|  |
| --- |
| **BUSINESS MANAGEMENT, 52.0200.00** |
| **1.0** | **DEMONSTRATE PERSONAL FINANCE PRACTICES** |
| 1.1 | Explain how education, career choices, and family obligations affect future income |
| 1.2 | Determine short- and long-term financial goals and plans, including income, spending, saving, and investing |
| 1.3 | Compare the advantages and disadvantages of using various forms of credit and the determinants of credit history |
| 1.4 | Explain the risk, return, and liquidity of short- and long-term saving and investment vehicles |
| 1.5 | Explain the role of entrepreneurs and their importance to the economy |
| 1.6 | Identify investment options available to individuals and households, e.g., stocks, bonds, mutual funds |
| 1.7 | Analyze the foundations of Economics, e.g., scarcity, factors of production, productivity, production possibilities curve, opportunity costs and trade-offs |
| 1.8 | Compare current economic systems of the United States and the world, e.g., Capitalism, Socialism, Communism, mixed |
| 1.9 | Describe the functions of markets, e.g., supply and demand, price floors and ceilings, competition, monopolies |
| **2.0** | **DEMONSTRATE BUSINESS AND FINANCIAL MANAGEMENT PRACTICES NEEDED FOR AN ENTERPRISE** |
| 2.1 | Compare and contrast three types of business ownership: sole proprietorship, partnership, corporation |
| 2.2 | Explain a budget for an enterprise |
| 2.3 | Explain how various financial statements are used for decision-making and planning, e.g., income statement, balance sheet, cash flow statement |
| 2.4 | Examine banking services, e.g., merchant services, credit lines, types of accounts |
| 2.5 | Describe the impact of quality business communications on the success of an organization |
| 2.6 | Identify customer relations issues |
| **3.0** | **DEMONSTRATE MARKETING CONCEPTS** |
| 3.1 | Explain marketing terminology and concepts, e.g., target market, marketing mix/4Ps, market segmentation |
| 3.2 | Differentiate between internal and external markets |
| 3.3 | Distinguish between economic goods and economic services |
| 3.4 | Identify the components of a marketing plan |
| 3.5 | Explain how unit costs and unit sales pricing affect net income |
| 3.6 | Explain how volume affects unit costs and unit sales pricing |
| 3.7 | Analyze how advertising influences consumer choices |
| 3.8 | Describe how businesses compete for market share |
| 3.9 | Explain how market research impacts the success of a business |
| **4.0** | **DEMONSTRATE GENERAL MANAGEMENT PRACTICES** |
| 4.1 | Explain management functions, e.g., planning, organizing, implementing, and controlling |
| 4.2 | Compare and contrast vertical and horizontal management structures in organizations |
| 4.3 | Explain the role of senior, middle, and entry levels of management |
| 4.4 | Describe management’s role in demonstrating leadership, motivating employees, resolving conflict, and addressing stress |
| 4.5 | Compare and contrast leadership styles |
| 4.6 | Assess how a business’ responsibility to employees, shareholders, society, and the environment affects business decisions |
| 4.7 | Explain the difference between business risk and risk management |
| 4.8 | Identify the impact of cultural and social environments on world trade |
| 4.9 | Explain international trade |
| 4.10 | Examine the impact of business cycles on the economy and business activities |
| 4.11 | Explain the impact of fiscal and monetary policy on the business cycle and the economy |
| 4.12 | Describe how government policies influence business management decisions, e.g., worker and consumer regulations, environmental protection, market regulations |
| 4.13 | Define economic indicators and trends, e.g., GDP, CPI, Inflation, Unemployment |
| **5.0** | **DEMONSTRATE HUMAN RESOURCE MANAGEMENT FUNCTIONS** |
| 5.1 | Analyze current and future staffing needs of a business |
| 5.2 | Develop job descriptions and employee tasks for an organization |
| 5.3 | Utilize appropriate mediums to identify candidates for available positions |
| 5.4 | Explain the selection process of candidates |
| 5.5 | Describe the new-hire orientation process regarding organizational policies and procedures, job roles and responsibilities, and employee rights |
| 5.6 | Describe the importance of understanding workplace culture and professionalism |
| 5.7 | Explain the process of monitoring and assessing employee performance |
| 5.8 | Explain disciplinary actions and dismissal procedures |
| 5.9 | Explain how ergonomics impacts the health, safety, and productivity of the workforce |
| **6.0** | **PERFORM PROJECT MANAGEMENT FUNCTIONS** |
| 6.1 | Identify analytical and statistical tools used in project planning, e.g., GANTT |
| 6.2 | Determine specific, measurable, achievable, realistic, and time-bound (SMART) goals for a specific project |
| 6.3 | Develop project plans, milestones, and timelines |
| 6.4 | Examine the importance of scheduling employee work assignments and allocating resources to achieve project goals |
| 6.5 | Evaluate project progress an goals |
| **7.0** | **USE ACCOUNTING INFORMATION AND FINANCIAL ANALYSES TO MAKE BUSINESS DECISIONS** |
| 7.1 | Evaluate and process accounts receivable and accounts payable against an organization’s goals |
| 7.2 | Prepare and process payroll documents and checks |
| 7.3 | Compare and interpret financial reports (income statement, balance sheet, cash flow statement, net worth statement) used to analyze risk and return to make business decisions |
| 7.4 | Prepare comparative (actual vs. budgeted) income statements |
| 7.5 | Prepare, analyze, and use budgets to guide financial decision-making |
| 7.6 | Determine financing options available for business |
| **8.0** | **USE COMPUTERIZED INFORMATION SYSTEMS AND TECHNOLOGY** |
| 8.1 | Identify ways that technology impacts business |
| 8.2 | Utilize appropriate hardware and software to generate business communications and reports, e.g., word processing, spreadsheet, database, graphics |
| 8.3 | Demonstrate appropriate use of electronic communications and technology in business |
| 8.4 | Use multimedia software to generate and deliver presentations |
| 8.5 | Use desktop publishing to design marketing materials |
| 8.6 | Demonstrate web search skills to research business issues |
| 8.7 | Describe the significance of digital advertising and E-commerce in a global marketplace |
| 8.8 | Explain the positive and negative aspects of using social media within an organization |
| 8.9 | Explain options for cyber and videoconferencing |