> <p>BM35.10.06.03 Describe employee benefit packages including life insurance, health insurance, and retirement plans and their impact on hiring and retaining a workforce.</p> <p>BM35.10.06.04 Compare and contrast employee leave requirements (i.e. sick leave, holidays, vacation time) and employment perks (i.e. fitness center, daycare) used to recruit or reward employees.</p>	<p>I will be able to explain how the business cost of each employee includes both payments for work and benefits offered.</p> <p>I will be able to describe characteristics of different employee pay plans.</p> <p>I will be able to describe typical employee benefit package options.</p> <p>I will be able to explain the role that leaves and employment perks have on attracting and retaining a workforce.</p>

## Career Field: Business, Management, and Administration

**Cluster: Business Management**

**Program: 140710 or 040800**

**Course Title: Entrepreneurship 1—Product and Business Planning**

**Course Code: 36 or 13**

**Course Description:** In this course, students will develop an entrepreneurial mindset; a mindset capable of critical thinking and problem solving in a fast-paced professional environment. Students interested in starting their own business venture or creating a non-profit to help others will develop the core skills they need to be successful. Students will investigate the impact entrepreneurs have on the economy while exploring diverse pathways to entrepreneurship. They will engage in the discovery process to generate and validate new business ideas and develop a plan to market their business. The class examines entrepreneurial theory as well as real world situations.

### **CTSO Competitive Events:**

**BPA:** Entrepreneurship

**DECA:** Entrepreneurship Series, Entrepreneurship Team Decision Making, Innovation Plan, Startup Business Plan, Franchise Business Plan, Independent Business Plan, Virtual Business Challenge - Entrepreneurship

**FCCLA:** Entrepreneurship

**SkillsUSA:** Entrepreneurship

### **Suggested Certifications or Industry-Recognized Credentials:**

[YouScience: Entrepreneurship](#)

[MBA Research: Principles of Entrepreneurship-Standard-Level 3](#)

[MBA Research: A\\*S\\*K Institute Certification – Concepts of Entrepreneurship](#)

### **Instructional units in this course may include:**

- Role of Entrepreneurs and Entrepreneurial Mindset
- Interaction of Business, Consumers, and Government in the Economy
- Identifying and Evaluating Business Opportunities
- Government Relations and Laws
- Aligning Marketing to Target Markets



## Topic/Strand 10: Technical Skills

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM36.10.01 Describe the roles entrepreneurs play in today's economy and describe the characteristics of an entrepreneurial mindset.	<p>BM36.10.01.01 Analyze the characteristics and skills of successful entrepreneurs.</p> <p>BM36.10.01.02 Assess the impact of entrepreneurship on our local, state, national, and global communities and economies.</p> <p>BM36.10.01.03 Explain the risks and benefits of choosing to become an entrepreneur, including ways to minimize or limit risk.</p>	<p>I will be able to describe characteristics of an entrepreneurial mindset.</p> <p>I will be able to explain the role of entrepreneurs in their own business, the local community, and the economy.</p> <p>I will be able to compare and contrast the benefits and risks of being an entrepreneur.</p>
BM36.10.02 Explain how the interaction of business, consumers, and governments affect decisions for a business venture.	<p>BM36.10.02.01 Describe how households, businesses, and governments are interdependent and interact through the flow of goods, services, and money.</p> <p>BM36.10.02.02 Explain why it is important that entrepreneurs accurately assess customer needs and wants.</p> <p>BM36.10.02.03 Explain how markets, prices, and competition influence economic behavior.</p>	<p>I will be able to explain the circular flow of goods and services in a market economy.</p> <p>I will be able to distinguish between consumer needs and wants given a product or service.</p> <p>I will be able to describe how market conditions affect business and consumer decision-making.</p>
BM36.10.03 Apply creative thinking and conduct research to identify and evaluate business opportunities for their potential to succeed.	<p>BM36.10.03.01 Demonstrate creative thinking approaches to identify new business opportunities and meet specific market needs.</p> <p>BM36.10.03.02 Conduct research to support the market potential for a new product or business.</p> <p>BM36.10.03.03 Differentiate between a business model and traditional business plan.</p> <p>BM36.10.04 Develop and present a proposal for a new product or business to meet identified market wants and needs.</p>	<p>I will be able to brainstorm creative options for new product, service, or business ideas.</p> <p>I will be able to evaluate the viability of alternative solutions for products and/or services.</p> <p>I will be able to compare and contrast business models with business plans.</p> <p>I will be able to prepare and present a new business idea.</p>
BM36.10.04 Analyze how forms of business, government regulations and laws affect entrepreneurial ventures.	<p>BM36.10.04.01 Compare and contrast legal forms of business ownership.</p> <p>BM36.10.04.02 Distinguish between the ways a business may be acquired or operated.</p> <p>BM36.10.04.02 Identify and evaluate types of laws and agencies that regulate businesses.</p> <p>BM36.10.04.03 Explain the importance of contracts, licensing, and the protection of intellectual property rights.</p>	<p>I will be able to recommend a form of ownership for a business.</p> <p>I will be able to compare and contrast the methods of establishing business ownership.</p> <p>I will be able to give examples of government regulations that affect business.</p> <p>I will be able to explain various forms of intellectual property protection and how they are established.</p>

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM36.10.05 Create professional marketing materials which exhibit core principles of business marketing.	<p>BM36.10.05.01 Identify target markets based on a variety of demographic and psychographic factors.</p> <p>BM36.10.05.02 Define and explain the 4 P's of the marketing mix and how they are used to facilitate the buying process.</p> <p>BM36.10.05.03 Explain the importance of pricing in operating a profitable business.</p> <p>BM36.10.05.04 Develop marketing materials to promote a new product or business venture.</p>	<p>I will be able to create a customer profile for a specific business venture.</p> <p>I will be able to explain how the marketing mix is used to establish and grow a customer base.</p> <p>I will be able to compare and contrast pricing strategies and their impact on consumer buying behavior.</p> <p>I will be able to develop marketing materials to effectively promote a new product or business.</p>

## Career Field: Business, Management, and Administration

**Cluster: Business Management**

**Program: 140710**

**Course Title: Entrepreneurship 2—Small Business Development**

**Course Code: 37**

**Alternate Course Titles: Entrepreneurship 2**

**Course Description:** This course expands on the innovation skills and entrepreneurial mindset developed in the Entrepreneurship 1 course. While engaging in business planning, students will research, design, and launch (or plan for) a new business venture. Through competitive analysis, product development, operations planning, financial analysis, and marketing strategy, students will gain the skills necessary to prepare for a successful business. This course may include operation of an actual school-based business enterprise, startup business, or simulated business operation. Participation in a student organization such as Business Professionals of America (BPA) or DECA is encouraged.

### **CTSO Competitive Events:**

**BPA:** Entrepreneurship, Small Business Management Team

**DECA:** Entrepreneurship Team Decision Making, Franchise Business Plan, Independent Business Plan, Innovation Plan, Startup Business Plan, Business Growth Plan, SBE Certification, Virtual Business Challenge - Entrepreneurship

**FCCLA, and SkillsUSA:** Entrepreneurship

### **Suggested Certifications or Industry-Recognized Credentials:**

[YouScience: Entrepreneurship](#)

[MBA Research: Principles of Entrepreneurship-Standard-Level 3](#)

[MBA Research: A\\*S\\*K Institute Certification – Concepts of Entrepreneurship](#)

### **Instructional units in this course may include:**

- Marketing Research—Identifying Market Needs and Customer Satisfaction
- Developing a Successful New Business Launch
- Creating Marketing Plans to Target Specific Markets
- Financial Requirements for Starting and Operating Businesses
- Developing Business Plans and Requests for Funding
- Operating and Managing a Small Business

## Topic/Strand 10: Technical Skills

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM37.10.01 Conduct and analyze market research to develop a new product that meets the needs of a target market.	<p>BM37.10.01.01 Propose new products or revisions to existing products based on opportunity gaps in the market.</p> <p>BM37.10.01.02 Evaluate the types of competition a business will encounter.</p> <p>BM37.10.01.03 Formulate a competitive analysis for a new business idea.</p> <p>BM37.10.01.04 Explain how iteration and prototyping is used in business and product development.</p>	<p>I will be able to research, identify, and design an innovative solution using Design Thinking principles.</p> <p>I will be able to analyze the impact direct and indirect competitors will have on a new business.</p> <p>I will be able to conduct a market analysis for a business opportunity.</p> <p>I will be able to explain how prototyping is used to develop products that meet the needs of the market.</p>
BM37.10.02 Evaluate the requirements and factors affecting the success of a business launch.	<p>BM37.10.02.01 Identify licenses, inspections, zoning laws, covenants, codes, and government regulations that impact business creation.</p> <p>BM37.10.02.02 Describe the importance of location to the success of a business.</p> <p>BM37.10.02.03 Develop a plan to meet human resources needs for a new business.</p> <p>BM37.10.02.04 Assess equipment, supplies, and inventory planning needs for a new business venture.</p>	<p>I will be able to identify regulations affecting business development.</p> <p>I will be able choose an appropriate location for a new business.</p> <p>I will be able to develop recruiting and hiring procedures.</p> <p>I will be able to identify inventory-tracking methods to ensure accurate inventory to maximize business profit.</p>
BM37.10.03 Develop a marketing plan to identify, reach, and retain customers in a specific target market.	<p>BM37.10.03.01 Describe the elements of the marketing mix and its role in developing an effective marketing plan.</p> <p>BM37.10.03.02 Design and plan promotional strategies.</p> <p>BM37.10.03.03 Select appropriate channels of sales and distribution to reach a target market.</p> <p>BM37.10.03.04 Create a pricing strategy based on established principles for a new product or business.</p>	<p>I will be able to select realistic marketing goals that guide the development of an effective marketing plan.</p> <p>I will be able to design a marketing plan for a new product or business that I propose.</p> <p>I will be able to identify a channel of distribution that effectively reaches a target market.</p> <p>I will be able to develop a pricing strategy that generates desired levels of profits.</p>

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM37.10.04 Analyze financial issues relating to successful business ownership.	<p>BM37.10.04.01 Assess financial requirements for starting an entrepreneurial venture.</p> <p>BM37.10.04.02 List and describe common sources of funding a business.</p> <p>BM37.10.04.03 Identify potential threats to a business's financial well-being.</p> <p>BM37.10.04.04 Prepare financial documents related to business ownership.</p> <p>BM37.10.04.05 Analyze financial statements and interpret the meaning of the statement for the business.</p>	<p>I will be able to project the total cash needed to start a business.</p> <p>I will be able to compare and contrast common sources of funding a business.</p> <p>I will be able to create financial statements to project profitability of a business venture.</p> <p>I will be able to develop strategies to improve business performance based on analysis of financial statements.</p>
BM37.10.05 Develop a business plan to obtain financing for a startup.	<p>BM37.10.05.01 Utilize market research to develop a product or service that meets the needs of a specific market segment.</p> <p>BM37.10.05.02 Describe how a value proposition drives the marketing strategy for a business.</p> <p>BM37.10.05.03 Describe the importance of a distribution strategy to the operation of a business.</p> <p>BM37.10.05.04 Project the total cost needed to start a business.</p> <p>BM37.10.05.05 Explain how key metrics are used to measure business performance.</p>	<p>I will be able to conduct market research to identify a need for a solution in the market.</p> <p>I will be able to compose a value proposition for a new business that identifies its' competitive advantage.</p> <p>I will be able to develop a distribution strategy that aligns with my target market.</p> <p>I will be able to estimate startup costs for a new business.</p> <p>I will be able to select appropriate metrics to evaluate business performance.</p>
BM37.10.06 Manage and operate a small business (or simulate the management and operation) through daily tasks and activities.	<p>BM37.10.06.01 Analyze competitors' offerings and their impact on the marketing mix for a business.</p> <p>BM37.10.06.02 Develop a promotional plan utilizing strategies and channels appropriate for the market.</p> <p>BM37.10.06.03 Identify and select channel members (vendors) used to execute product/service mix planning.</p> <p>BM37.10.06.04 Explain the importance of human resource functions of employee hiring, training, and evaluation for successful business operations.</p> <p>BM37.10.06.05 Conduct a task analysis to determine job responsibilities for the business.</p> <p>BM37.10.06.06 Explain how effective customer relationship management can influence future buying decisions and business opportunities.</p> <p>BM37.10.06.07 Explain the importance of maintaining accurate records for a business.</p>	<p>I will be able to conduct a market analysis of the trading area.</p> <p>I will be able to plan and execute a promotional plan utilizing multiple promotional strategies.</p> <p>I will be able to justify the channels and vendors used by a business.</p> <p>I will be able to develop, maintain, and execute a training plan for employees.</p> <p>I will be able to determine key roles and responsibilities required to operate on a daily basis.</p> <p>I will be able to formulate a plan to maintain customer loyalty and respond to customer feedback.</p> <p>I will be able to develop plans to manage accounts payable and accounts receivable.</p> <p>I will be able to demonstrate physical and perpetual methods for counting inventory.</p>

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM37.10.07 Describe and recommend business growth strategies appropriate for different market types.	<p>BM37.10.07.01 Analyze the role competition plays in developing a growth strategy.</p> <p>BM37.10.07.02 Define and give examples of various market types.</p> <p>BM37.10.07.03 Recommend business strategies that establish or increase market share.</p>	<p>I will be able to explain how market trends impact future business strategies.</p> <p>I will be able to categorize new businesses ideas into market types.</p> <p>I will be able to select an appropriate growth strategy to increase market share for an existing business.</p>

## Career Field: Business, Management, and Administration

**Cluster: Business Management**

**Program: 140710**

**Course Title: International Business**

**Course Code: 39**

**Alternate Course Titles: Global Business**

**Course Description:** This course examines business management and administration in a global economy. Topics include export sales, trade controls, foreign operations and related problems, monetary issues, international business and policy with applications in specific countries or markets. Course provides an overview of international organizations and the effects of the foreign environment on international business. This course will focus on economic, social, political, cultural, and legal environment concepts; theories of international trade and economic development; international finance; marketing internationally and practical applications of starting and maintaining international business relationships. Course may include participation in student organizations such as DECA and Business Professionals of America (BPA).

### **CTSO Competitive Events:**

**BPA:** Global Marketing Team

**DECA:** International Business Plan

### **Instructional units in this course may include:**

- Impact of International Operations on Marketing and Finance
- Laws and Regulations in International Settings
- Multinational Business Organizations
- Government Activities that Impact Global Trade
- Equity and Equal Employment Opportunity in International Settings
- Fostering Business Relationships in International Settings

## Topic/Strand 10: Technical Skills

Performance Indicator/Standard	Measures/Benchmarks	Sample Learning Targets
BM39.10.01 Describe management's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions in international business settings.	BM39.10.01.01 Describe the variations business managers must consider in the legal environment which regulates international business.	I will be able to describe the variations in the international business regulatory environment. I will be able to describe factors affecting the settlement of legal matters in international business disputes. I will be able to compare and contrast the litigation processes used around the world.
BM39.10.02 Analyze government and legal activities that affect global trade to make business decisions.	BM39.10.02.01 Analyze the impact of government regulations restricting customer trade.	I will be able to explain government regulations that impact global trade.
BM39.10.03 Establish policies which meet government requirements for ensuring equitable treatment of employees.	BM39.10.03.01 Explain unfair labor practices. BM39.10.03.02 Explain compensation and benefit laws.	I will be able to explain labor practices that apply to global businesses. I will be able to explain legal requirements for wages, compensation, and benefits for global businesses.
BM39.10.04 Establish, maintain, control, and plan the use of financial resources to protect solvency.	BM39.10.04.01 Describe the fundamental principles of money needed to make financial exchanges. BM39.10.04.02 Analyze financial needs and goals to determine financial requirements. BM39.10.04.03 Identify potential business threats and opportunities for protecting a business's financial well-being.	I will be able to describe the impact of finances on a company's performance. I will be able to describe current business trends and interpret statistical findings.
BM39.10.05 Manage internal and external business relationships to foster positive interactions.	BM39.10.05.01 Explain the role that business management has in contributing to business success. BM39.10.05.02 Explain the nature of business customs and practices in various countries where business transactions take place.	I will be able to explain relevant customs and practices of potential global business partners.