

Theme	Business Law is the body of law that governs business and commercial transactions affecting businesses, families and individuals. It encompasses the law related to contracts, sales, agency and employment, property, wills and estate planning, insurance and more. Business law incorporates a basic understanding of the U.S. legal system and national as well as international legal issues.
Topic	Understanding the government requires knowledge of the basic foundation of our legal system, the U.S. Constitution.
Benchmark	The U.S. Constitution forms the foundation for business law.
Competencies: <ul style="list-style-type: none"> • Discuss the U.S. Constitution, including its creation and how it protects us. • Describe balance of powers. • Describe the components of the Constitution. • Explain how amendments are made to the Constitution. • Discuss each of the Constitutional Amendments. 	
Expectations for Learning: Level 1: Demonstrate an understanding of the government and constitution. Level 2: Analyze the constitution and its amendments.	

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Topic	Understanding the legal system requires knowledge of the development and classifications of law.
Benchmark	An understanding of the legal system is necessary for all business operations.
Competencies: <ul style="list-style-type: none"> • Explain the necessity of laws. • Describe how laws are made. • Identify levels of law (local, state, and federal). • Describe sources of law and the structure of the judicial system. • Explain the difference between ethics and law. • Classify laws by civil versus criminal, procedural versus substantive, and crimes versus torts. 	
Expectations for Learning: Level 1: Demonstrate an understanding of the legal system and its purpose. Level 2: Analyze the organizational structure of the legal system and the development of laws.	

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Topic	Understanding crimes and torts includes knowledge of their classifications and possible defenses and punishments when crimes and torts are committed.
Benchmark	An understanding of crimes and torts is essential to an informed citizen.
<p>Competencies:</p> <ul style="list-style-type: none"> • Identify elements of crime including duty to do or not do something, violation of duty and criminal intent. • Classify crimes as felonies or misdemeanors or petty offenses. • Classify crimes into larceny, receiving stolen property, false pretenses, forgery, bribery, extortion, conspiracy, arson, selling buying narcotics, computer crime, embezzlement, fraud and identity theft. • Identify possible defenses for crimes related to business and potential punishments for those crimes. • Identify the four elements of a tort including duty to do or not do something, breach of duty, injury recognized by law and causation. • Classify torts into assault, battery, false imprisonment, defamation, invasion of privacy, trespass, conversion, interference with contractual relations, and fraud. • Differentiate between negligence and strict liability. • Identify damages from torts. 	
<p>Expectations for Learning:</p> <p>Level 1: Identify and explain types of crimes and torts.</p> <p>Level 2: Classify criminal actions into the various types of crimes and torts and discuss possible defenses and outcomes.</p>	

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Topic	Understanding consumer law relates to consumer protection issues, unfair trade practices and government protections for the consumer.	
Benchmark	Protecting consumers is an important role of government, agencies and law.	
Competencies: <ul style="list-style-type: none"> • Identify federal and state statutes and objectives related to consumer protection. • Discuss various governmental agencies and identify the areas they protect. • Discuss how laws protect consumers against substandard goods and services. • Discuss unfair trade practices including: use of false/misleading advertising, conducting of illegal lotteries, unfair pricing methods, mislabeling goods, selling used items as new, etc. • Describe methods by which the government protects consumers including licensing laws, remedies for injured consumers, sanitation/food adulteration laws and safety laws. 		
Expectations for Learning: Level 1: Explain the importance and types of consumer protection agencies and laws. Level 2: Describe how businesses are impacted by consumer laws and regulations.		

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Topic	Understanding contracts and contract law requires knowledge of the elements and classifications of contracts, the consequences of a breach of contract and types of warranties.
Benchmark	Contracts and contract law are essential to business operations.
<p>Competencies:</p> <ul style="list-style-type: none"> • Define the elements of a contract (offer, acceptance, consideration, genuine agreement, and capacity). • Recognize when an offer has ended. • Classify contracts as unilateral, bilateral, void, voidable, unenforceable, and valid. • Define sufficient consideration. • Identify exceptions to mutual consideration including charitable organization donations, promissory estoppels, commercial paper, and state statutory exceptions. • Describe void and voidable agreements including illegal agreements (such as those that commit crimes/torts, obstruct legal procedures, etc.) and fraudulent agreements (such as those that deliberately misrepresent material fact or are made under duress, etc.). • Explain the consequences of a breach of contract. • Classify contracts as express vs. implied, formal vs. simple, executed vs. executory. • Identify contracts that are subject to the statute of fraud (sale of goods for \$500 or more, sale of real property, etc.). • Explain the difference between express and implied warranties and identify examples of each. 	
<p>Expectations for Learning:</p> <p>Level 1: Describe the purposes and types of contracts and warranties.</p> <p>Level 2: Determine the validity of a contract and evaluate the consequences of a breach of contract.</p>	

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Topic	Understanding employment contracts and law relates to workplace regulations, employment benefits, laws affecting the workplace and the legal rights of employees.
Benchmark	The use of employment contracts, laws and regulations protects both the employer and the employee.
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe the rights and responsibilities of parties to an employment contract. • Identify laws dealing with employment. • Identify legal rights of employees (e.g., child labor laws, right-to-non-hostile work environment). • Discuss types of workplace regulations (e.g., Occupational Safety and Health Administration, Americans with Disabilities Act). • Discuss employment status (e.g., independent contractor, temporary agency and employee). • Explain the role of the Equal Employment Opportunity Commission (EEOC) (i.e., non-discrimination). • Describe the role of unions in business. • Explain retirement plans. • Describe pension and profit sharing laws. • Discuss current events related to laws affecting the workplace (e.g., technology, social media, and background checks). • Identify legal and illegal questions that may be asked in both the pre-employment and interview phases of obtaining a job. 	
<p>Expectations for Learning:</p> <p>Level 1: Identify the types of employment contracts and workplace regulations.</p> <p>Level 2: Describe the purposes and types of employment contracts and workplace regulations.</p>	

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Topic	Understanding sales, leasing and real estate law involves knowledge of the sale and lease of goods and property for businesses and consumers, warranties on merchandise and types of property.
Benchmark	An understanding of sales, leasing and real estate law is critical to business and personal success.
<p>Competencies:</p> <ul style="list-style-type: none"> • Discuss the formation of contracts for the sale and lease of goods. • Discuss laws that govern contracts for international sale of goods. • Describe title and risk of loss. • Identify types of warranties and how each may be excluded or modified. • Distinguish between real and personal property. • Describe legal documents relating to residential transactions. • Describe the respective duties of landlords and tenants. • Explain a residential real estate settlement procedure. • Describe title insurance and financing documents. • Identify documents relating to the sale of commercial property. • Explain a commercial real estate settlement. • Explain real estate closing process. 	
<p>Expectations for Learning: Level 1: Describe sales and lease agreements. Level 2: Evaluate real state documents and procedures.</p>	

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Topic	Regulating the business environment requires an understanding of regulatory agencies, taxation and environmental law.	
Benchmark	Government agencies regulate various aspects of business operations.	
Competencies:		
Expectations for Learning:		
	Level 1: List and describe the various agencies that regulate business operations and the business environment.	
	Level 2: Discuss the impact of business regulations, environmental law and tax laws on business.	

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Topic	Understanding legal rights and responsibilities includes knowledge of major laws impacting individuals, how the law applies to individuals and the consequences of breaking the law, and the rights of individuals in court.	
Benchmark	Every individual should understand their legal rights and responsibilities.	
Competencies: <ul style="list-style-type: none"> • Describe different types of laws and their major functions to serve society. • Identify areas of law. • Discuss which areas of law are relevant to a particular situation. • Identify the rules of law affecting minors. • Identify difference between substantive and procedural law. • Define the concepts of duty, breach and proximate cause. • Define types of damages that can be awarded and what needs to be established to collect. • Discuss a person’s rights in court (e.g., right to appeal, right to counsel, right to a record). • Explain discovery tools. • Define statutes of limitations for areas of law. 		
Expectations for Learning: Level 1: Explain legal rights and responsibilities of individuals. Level 2: Analyze legal rights and responsibilities of individuals.		

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Topic	Describing the court system includes understanding the differences between civil and criminal laws and procedures and the functions of courts and officials.	
Benchmark	Every individual should understand the court system.	
Competencies: <ul style="list-style-type: none"> • Describe the differences between criminal and civil law. • Differentiate procedures for civil lawsuit versus criminal proceedings from initial filing through appeal. • Discuss the remedies available through civil litigation. • Describe differences between state and federal court systems. • Describe how a case goes to trial. • Discuss the differences in functions and procedures among trial courts, appellate courts and administrative hearings. • Discuss the functions performed by officials involved in the court system (e.g., attorneys, judges, court clerks, court reporters, investigators). 		
Expectations for Learning: Level 1: Identify civil law, criminal law and the processes of the court system. Level 2: Discuss the operations and functions of different courts and officials.		

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Topic	Understanding different types of laws relates to trust, estate, probate, family and domestic relations, immigration and other legal proceedings.
Benchmark	Laws and legal procedures play a critical role in trust, estate, probate, family and domestic relations, immigration and other legal proceedings.
<p>Competencies:</p> <ul style="list-style-type: none"> • Explain document and legal procedures pertinent to estates and estate administration. • Describe wills and trusts. • Explain types of power of attorney (POA) documents. Explain the differences between intrastate and interstate. • Discuss the process of filing wills for probate. • Explain procedures for adoption, custody and guardianship processing. • Describe legal considerations with elder care. • Explain Medicare and Medicaid. • Interpret laws and guidelines for assisted living. • Identify paperwork for naturalization. • Explain how to apply for a work permit. • Identify paperwork for client application for a Green Card. 	
<p>Expectations for Learning:</p> <p>Level 1: Identify the types of laws created for trust, estate, probate, family and domestic relations and immigration laws.</p> <p>Level 2: Explain the basic reasons for trust, estate, probate, family and domestic relations, and immigration laws.</p>	

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Topic	Understanding sales, leasing and real estate law includes differentiating between types of property, real estate purchase and leasing and laws related to food sales.	
Benchmark	An understanding of sales, leasing and real estate law is critical to business and personal success.	
Competencies: <ul style="list-style-type: none"> • Discuss the formation of contracts for the sale and lease of goods. • Identify laws that govern contracts for international sale of foods. • Describe title and risk of loss. • Identify types of warranties and how each may be excluded or modified. • Distinguish between real and personal property. • Describe legal documents relating to residential transactions. • Describe the respective duties of landlords and tenants. • Explain the residential real estate closing process. • Describe title insurance and financing documents. 		
Expectations for Learning: Level 1: Describe sales, lease and real estate document. Level 2: Interpret and evaluate real estate, sales and lease documents.		

Theme	Accounting is the practice and body of knowledge devoted to the systematic process of identifying, measuring and communicating financial and economic information.	
Topic	Understanding the role of accounting involves strategic decision making for accountants, financial controls and the steps of the accounting cycle.	
Benchmark	Accounting impacts all aspects of business.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Discuss the broad role of accounting information in the economy. • Discuss the role of accounting as an information system. • Describe the growing role of accountants in strategic decision making. • Discuss the impact of an increased emphasis on strategic input from accountants. • Describe types of businesses and organizations that hire accountants. • Compare and contrast the reporting focus of financial and management accounting. • Discuss the impact of recent scandals in the accounting industry. • Discuss why financial controls are important. • Describe the steps of the accounting cycle. • Compare and contrast accounting processes in different types of businesses (e.g., service, manufacturing). • Describe the relationship between accounting and other business departments. 		
<p>Expectations for Learning: Level 1: Discuss the role of accounting. Level 2: Describe the importance of accounting to business operations.</p>		

Theme	Accounting is the practice and body of knowledge devoted to the systematic process of identifying, measuring and communicating financial and economic information.	
Topic	Identifying careers in accounting includes career research, including review of certification requirements, differentiating between types of accounting positions and analyzing job opportunities.	
Benchmark	Accounting offers opportunities for a variety of careers.	
Competencies: <ul style="list-style-type: none"> • Differentiate between accounting “preparers” and “users.” • Describe various accounting-related employment opportunities in both the public and private sectors. • Evaluate various positions and career paths within accounting. • Explain the requirements necessary to earn industry certifications (e.g., Certified Public Accountant, Certified Management Accountant). • Identify how accounting relates to other careers. 		
Expectations for Learning: Level 1: Describe accounting careers and certifications. Level 2: Compare and contrast various accounting careers.		

Theme	Accounting is the practice and body of knowledge devoted to the systematic process of identifying, measuring and communicating financial and economic information.	
Topic	Describing accounting principles is related to the development of knowledge of generally accepted accounting principles in the United States and internationally as well as ethical issues in the profession.	
Benchmark	Generally Accepted Accounting Principles (GAAP) and accounting ethics ensure the integrity of accounting.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Explain the ethical issues related to the role of the accountant. • Discuss ethical principles that an accountant is expected to observe (e.g., integrity, objectivity, independence, competence, confidentiality). • Identify accounting organizations that establish codes of ethics for the accounting profession. • Explain consequences of unprofessional and/or unethical behavior in accounting. • Describe the process used to develop GAAP. • Discuss the Financial Accounting Standards Board (FASB) and other major accounting standards-setting bodies. • Explain the qualitative characteristics of accounting information (e.g., usefulness, timeliness, understandability, neutrality, relevance, reliability, consistency and comparability). • Describe the basic assumptions about accounting reports (e.g., separate economic entity, going concern, monetary unit, periodicity of income). • Explain the basic principles of accounting (e.g., historical cost basis, revenue recognition, matching, and full disclosure). • Describe the modifying constraints on accounting principles (e.g., materiality, cost-benefits test, conservatism, and industry practice). • Describe the need for cost-benefit analysis of compliance with accounting principles. • Discuss alternatives to GAAP-based financial statements [e.g., 		

<p>Other Comprehensive Basis of Accounting (OCBOA) financial statements].</p> <ul style="list-style-type: none">• Compare and contrast GAAP and International Accounting Standards.	
<p>Expectations for Learning: Level 1: Discuss Generally Accepted Accounting Principles (GAAPs). Level 2: Evaluate ethics in accounting.</p>	

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Topic	Using the accounting cycle involves knowledge of the accounting equation and cycle, posting transactions, financial forms and software for the processes.	
Benchmark	The accounting cycle forms the basis for all accounting practices.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Analyze transactions using the concepts of the basic accounting equation. • Complete the various steps of the accounting cycle to accurately report the activity of a fiscal period. • Define and classify accounts. • Compare and contrast temporary and permanent accounts. • Explain the relationship of the journal to the ledger. • Post transaction data to various ledgers and calculate updated account balances. • Calculate adjusted entries and perform closing process. • Prepare trial balances, worksheets, and post-closing trial balances. • Describe the relationship among financial statements. • Use spreadsheet and industry-standard accounting software to maintain, summarize, and manipulate financial data. 		
<p>Expectations for Learning: Level 1: Perform the functions of the accounting cycle. Level 2: Analyze the functions of the accounting cycle.</p>		

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Topic	Determining the value of account balances requires understanding of the value of current and long-term assets and liabilities and their related components, the value of equity accounts and currency exchange rates.	
Benchmark	Quality accounting requires the determination of the value of a wide variety of accounts.	
Competencies: <ul style="list-style-type: none"> • Identify current and long-term assets. • Define notes receivable and calculate interest. • Define uncollectible accounts. • Estimate uncollectible accounts using a variety of methods (e.g., net sales, aged accounts receivable). • Calculate depreciation using the straight-line method. • Determine the value of inventory using a variety of methods (e.g., FIFO, LIFO, weighted average, specific identification). • Identify current and long-term liabilities. • Define notes payable and calculate interest. • Calculate the value of equity accounts including capital, withdrawals, stock, and retained earnings. • Use spreadsheet software to manipulate financial data. • Use financial data to determine repair, improvement, exchange, or disposal of long-term assets. • Account for purchase and sale of investments including calculation of interest and present and future value of money. • Identify intangible assets. • Calculate acquisition, amortization, and disposal of intangible assets. • Identify natural resources as it relates to business. • Calculate acquisition, depletion, and disposal of natural resources. • Identify current and long-term liabilities. • Calculate issuance, amortization, and retirement of bonds. 		

<ul style="list-style-type: none">• Calculate the value of equity accounts including capital, partnership equity, withdrawals, stock, paid-in capital, retained earnings, and dividends.• Use the internet to check currency exchange rates.• Convert United States dollars to foreign currency and vice versa.	
<p><u>Expectations for Learning:</u> Level 1: Describe how various accounts are valued. Level 2: Determine valuation of various accounts.</p>	

Theme	Accounting is the practice and body of knowledge devoted to the systematic process of identifying, measuring and communicating financial and economic information.	
Topic	Performing specialized accounting functions involves human resources accounting processes, cash controls, accounts payable and receivable and inventory records.	
Benchmark	Specialized accounting functions are used frequently in business.	
Competencies: <ul style="list-style-type: none"> • Maintain a checking account. • Calculate earnings using a variety of pay plans. • Calculate employee payroll deductions. • Calculate employer payroll taxes. • Prepare payroll-related accounting records. • Prepare employer-related tax forms. • Prepare individual federal and state income tax forms. • Apply accounting principles to manufacturing applications. • Maintain cash controls. • Perform accounts payable functions. • Perform accounts receivable functions. • Process notes payable and receivable. • Maintain inventory records. 		
Expectations for Learning: Level 1: Perform specialized applications in accounting. Level 2: Analyze specialized functions.		

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Topic	Preparing financial statements includes the preparation of a variety of financial statements using multiple tools, preparation of the annual report and ethical issues in reporting.	
Benchmark	Financial reporting is a critical outcome of accounting.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Explain the need for ethical reporting. • Prepare income statements. • Prepare statements of cash flow. • Prepare balance sheets. • Prepare various financial statements specific to manufacturing applications. • Apply exchange rates to financial statements prepared in U.S. dollars. • Analyze financial statements using various analysis tools (e.g. horizontal analysis, vertical analysis, ratios, etc.). • Explain how financial data is used to budget and project for future operations. • Use spreadsheet software to manipulate financial data and display it both numerically and graphically. • Identify the accounting and management components of the annual report. • Explain the management’s statement of responsibility for the financial statements. • Discuss the purpose for the independent auditor’s report. • Explain the content of the letter to shareholders. • Describe the need for management discussion and analysis in the annual report. • Discuss the statement on social responsibility. 		
<p>Expectations for Learning: Level 1: Prepare financial reports. Level 2: Use financial statements for various reports and decisions.</p>		

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Topic	Understanding laws and regulations impacting accounting requires knowledge of internal controls, the Sarbanes-Oxley law, the Securities and Exchange Commission (SEC) and its functions and reporting requirements and state licensure.	
Benchmark	Laws and regulations govern most of the accounting and reporting process.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Explain the need for internal controls as they pertain to accounting. • Describe the function of the Public Company Accounting Oversight Board (PCOAB). • Explain how the Sarbanes-Oxley Act helped to reestablish the value of auditing and attestation. • Explain the purpose for rotating individual audit partners at least once every five years. • Discuss the significance of holding a company’s chief executive personally responsible for falsely reporting financial information. • Discuss the power of the Securities and Exchange Commission (SEC). • Explain types of accounting infractions that the SEC protects against. • Discuss SEC reporting requirements as they pertain to the annual reports of publicly-held companies. • Discuss state licensure of Certified Public Accountants (CPAs). • Discuss the implications of different state licensure requirements for large corporations. • Explain the role of state boards of accountancy. 		
<p>Expectations for Learning: Level 1: Discuss the role of laws and regulations in accounting Level 2: Analyze laws and regulations in accounting.</p>		

Theme	Accounting is the practice and body of knowledge devoted to the systematic process of identifying, measuring and communicating financial and economic information.	
Topic	Understanding auditing standards involves knowledge of the purposes of and standards for audits and the role and function of internal and external auditors and the audit committee.	
Benchmark	Audits help to certify that appropriate accounting principles and processes have been applied.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Explain the purposes for audits. • Discuss the generally accepted auditing standards (GAAS). • Explain the importance of managing audit risk. • Describe the functions of the audit committee. • Discuss the significance of issuing an unqualified opinion. • Explain the internal auditor’s role in determining compliance with internal and external regulations. • Discuss the internal auditor’s responsibilities as they pertain to fiscal efficiency. • Describe incidents that internal auditors should report to management or the board of directors. • Explain the role of auditors in the public sector. • Discuss the duties of tax examiners. • Discuss ways in which the auditor communicates with users of his or her work. • Explain how audit objectives are related to management assertions in the financial statement. 		
<p>Expectations for Learning: Level 1: Describe the role of auditors. Level 2: Analyze the role of auditing for internal and external purposes.</p>		

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Topic	Calculating payroll functions requires an understanding of wages and benefits calculations and tax forms and reporting.	
Benchmark	Calculations of payroll functions are essential to all business operations.	
Competencies:	<ul style="list-style-type: none"> • Maintain payroll register. • Maintain individual earnings record. • Calculate gross and net earnings using various wage plans. • Apply appropriate deductions. • Calculate the cost of benefits. • Calculate the percentage (%) of benefit to total wages. • Calculate the total cost per hour for employees. • Prepare income tax forms. • Prepare/Use W-2, 1099-INT and W-4 forms for income tax purposes. 	
Expectations for Learning:	<p>Level 1: Complete payroll calculations.</p> <p>Level 2: Perform payroll functions for a business.</p>	

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Topic	Completing inventory computations requires application of inventory management and valuation and forecasting skills.	
Benchmark	Inventory costs are an important component of overall business operating costs.	
Competencies:	<p>Apply basic inventory management skills.</p> <p>Use appropriate forecasting method to predict trends.</p> <p>Calculate inventory based on previous inventory, receipts, and issues.</p> <p>Use various plans (Last In First Out, First In First Out, etc.) to determine inventory valuation.</p> <p>Calculate stock turn rate.</p> <p>Calculate the cost per square foot for storage.</p>	
Expectations for Learning:	<p>Level 1: Complete inventory calculations.</p> <p>Level 2: Use inventory calculations to make business decisions about maintaining inventory.</p>	

Theme	Accounting is the practice and body of knowledge devoted to the systematic process of identifying, measuring and communicating financial and economic information.	
Topic	Using forensic accounting involves the investigation of financial fraud and understanding the impact of that fraud.	
Benchmark	Forensic accounting is investigative accounting and reporting.	
Competencies:	<ul style="list-style-type: none"> • Explain the purpose for forensic accounting. • Discuss investigative skills necessary to uncover financial fraud. • Discuss methods of determining the impact of financial fraud. • Explain the importance of providing litigation support to corporate and outside counsel. 	
Expectations for Learning:	<p>Level 1: Describe forensic accounting.</p> <p>Level 2: Describe the use of forensic accounting to investigate accounting irregularities.</p>	

Theme	<p>International Business is the transaction of commercial activities among individuals and businesses in multiple countries. It includes understanding the global business environment, development of knowledge of international communications, customs, economies and ethics. It explores global business operations and opportunities. <i>*Based on Tasks and Knowledge for NASBITE Certified Global Business Professional</i></p>	
Topic	<p>Understanding the basics of international business requires knowledge of why it is important, an awareness of world geography and trade history and the nature of the culture, language, political, legal and ethical practices of various countries.</p>	
Benchmark	<p>An understanding of international cultures, geography and business practices is critical to global business success.</p>	
<p>Competencies:</p> <ul style="list-style-type: none"> • Recognize major cities in the world and identify the countries in which they are located. • Identify major holidays in various cultures and discuss how they are celebrated. • Identify international cultural differences in food, dress, and social behavior of countries. • Identify basic words and phrases in languages used in business throughout the world. • Explain the importance of knowledge of one or more world languages. • Locate major trade regions of the world. • Determine time in different parts of the world. • Recognize challenges in business related to people speaking various languages. • Identify requirements for traveling abroad. • Explain the role of U.S. Customs and the customs agencies of other countries. • Discuss the role and impact of international business. • Describe how social, cultural, political, legal and economic factors impact the international business environment. • Compare/contrast domestic business and international business. • Explain the importance of international business and its history. 		

<ul style="list-style-type: none">• Describe basic international business activities.• Describe the impact of international business on workers, consumers and citizens.• Discuss foreign currency exchange and international finance including money systems around the world, foreign exchange and currency controls, and currency transactions between countries.	
<p>Expectations for Learning: Level 1: Develop an understanding of international business. Level 2: Evaluate international business activities and cultural and geographic practices.</p>	

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Topic	<p>Understanding global economics mandates knowledge of the impact of the inter-relatedness of the economies of all countries, how to differentiate among levels of economic development across the world, the impact of inflation and deflation and ethical and social considerations in international business.</p>
Benchmark	<p>An understanding of global economics is essential to global business success.</p>
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe basic components of the global economy. • Describe how prices are set based on the global market. • Discuss inflation and its causes and effects in various countries. • Discuss deflation and its causes and effects in various countries. • Discuss how different countries make economic decisions. • Describe the factors that affect economic development in various countries. • Identify different levels of economic development across countries. • Explain the need for international trade based on economic principles. • Identify measures of economic progress and development at the global level. • Describe cultural, legal, and government influences on international business. • Identify ethical and social responsibility considerations in international business. 	
<p>Expectations for Learning: Level 1: Describe the importance of international trade. Level 2: Analyze global economic issues.</p>	

Theme	<p>International Business is the transaction of commercial activities among individuals and businesses in multiple countries. It includes understanding the global business environment, development of knowledge of international communications, customs, economies and ethics. It explores global business operations and opportunities.</p> <p><i>*Based on Tasks and Knowledge for NASBITE Certified Global Business Professional</i></p>	
Topic	<p>Understanding international business operations involves understanding differences among countries in supply chain strategies, production, human resources functions, marketing, management practices, and sales and negotiation strategies, processed and considerations pertaining to electronic business operations, and issues occurring due to trade barriers and restrictions.</p>	
Benchmark	<p>It is important to have a basic understanding of the process of doing business internationally with a base of operations in the United States.</p>	
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe environmental factors that impact ethical business behavior in a global business environment. • Demonstrate interpersonal negotiation strategies based on cultural backgrounds and host country customs. • Describe e-commerce opportunities and recognize sound business practices related to conducting international business electronically. • Describe forms of business ownership and entrepreneurial opportunities available in international business. • Describe differences in starting a business that does business globally. • Describe trade agreements and trade barriers in the import/export process. • Recognize special challenges in operations, production, and human resource management in international business. • Describe how marketing concepts (product, price, place, promotion) affect international business situations. • Describe the concept of currency and exchange and the role of financial institutions in the global economy. • Demonstrate effective communication skills as they apply to international business. • Identify opportunities for employment in an international business situation. 		

<ul style="list-style-type: none">• Describe key differences in management in a global business.	
<p>Expectations for Learning: Level 1: Describe the impact of doing business internationally on business operations and management. Level 2: Analyze the differences between doing business nationally versus internationally.</p>	

Theme	<p>International Business is the transaction of commercial activities among individuals and businesses in multiple countries. It includes understanding the global business environment, development of knowledge of international communications, customs, economies and ethics. It explores global business operations and opportunities.</p> <p><i>*Based on Tasks and Knowledge for NASBITE Certified Global Business Professional</i></p>
Topic	<p>Managing the global business requires strategic planning, continuous evaluation of viability, development of risk management policies, an understanding of legal and regulatory compliance issues and the effective integration of technology.</p>
Benchmark	<p>Global business management requires unique and critical skills for international business success.</p>
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe the importance of global mission statements for businesses. • Evaluate global business planning and long-term strategic planning processes. • Research the ongoing internal and external research efforts businesses use to determine the viability of global ventures. • Develop risk management policies to support proposed global business activities. • Explain internal and external legal and regulatory compliance efforts to support global activities. • Identify appropriate external organizations to support global activities. • Use technology effectively to support global operations. 	
<p>Expectations for Learning: Level 1: Describe the components of managing a global business. Level 2: Create components of a management plan for a global business.</p>	

Theme	<p>International Business is the transaction of commercial activities among individuals and businesses in multiple countries. It includes understanding the global business environment, development of knowledge of international communications, customs, economies and ethics. It explores global business operations and opportunities.</p> <p><i>*Based on Tasks and Knowledge for NASBITE Certified Global Business Professional</i></p>	
Topic	<p>Marketing in the global environment requires an understanding of what environmental factors create marketing barriers and opportunities, the components of a global marketing plan and the research needed to develop and implement it, and marketing strategies that are used to maximize sales and profitability. This topic includes global strategies for pricing, marketing communications (promotional) planning, research for development of new products, services and markets, management strategies for products and services, and distribution (place) channel management (the 4 P's)</p>	
Benchmark	<p>An understanding of marketing in a global environment is essential to business success.</p>	
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe the types of internal and external environmental issues (e.g. economic and physical geography, history, political environment, competitive analysis, regulatory, cultural, and technological issues) that can be marketing barriers and opportunities. • Describe the components of a global marketing plan and how that plan is implemented. • Describe how market research activities are used to determine the best potential market(s). • Explain how market research results are analyzed to determine potential markets. • Explain how markets are selected based on analysis of the market research. • Identify products and services for various markets. • Describe marketing strategies that are used to maximize sales and profitability. • Explain how a marketing budget is developed and implemented related to the global activities of the company. • Compare global pricing strategies. • Describe global promotional strategies that support the global marketing plan. • Summarize global distribution strategies for products and/or services. 		

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<ul style="list-style-type: none">• Explain how global sales activities are developed and managed.	
Expectations for Learning: Level 1: Explain and compare global marketing concepts. Level 2: Design a global marketing plan.	

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Topic	<p>Managing the global supply chain includes an understanding of the components of and optimization strategies for a global/national supply chain, the components of logistics, and the international procurement process and documentation.</p>
Benchmark	<p>The management of the global supply chain is critical to business success.</p>
<p>Competencies:</p> <ul style="list-style-type: none"> • Identify the components of the global supply chain. • Explain how businesses optimize supply chain activities. • List and describe the components of logistics (all modes of transportation, inventory, time-to-market, landed costs, and customer requirements). • Identify types of potential intermediaries (e.g., carriers—all modes, 3PL’s, forwarders, brokers, contract carriers) necessary to support the international business operations. • Identify and explain the use of the documents required for international movement of products and services. • Describe the offshore procurement process. 	
<p>Expectations for Learning:</p> <p>Level 1: Explain global supply chain concepts and their importance to business success.</p> <p>Level 2: Develop the components of an international supply chain for a product.</p>	

Theme	<p>International Business is the transaction of commercial activities among individuals and businesses in multiple countries. It includes understanding the global business environment, development of knowledge of international communications, customs, economies and ethics. It explores global business operations and opportunities.</p> <p><i>*Based on Tasks and Knowledge for NASBITE Certified Global Business Professional</i></p>	
Topic	<p>Managing finances in a global environment requires an understanding of the risks of international trade, differences in business practices and processes for payment and accounting and the impact of foreign exchange rates on business finances.</p>	
Benchmark	<p>Management of finances is critical to global business operations.</p>	
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe how businesses assess political and economic risks and cultural issues of a target country to establish the financial costs and viability. • Describe the risks to businesses of foreign currency exchange. • Discuss international accounting practices. • Describe ways businesses try to protect a company against fluctuation of foreign exchange rates. • Describe how credit history and payment capacity of potential partners can differ in the international environment and how that impacts related decisions. • Describe processes businesses use to ensure timely payment for the sale of goods and/or services in the global environment. • Describe legal ramifications involved with foreign exchange. 		
<p>Expectations for Learning:</p> <p>Level 1: Describe international finance concepts.</p> <p>Level 2: Analyze risks and rewards in financial management in a global business.</p>		

Theme	Business Communication is the sharing of information among individuals for the benefit of the business. It includes skills and knowledge related to reading business materials, writing business documents, listening and speaking to co-workers, management and clients and delivering presentations in a business environment.	
Topic	Understanding the basics of effective communications includes recognizing its importance to individual and business success, identifying barriers that impact communications and finding ways to overcome them, using communication strategies that are based on knowledge of your audience, using appropriate grammar, tone and vocabulary for informal and formal situations, and communicating in a legal and ethical manner.	
Benchmark	Effective communications are essential in the world of business.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Explain the importance of effective communication in business. • Identify barriers to effective communication. • Describe techniques for overcoming barriers to effective communication. • Discuss issues involving digital and/or electronic communications (e.g., lack of privacy, potential for forwarding information, lack of inflection and intonation). • Define communications at work. • Differentiate between paraphrasing, documentation, and plagiarism. • Demonstrate an awareness of language bias. • Demonstrate and interpret nonverbal cues. • Demonstrate an awareness of cultural issues that impact communications. • Develop an understanding of personal accountability and ownership of and responsibility for business communications (e.g., multiple forwarding of an e-mail). • Describe formal and informal methods of communication in business (etc. understanding and managing the grapevine). • Use appropriate grammar, vocabulary, punctuation and spelling. • Use effective proofreading and editing skills • Utilize emerging technologies in the business environment. • Respect the privacy of others. 		

<ul style="list-style-type: none">• Explain ethical and legal considerations in communications.• Describe the importance of ethical and legal communications in business.• Write and speak in an ethical and legal manner.• Describe trends in communication styles.	
<p>Expectations for Learning: Level 1: Use the fundamentals of effective communications in an ethical and legal manner. Level 2: Use emerging technologies and effective communications in an ethical and legal manner.</p>	

Theme	Business Communication is the sharing of information among individuals for the benefit of the business. It includes skills and knowledge related to reading business materials, writing business documents, listening and speaking to co-workers, management and clients, and delivering presentations in a business environment.	
Topic	Developing effective technical reading skills requires identifying and gathering valid, relevant materials when conducting business research and reading and/or scanning business and technical materials.	
Benchmark	Effective reading skills are critical to success in life.	
Competencies: <ul style="list-style-type: none"> • Identify sources that provide relevant, valid written material. • Extract relevant information from written materials. • Apply written directions to complete tasks. • Analyze company resources to ascertain policies and procedures. • Develop the ability to scan documents, e-mails, and other communications for critical information. • Use appropriate non-biased resources when researching. 		
Expectations for Learning: Level 1: Read to acquire meaning from written business materials and to apply the information to a task. Level 2: Synthesize technical and non-technical research from a variety of sources to accomplish a task.		

Theme	Business Communication is the sharing of information among individuals for the benefit of the business. It includes skills and knowledge related to reading business materials, writing business documents, listening and speaking to co-workers, management and clients, and delivering presentations in a business environment.	
Topic	Using active listening skills includes demonstrating strategies that show interest and understanding of a speaker's comments, following directions and recording messages correctly.	
Benchmark	Active listening skills improve all types of communications and relationships.	
Competencies: <ul style="list-style-type: none"> • Explain communication techniques that support and encourage a speaker. • Use paraphrasing strategies. • Summarize another person's key points. • Probe to clarify the speaker's thinking. • Use body language to show interest in what a speaker is saying. • Follow and interpret directions. • Record messages correctly. 		
Expectations for Learning: Level 1: Apply effective listening skills. Level 2: Use listening skills to create positive relationships in business.		

Theme	Business Communication is the sharing of information among individuals for the benefit of the business. It includes skills and knowledge related to reading business materials, writing business documents, listening and speaking to co-workers, management and clients, and delivering presentations in a business environment.
Topic	Using effective verbal skills requires an understanding of the audience and the importance of effective verbal communications. It also includes implementing effective negotiation strategies and “elevator pitches,” and using current technology to enhance and extend verbal communications.
Benchmark	Effective verbal skills are critical to success in life.
<p>Competencies:</p> <ul style="list-style-type: none"> • Explain the importance of effective verbal and nonverbal communications. • Use effective verbal skills to obtain and convey information. • Reinforce positive internal and external customer relationships through communication. • Use effective telephone skills. • Recognize nonverbal cues. • Adapt verbal communication style to targeted audience. • Persuade others. • Demonstrate verbal negotiation skills. • Summarize and present ideas in an appropriate time frame (i.e., an “elevator” pitch). • Use teleconferencing, videoconferencing and other emerging tools to communicate verbally. 	
<p>Expectations for Learning:</p> <p>Level 1: Describe effective verbal communication skills.</p> <p>Level 2: Use verbal skills to effectively communicate in a business situation.</p>	

Theme	Business Communication is the sharing of information among individuals for the benefit of the business. It includes skills and knowledge related to reading business materials, writing business documents, listening and speaking to co-workers, management and clients, and delivering presentations in a business environment.
Topic	Using effective written communications involves knowledge of the audience, selecting appropriate formats and writing a variety of types of communications, selecting and using appropriate graphic aids, and using e-etiquette as needed.
Benchmark	Using effective written communications skills is critical to business success.
<p>Competencies:</p> <ul style="list-style-type: none"> • Complete forms accurately and legibly. • Explain the importance of written communications. • Select and utilize appropriate formats for professional writing. • Write professional e-mails and other forms of electronic communication. • Write business letters. • Write informational messages. • Write inquiries. • Write persuasive messages and letters. • Prepare simple and complex written reports. • Write executive summaries. • Record and document information. • Create written sales pitches. • Utilize note-taking strategies. • Select and use appropriate graphic aids, charts, graphs, tables and diagrams. • Use e-etiquette (i.e., electronic etiquette). • Adapt written communication style to targeted audience. • Demonstrate written negotiation skills. 	
<p>Expectations for Learning:</p> <p>Level 1: Use effective written communications skills for a variety of everyday business communications.</p> <p>Level 2: Use effective written communications skills to persuade, negotiate, sell and communicate professionally.</p>	

Theme	Business Communication is the sharing of information among individuals for the benefit of the business. It includes skills and knowledge related to reading business materials, writing business documents, listening and speaking to co-workers, management and clients, and delivering presentations in a business environment.
Topic	Developing effective staff communications requires knowledge of selecting the appropriate channel for communications, training others to communicate, conducting team meetings, and communicating with co-workers, management and customers in a positive and appropriate manner.
Benchmark	Communications plays a critical role in developing effective workplace relationships.
<p>Competencies:</p> <ul style="list-style-type: none"> • Explain the nature of staff communication (e.g., what, how, when, why). • Choose an appropriate channel for workplace communication (i.e. chain of command). • Conduct team meetings. • Teach others to communicate appropriately within a business. Describe the culture of communication within businesses (e.g., formal vs.” grapevine”). • Communicate with other employees and management. • Explain the amplified importance of messages from leadership (e.g., opinions of leadership always mean more to employees and are heard differently). • Explain the nature of positive customer relations. • Demonstrate a customer service mindset. 	
<p>Expectations for Learning:</p> <p>Level 1: Communicate with co-workers and team members.</p> <p>Level 2: Use communication to lead and train others.</p>	

Theme	Business Communication is the sharing of information among individuals for the benefit of the business. It includes skills and knowledge related to reading business materials, writing business documents, listening and speaking to co-workers, management and clients, and delivering presentations in a business environment.	
Topic	Communicating to obtain and exit employment involves understanding job application communications, using appropriate interviewing skills, creating an online presence and portfolio and developing awareness of ineffective online communications.	
Benchmark	Communication is critical to obtaining and exiting employment.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Explain the purpose of a resume and cover letter. • Prepare an error-free resume including all of the necessary sections, cover letter and follow-up letter. • Write thank-you notes. • Request permission to use individuals as references. • Describe how you select references • Explain the purpose of a job application. • Complete a job application, providing all required information (electronic and written). • Demonstrate appropriate skills in a job interview. • Discuss body language and its effect on communication outcomes. • Compile a portfolio to be used during the job seeking process. • Utilize technology appropriately when applying for a job. • Discuss how personal postings to the Internet may positively or negatively affect job seeking/keeping efforts. • Create and maintain a professional online profile. • Write a letter of resignation. 		
<p>Expectations for Learning:</p> <p>Level 1: Communicate effectively to obtain and exit employment opportunities.</p> <p>Level 2: Use technology to enhance the process of obtaining and exiting employment.</p>		

Theme	Business Communication is the sharing of information among individuals for the benefit of the business. It includes skills and knowledge related to reading business materials, writing business documents, listening and speaking to co-workers, management and clients, and delivering presentations in a business environment.	
Topic	Creating effective presentations and speeches includes developing and delivering a speech based on knowledge of the audience, creating attractive visual aids, using non-verbal strategies for effective presentations and creating multimedia presentations.	
Benchmark	Effective public speaking and presentation skills enhance business success.	
Competencies: <ul style="list-style-type: none"> • Create and deliver speeches/presentations using appropriate organizational skills, audience knowledge and effective techniques (i.e. avoidance of “filler” words). • Use an attention-getting introduction appropriate to the audience. • Use creative, balanced visual aids in presentations. • Utilize facial expressions, eye contact and body language, appropriate to the business setting, during presentations. • Prepare multimedia presentations to support speeches. 		
Expectations for Learning: Level 1: Create and deliver presentations and speeches. Level 2: Use technology and visual aids to enhance presentations and speeches.		

Theme	Marketing includes the business functions and processes for creation, communication and delivery of value to customers and effective management of the customer relationship. Marketing consists of the coordination of four elements (generally called the “4P’s”): (1) the development and management of products, services, and/or ideas through their life cycle; (2) the processes and decision-making strategies for determination of a price; (3) selection of a distribution channel to reach the customer (place); and (4) development and implementation of a marketing communications (promotion) plan and its delivery and evaluation.	
Topic	Understanding the role of marketing in business	
Benchmark	Marketing is essential to business and to the economy.	
Competencies: <ul style="list-style-type: none"> • Describe the role and functions of marketing in business. • Explain the importance of and focus on the customer in marketing. • Describe the wide scope of marketing—business-to-consumer, business-to-business, industrial, nonprofit, personal, governmental, and electronic. • Describe the importance of marketing in the economy. • Describe the changes in marketing occurring as a result of social media, consumer-generated information, personalization, customization and e-commerce. • Describe the types of ethical issues that surface in marketing decision-making. 		
Expectations for Learning: Level 1: Describe the impact of marketing on business and the economy. Level 2: Analyze the impact of marketing decisions on business activities.		

Theme	Marketing includes the business functions and processes for creation, communication and delivery of value to customers and effective management of the customer relationship. Marketing consists of the coordination of four elements (generally called the “4P’s”): (1) the development and management of products, services, and/or ideas through their life cycle; (2) the processes and decision-making strategies for determination of a price; (3) selection of a distribution channel to reach the customer (place); and (4) development and implementation of a marketing communications (promotion) plan and its delivery and evaluation.	
Topic	Understanding the marketing mix involves identifying its components and how they interact when applied to a variety of products, services and ideas and describing the impact of electronic media and commerce on the marketing mix.	
Benchmark	The marketing mix determines what marketing tools and strategies are used to promote products and services.	
Competencies: <ul style="list-style-type: none"> • Describe the differences between marketing a product versus marketing a service. • Describe the components of the marketing mix (e.g. product, place, promotion, price strategies). • Describe how each component interacts with other components. • Identify the marketing mix for a variety of products or services. • Describe the impact of electronic media and commerce on the marketing mix. 		
Expectations for Learning: Level 1: Describe the marketing mix for a product, idea or service. Level 2: Develop a marketing mix for a variety of products, ideas and services.		

Theme	Marketing includes the business functions and processes for creation, communication and delivery of value to customers and effective management of the customer relationship. Marketing consists of the coordination of four elements (generally called the “4P’s”): (1) the development and management of products, services, and/or ideas through their life cycle; (2) the processes and decision-making strategies for determination of a price; (3) selection of a distribution channel to reach the customer (place); and (4) development and implementation of a marketing communications (promotion) plan and its delivery and evaluation.
Topic	Using research to develop a target market includes knowledge of the definition of a target market and market segmentation, how to analyze research and apply it to decisions related to selecting a target market and using that in the marketing of a product, service or idea.
Benchmark	Target marketing is critical to successful marketing of a business, product, service or idea.
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe factors that motivate customers, clients and businesses to purchase a product or service. • Describe how customer information and feedback is used in marketing. • Describe characteristics used to classify customers (i.e. demographics, psychographics, geographic, social, cultural, usage level, brand loyalty). • Use research related to customer, client, and business behavior to determine what motivates customers’ decision making and buying behavior. • Describe target marketing and marketing segmentation and how they are used (niche versus broad market). • Explain the use of target marketing in the marketing of a product or service. 	
<p>Expectations for Learning: Level 1: Describe target marketing. Level 2: Use research to develop a target market for a product or service.</p>	

Theme	Marketing includes the business functions and processes for creation, communication and delivery of value to customers and effective management of the customer relationship. Marketing consists of the coordination of four elements (generally called the “4P’s”): (1) the development and management of products, services, and/or ideas through their life cycle; (2) the processes and decision-making strategies for determination of a price; (3) selection of a distribution channel to reach the customer (place); and (4) development and implementation of a marketing communications (promotion) plan and its delivery and evaluation.	
Topic	Developing marketing strategies in a changing environment requires an understanding of all the external factors that can impact marketing strategies.	
Benchmark	External factors impact the development of marketing strategies.	
Competencies:		
Expectations for Learning:		

Theme	Marketing includes the business functions and processes for creation, communication and delivery of value to customers and effective management of the customer relationship. Marketing consists of the coordination of four elements (generally called the “4P’s”): (1) the development and management of products, services, and/or ideas through their life cycle; (2) the processes and decision-making strategies for determination of a price; (3) selection of a distribution channel to reach the customer (place); and (4) development and implementation of a marketing communications (promotion) plan and its delivery and evaluation.
Topic	Understanding product/service management involves describing product/service mix strategies, product life cycles, and the impact of consumers on the mix, the advantages and disadvantages of changing a product or service mix, product portfolios and the role of services in differentiating a product or business.
Benchmark	Management of a product/service mix is critical to businesses.
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe types of product/service management strategies. • Discuss how product management strategies are impacted by a particular product’s life cycle stage. • Explain the components of a product/service mix. • Discuss how consumer demand impacts product/service mix. • Compare the advantages and disadvantages of changing a product mix (e.g., product line extension, product line diversification). • Compare the advantages and disadvantages of changing a service mix (e.g., product warranties, service contracts, delivery, set-up, technical support, increasing level of service). • Explain the role of services in differentiating a business and its products. • Evaluate a product portfolio. 	
<p>Expectations for Learning:</p> <p>Level 1: Describe product/service mix strategies and management.</p> <p>Level 2: Develop product/service mix strategies for a business.</p>	

Theme	Marketing includes the business functions and processes for creation, communication and delivery of value to customers and effective management of the customer relationship. Marketing consists of the coordination of four elements (generally called the “4P’s”): (1) the development and management of products, services, and/or ideas through their life cycle; (2) the processes and decision-making strategies for determination of a price; (3) selection of a distribution channel to reach the customer (place); and (4) development and implementation of a marketing communications (promotion) plan and its delivery and evaluation.
Topic	Managing distribution channels includes describing types of distribution channels, explaining the impact of customers on the choice of channels, the use of technology to better manage channels and the nature of relationships between channel partners.
Benchmark	Distribution channels get the product to the customer in the most efficient manner possible.
Competencies: <ul style="list-style-type: none"> • Describe distribution channels (e.g., brick-and-mortar, mobile, e-commerce). • Explain the relationship between channel management and customer service. • Describe the use of technology in distribution channels. • Describe the nature of relationships between channel partners (e.g., power structure, communications and access to information). 	
Expectations for Learning: Level 1: Describe the role of channel management and distribution in marketing. Level 2: Develop a strategy for distribution of a product.	

Theme	Marketing includes the business functions and processes for creation, communication and delivery of value to customers and effective management of the customer relationship. Marketing consists of the coordination of four elements (generally called the “4P’s”): (1) the development and management of products, services, and/or ideas through their life cycle; (2) the processes and decision-making strategies for determination of a price; (3) selection of a distribution channel to reach the customer (place); and (4) development and implementation of a marketing communications (promotion) plan and its delivery and evaluation.
Topic	Managing supply and supply chain components includes understanding the components of a supply chain and the relationships between channel partners, trends in supply chain management, the importance of warehousing, inventory, packaging, transportation, third-party providers and technology in supply chain management and obtaining products in a timely fashion.
Benchmark	Management of the supply chain is essential to business success and customer satisfaction.
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe the nature and scope of supply chain management. • Identify the components of various supply chains. • Define logistics. • Discuss the relationship between channel partners [power structure (e.g., Wal-Mart’s structure), communications, and access to information]. • Describe trends in supply chain management. • Describe the importance of effective warehousing management and materials handling. • Describe the importance of inventory and supply management and just-in-time ordering. • Describe the importance of packaging in the logistics system. • Describe the importance of the transportation system. • Describe transportation modes and the cost effectiveness of each. • Describe the importance of third-party providers across logistics functions. • Describe the impact of technology on supply chain management. 	
<p>Expectations for Learning: Level 1: Describe the role and importance of supply chain management. Level 2: Determine the supply chain for a product.</p>	

Theme	Marketing includes the business functions and processes for creation, communication and delivery of value to customers and effective management of the customer relationship. Marketing consists of the coordination of four elements (generally called the “4P’s”): (1) the development and management of products, services, and/or ideas through their life cycle; (2) the processes and decision-making strategies for determination of a price; (3) selection of a distribution channel to reach the customer (place); and (4) development and implementation of a marketing communications (promotion) plan and its delivery and evaluation.	
Topic	Using effective pricing strategies involves understanding factors that impact price, calculating prices using various methods, calculating breakeven prices and describing how government regulations may impact pricing.	
Benchmark	Effective pricing strategies are critical for business profit and success.	
Competencies:		
Expectations for Learning:		
Level 1: Demonstrate knowledge of strategies used to price products and services.		
Level 2: Develop pricing strategies for a product.		

Theme	Marketing includes the business functions and processes for creation, communication and delivery of value to customers and effective management of the customer relationship. Marketing consists of the coordination of four elements (generally called the “4P’s”): (1) the development and management of products, services, and/or ideas through their life cycle; (2) the processes and decision-making strategies for determination of a price; (3) selection of a distribution channel to reach the customer (place); and (4) development and implementation of a marketing communications (promotion) plan and its delivery and evaluation.	
Topic	Understanding marketing communications involves knowledge of its purpose, role, and importance, strategic decision-making to develop a marketing communications plan, and the impact of new media (e.g. mobile, social), government regulations and law, culture and ethical issues on marketing communications plans and strategies.	
Benchmark	Marketing communications is used to reach the customer in effective ways.	
Competencies: <ul style="list-style-type: none"> • Describe the nature and role of marketing communications (promotion). • Describe the advantages and disadvantages of marketing communications activities (e.g., sales promotion, advertising, publicity, public relations). • Describe the purpose and importance of marketing communications for the customer and the business. • Describe the differences in marketing to business versus marketing to consumers (B2B, B2C). • Describe types of marketing communications strategies. • Examine the costs included in executing marketing communications strategies. • Describe how government laws and regulations impact marketing communications. • Describe how cultural and ethical issues impact marketing communications activities. • Describe the components of a marketing communications (promotional) plan. • Describe how to use a website as an effective marketing and sales tool. 		

<ul style="list-style-type: none">• Identify trends in new media (i.e. social media, mobile apps).• Identify emerging marketing communications tools and strategies (e.g., gorilla, QR codes, Twitter, viral).	
<p>Expectations for Learning: Level 1: Describe a marketing communications (promotional) plan. Level 2: Develop a marketing communications (promotional) plan for a product, service, or idea.</p>	

Theme	Marketing includes the business functions and processes for creation, communication and delivery of value to customers and effective management of the customer relationship. Marketing consists of the coordination of four elements (generally called the “4P’s”): (1) the development and management of products, services, and/or ideas through their life cycle; (2) the processes and decision-making strategies for determination of a price; (3) selection of a distribution channel to reach the customer (place); and (4) development and implementation of a marketing communications (promotion) plan and its delivery and evaluation.	
Topic	Using branding includes understanding what makes an effective brand and how to create or enhance one, how a business’s brand impacts other components of marketing and the impact of private labels on branding strategies.	
Benchmark	Branding is critical to effective marketing and consumer relationships.	
Competencies: <ul style="list-style-type: none"> • Describe the purpose and importance of branding. • Describe qualities of an effective brand. • Describe how companies develop and build a brand. • Describe how branding can impact each component of the marketing mix. • Describe ways to enhance an established brand. • Describe how a private label is used to create a marketing strategy. 		
Expectations for Learning: Level 1: Describe how companies create and use branding as a marketing strategy. Level 2: Create a brand for a product or company.		

Theme	Marketing includes the business functions and processes for creation, communication and delivery of value to customers and effective management of the customer relationship. Marketing consists of the coordination of four elements (generally called the “4P’s”): (1) the development and management of products, services, and/or ideas through their life cycle; (2) the processes and decision-making strategies for determination of a price; (3) selection of a distribution channel to reach the customer (place); and (4) development and implementation of a marketing communications (promotion) plan and its delivery and evaluation.	
Topic	Selling products and services involves acquiring product, service or idea knowledge and translating that to appropriate benefits, determining customer wants and providing quality customer service, effectively implementing the steps to sell a product, integrating technology as appropriate and building long-term relationships with customers.	
Benchmark	Selling effectively is essential to the success of businesses and individuals.	
Competencies: <ul style="list-style-type: none"> • Describe the importance of personal selling and customer service. • Describe the relationship between marketing and selling. • Demonstrate quality customer service. • Describe customer service processes. • Acquire product, service and business knowledge to assist customers and increase sales. • Describe the steps involved in personal selling. • Use questioning, listening and observing in personal selling and customer service. • Explain the need to build relationships with customers/clients. • Match a customer’s needs to the benefits of a product or service. • Describe the impact of cultural issues on selling and customer service. • Describe the impact of technology on selling and customer service. 		
Expectations for Learning: Level 1: Describe the importance of effective selling techniques. Level 2: Sell a product or service.		

Theme	Marketing includes the business functions and processes for creation, communication and delivery of value to customers and effective management of the customer relationship. Marketing consists of the coordination of four elements (generally called the “4P’s”): (1) the development and management of products, services and/or ideas through their life cycle; (2) the processes and decision-making strategies for determination of a price; (3) selection of a distribution channel to reach the customer (place); and (4) development and implementation of a marketing communications (promotion) plan and its delivery and evaluation.
Topic	Using marketing research involves understanding the importance, purpose and types of and sources for marketing research, validity and reliability issues in research, the steps in a marketing research project and how market research results are used.
Benchmark	Market research provides the foundation for marketing and business decisions.
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe the importance of marketing research activities in business. • Describe the costs of market research. • Explain the differences between primary and secondary marketing research. • Identify the advantages and disadvantages of data collection methods (i.e., questionnaires, focus groups, Web survey, interviews) for primary research. • Describe sources for secondary research. • Describe the steps in a market research project. • Describe the concepts of validity and reliability as they apply to marketing research. • Describe how market research is used to inform management. • Describe the differences in marketing research methods when researching a business versus a consumer. • Use data- driven decision making. 	
<p>Expectations for Learning: Level 1: Describe marketing research processes. Level 2: Conduct a marketing research project.</p>	

Theme	Marketing includes the business functions and processes for creation, communication and delivery of value to customers and effective management of the customer relationship. Marketing consists of the coordination of four elements (generally called the “4P’s”): (1) the development and management of products, services, and/or ideas through their life cycle; (2) the processes and decision-making strategies for determination of a price; (3) selection of a distribution channel to reach the customer (place); and (4) development and implementation of a marketing communications (promotion) plan and its delivery and evaluation.	
Topic	Understanding marketing planning means being able to describe the purpose, importance, components objectives and goals of marketing planning, developing and implementing a marketing plan and analyzing the results.	
Benchmark	Marketing plans guide decision-making in industry.	
Competencies: <ul style="list-style-type: none"> • Describe the purpose and importance of a marketing plan. • Describe the components of a marketing plan. • Develop measurable marketing objectives. • Explain the importance of long-term marketing planning • Assess the results of marketing plan implementation. • Analyze the importance of return-on-investment of every marketing activity. • Describe the development of vertical marketing plans (multiple plans that form one strategic plan). • Keep marketing plans up to date. 		
Expectations for Learning: Level 1: Describe marketing planning. Level 2: Develop a marketing plan.		

Theme	Economics is the social science that deals with the production, distribution and consumption of goods and services as well as the theory and management of economies or economic systems. It includes the study of how forces of supply and demand are influenced by how individuals, governments, firms and nations make choices and allocate scarce resources.	
Topic	Understanding economic systems requires the study of the types of economic systems and their differences, the purposes for economic system development, how resources are allocated in various economies and the trade-offs that occur in that process, and how countries' economic systems interact in the global economy.	
Benchmark	An understanding of economic systems is critical to business success.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe how resources are allocated in various economic systems. • Evaluate the trade-offs that occur in allocating resources (e.g., economic growth, employment, stability, equity). • Describe the major questions economic systems are designed to answer (production, distribution, and consumption of goods and services). • Compare and contrast different types of economic systems and describe the characteristics of a market economy. • Describe the differences in how economic systems, resources, and cultures interact to obtain a better understanding of the global economy. • Describe how wages and prices are determined in command and market economies. 		
<p>Expectations for Learning:</p> <p>Level 1: Describe different economic systems and the characteristics of a free-market system.</p> <p>Level 2: Analyze the impact of a society's economic system on the decisions it makes about the production, distribution and consumption of goods and services.</p>		

Theme	Economics is the social science that deals with the production, distribution and consumption of goods and services as well as the theory and management of economies or economic systems. It includes the study of how forces of supply and demand are influenced by how individuals, governments, firms and nations make choices and allocate scarce resources.	
Topic	Understanding capitalism involves knowledge of its history and development, the benefits and current criticisms of it and how it compares to other systems.	
Benchmark	Capitalism has an impact on the United States economy.	
Competencies:		
<ul style="list-style-type: none"> • Describe the history of the development of capitalism and identify the essential elements of capitalism. • Describe the benefits of capitalism and explain the current criticisms of capitalism. • Compare capitalism to other systems. 		
Expectations for Learning:		
Level 1: Describe the essential elements of capitalism.		
Level 2: Analyze the pros and cons of capitalism.		

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Topic	Understanding government and business relationships involves knowledge of government taxation, regulations, agencies and boards and their impact on business, as well as the impact of business operations, employment, international trade and lobbying on government.	
Benchmark	There is an integral relationship between government and business.	
Competencies: <ul style="list-style-type: none"> • Describe the impact of taxation (local, state, and national) on business. • Identify different government regulations and their impact on business. • Describe government agencies and boards and explain their impact on business. • Describe the significance of international trade. • Describe the impact of government on business operations. • Describe the impact of business operations and employment on government. • Describe the impact of business lobbying on government. 		
Expectations for Learning: Level 1: Describe the impact of business operations on government decisions and operations. Level 2: Analyze the effect of government decisions, laws and regulations on business, including the role of taxes and international trade, on both government and business.		

Theme	Economics is the social science that deals with the production, distribution, and consumption of goods and services as well as the theory and management of economies or economic systems. It includes the study of how forces of supply and demand are influenced by how individuals, governments, firms and nations make choices and allocate scarce resources.
Topic	Allocating resources and stimulating the economy requires knowledge of resource allocations by individuals and firms, investment decisions, shareholder value maximization and entrepreneurship.
Benchmark	Individual and firm choices related to resource allocation, investment and entrepreneurship can stimulate or limit the economy.
<p>Competencies:</p> <ul style="list-style-type: none"> • Explain how resource allocation can be influenced by government regulations and describe the impact those allocations can have on individual firms and industry. • Describe the pros and cons of investing in economic resources (i.e. human and physical capital). • Describe the concept of diminishing and marginal returns. • Explain the importance of profit and shareholder value maximization on business. • Evaluate the role of entrepreneurship in stimulating an economy. 	
<p>Expectations for Learning:</p> <p>Level 1: Explain how individuals and business firms make decisions to allocate limited resources and how that affects the economy.</p> <p>Level 2: Research and analyze how investments, profits, and entrepreneurship stimulate the economy.</p>	

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Topic	Understanding supply and demand involves being able to define them, create supply and demand curves, discuss how they interact with price, create equilibrium price graphs, define elastic and inelastic demand and explain how price impacts resource allocation and the consumer.	
Benchmark	Supply and demand knowledge provides critical information for individual and business decision-making.	
Competencies: <ul style="list-style-type: none"> • Explain the concepts of supply and demand. • Create supply and demand curves based on various situations. • Define equilibrium price and describe how it changes based on supply and demand. • Describe how a market reacts to surpluses and shortages. • Define elasticity and inelasticity. • Explain how price can impact productivity and resource allocation. • Explain how price can change a consumer’s response to a product or product substitution. 		
Expectations for Learning: Level 1: Explain the concepts of supply and demand and their impact on price. Level 2: Describe real-life examples of the interaction between supply and demand in a free-market economy.		

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Topic	Describing market structures and competition includes knowledge of profit, competition, perfect competition and its impact on markets, the role of the government in regulating competition, and oligopolies and monopolies and their impact on competition.	
Benchmark	Different types of market structures create different economic systems.	
Competencies: <ul style="list-style-type: none"> • Describe the role of profit and competition in the economy and explain the impact of competition on price and the economy. • Explain the concept of perfect competition and how it impacts markets. • Describe the role of government in preventing or regulating competition. • Define oligopoly and monopoly and their impact on business and the economy. • Identify oligopoly and monopoly structures in the economy. • Identify how companies can work together to promote or prevent competition and how that affects the market. • Describe barriers to new firms entering the market and how they try to avoid them if possible. 		
Expectations for Learning: Level 1: Demonstrate an understanding of market structures and competition. Level 2: Analyze the differences between oligopoly and monopoly and their impact on economic systems.		

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Topic	Using macroeconomic knowledge for decision-making involves understanding the role of the public and private sector and monetary and fiscal policies, including interest rate, inflation and national debt issues and describing productivity, the economic indicators that define it and its influence on the economy.	
Benchmark	Understanding macroeconomic concepts is essential to business success.	
Competencies: <ul style="list-style-type: none"> • Describe incentives and disincentives in the U.S. economy. • Describe how economic systems are impacted by cultural issues. • Explain the role of the public and private sectors in the economy. • Differentiate between monetary and fiscal policies used in the United States and their potential impact on business. • Describe how interest rates impact the economy. • Explain the impact of a national debt or surplus in the U. S. economy. • Explain economic indicators that describe productivity. • Describe the concept of productivity and its influence on the economy. 		
Expectations for Learning: Level 1: Explain how basic macroeconomics concepts affect the nation and the world. Level 2: Analyze economic indicators and their effect on the economy.		

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Topic	Analyzing global economic issues requires understanding how currency supply and demand impact the exchange rate, currency depreciation and appreciation and its impact on the economy and business, currency rates' impact on imports and exports, identifying the primary U.S. trading partners, comparative and absolute advantage among countries, impact of trade restrictions, new ways of doing business in the global economy, balance of trade and balance of payments.	
Benchmark	Global economic issues impact every business and economy.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe how the exchange rate between countries is influenced by supply and demand of the currency and the amount of currency printed. • Describe currency depreciation and appreciation and its impact on business and the economy. • Describe the concepts of exports and imports and explain how currency rates influence imports and exports. • Explain how cartels and accepted cultural practices (bribery, mark-ups etc.) influence the international market. • Identify the primary trading partners of the United States. • Differentiate between comparative and absolute advantage. • Describe the comparative and absolute advantages of different countries. • Explain how trade restriction impacts global economic activity. • Compare and contrast balance of trade and balance of payments. • Explain how the news media and new ways of transacting business impact the global economy. 		
<p>Expectations for Learning:</p> <p>Level 1: Explain how the United States and other nations are interdependent and how international trade impacts the U.S. and global economies</p> <p>Level 2: Analyze the economic issues that impact business and global economic activity.</p>		

Theme	Economics is the social science that deals with the production, distribution and consumption of goods and services as well as the theory and management of economies or economic systems. It includes the study of how forces of supply and demand are influenced by how individuals, governments, firms and nations make choices and allocate scarce resources.
Topic	Interpreting economic measurements includes description and analysis of inflation, deflation, interest rates, gross domestic product, consumer price index, unemployment and business cycles and how all of these measurements are used to analyze the economy.
Benchmark	Economic indicators provide one method of analyzing economic trends and conditions.
<p>Competencies:</p> <ul style="list-style-type: none"> • Determine the causes and impact of inflation, deflation, and stagnation. • Calculate the real interest rate. • Describe how changes in the interest rate impact the economy. • Describe factors that impact Gross Domestic Product (GDP). • Determine the per capita Gross Domestic Product of various countries. • Determine the impact of GDP. • Interpret the Consumer Price Index (CPI). • Differentiate between types of unemployment. • Explain the impact of unemployment on the economy. • Describe the stages of the business cycle. • Describe how economic indicators are used to analyze the economy. 	
<p>Expectations for Learning:</p> <p>Level 1: Describe the GDP and CPI and how they affect the economy.</p> <p>Level 2: Describe the impact of economic indicators (e.g. unemployment, housing, interest rates, etc.) on the economy.</p>	

Theme	Business Management is the art of leading people to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading/directing and evaluating/controlling a business to accomplish a goal.	
Topic	Understanding the functions of management involves knowledge of management, motivational and leadership theories, management purposes, controlling business operation, planning tools, leadership skills, change management, continuous improvement and business planning.	
Benchmark	Successful mastery of the functions of management and skills of leadership are essential to a manager’s success.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Compare and contrast management theories and their use in business. • Compare and contrast motivational theories and their use in management. • Describe the purpose and importance of each management function. • Describe how business operations are evaluated and controlled. • Identify planning tools that guide an organization’s activities. • Compare and contrast leadership theories and styles. • Explain the difference between leadership and management. • Describe the skills needed to be an effective leader. • Describe appropriate leadership skills for given situations. • Explain the change management process and the role of the leader. • Describe the role of leadership in stimulating quality performance, creativity, and ethical behavior. • Identify systems that are used to guide continuous improvement in a business, maintain investor relationships, and advocate for business and industry issues. • Describe the use of strategic planning in business. 		
<p>Expectations for Learning: Level1: Identify and explain management functions and leadership theories. Level 2: Identify business planning tools and their role in strategic planning.</p>		

Theme	Business Management is the art of leading people to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading/directing and evaluating/controlling a business to accomplish a goal.	
Topic	Understanding organizational structure requires knowledge of the types of structures and their impact on business activities and the impact of external factors, organizational growth, business goals, and ownership structure on organizational structure.	
Benchmark	The internal organizational structure of a business impacts its operations and efficiency.	
Competencies: <ul style="list-style-type: none"> • Compare and contrast various types of organizational structures (i.e., flat, hierarchical). • Describe how the organizational structure impacts business activities. • Describe how business goals impact organizational structure. • Describe and explain how multiple layers of management evolve and create interrelationships. • Explain how external factors and organizational growth impact organization structure. • Describe and explain different types of business ownership structures (i.e., sole proprietorship, partnership, corporation, LLC) and how they impact organizational structure. 		
Expectations for Learning: Level 1: Describe organizational structures within a successful business. Level 2: Determine the best type of organizational structure for a variety of business models.		

Theme	Business Management is the art of leading people to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading/directing and evaluating/controlling a business to accomplish a goal.	
Topic	Describing human resource management includes knowledge of organizational needs and operations, employment laws, regulations and contracts, government agencies impacting employment decisions, and the role of collective bargaining and unions.	
Benchmark	Human resources management impacts business success.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe human resource management activities and planning. • Determine when outsourcing human resources activities will benefit the company. • Describe the components of an employee handbook. • Explain the importance of a code of business ethics. • Explain the importance of standard operating procedures (SOPs) for human resources management. • Describe different types of employment contracts (i.e. contract, at-will). • Describe processes for recruiting and selecting employees. • Identify various recruitment and selection tools. • Identify laws and regulations related to human resources activities. • Describe the impact of employment laws and agencies on human resources activities (i.e. OSHA, Family Medical Leave Act, short-term and long-term disability, Workers' Compensation, Unemployment). • Identify emerging trends in human resource management. • Describe the role of labor unions and collective bargaining in business. 		
<p>Expectations for Learning:</p> <p>Level 1: Describe the role of human resources management activities.</p> <p>Level 2: Evaluate the role of human resources management in the success of a business.</p>		

Theme	Business Management is the art of leading people to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading/directing and evaluating/controlling a business to accomplish a goal.
Topic	Developing productive employees requires knowledge of orientation, training and development, employee performance and evaluation, compensation and promotion strategies and disciplinary and termination procedures.
Benchmark	A quality plan for the hiring, training and development of employees helps ensure business success.
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe orientation and training programs and processes for new employees. • Identify the benefits of employee training and development. • Describe management’s role in encouraging development activities and participation. • Describe the importance of employee evaluation and performance planning. • Describe evaluation tools and systems, employee disciplinary processes and types of compensation plans, including benefits, bonuses and other incentives. • Identify internal and external advancement opportunities in a business. • Explain criteria businesses use to make promotion decisions. • Explain the importance of compensation packages, advancement opportunities, management evaluation, feedback and job satisfaction on employee retention. • Explain criteria used to make termination decisions. • Describe termination procedures. 	
<p>Expectations for Learning:</p> <p>Level 1: Describe employee performance and development planning and management.</p> <p>Level 2: Compare a variety of different performance and development strategies (including compensation plans, promotion opportunities, evaluation plans, and disciplinary practices).</p>	

Theme	Business Management is the art of leading people to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading/directing and evaluating/controlling a business to accomplish a goal.	
Topic	Interpreting financial data includes understanding and analyzing financial statements and business risk.	
Benchmark	Financial data guides business decision-making and financing.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Explain components of financial statements and how they are interrelated. • Interpret financial statements to make business decisions. • Describe types of business financing for long-term and short-term purposes. • Explain business risks. • Describe risk management strategies. • Identify investment strategies. • Identify potential growth and cash flow strategies. 		
<p>Expectations for Learning:</p> <p>Level 1: Explain components of financial statements, business risks and risk management strategies.</p> <p>Level 2: Interpret financial data from different types of financial statements and discuss long-term and short-term financing.</p>		

Theme	Business Management is the art of leading people to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading/directing and evaluating/controlling a business to accomplish a goal.	
Topic	Analyzing the value of supply chain management to a business involves understanding all the components of the supply chain and their role and interrelatedness within the chain, determining how technology integration impacts the effectiveness of the supply chain and identifying how relationships between suppliers within the chain can improve efficiencies.	
Benchmark	Supply chain management strategies and processes are critical components of business operations.	
Competencies: <ul style="list-style-type: none"> • Discuss the scope of operations and supply chain management. • Describe the evolution and changing nature of the operations and supply chain management field. • Describe the role of operations and supply chain management in product and service design (including new product or service development). • Analyze the strategic value of operations and supply chain management to a business and identify types of business strategies used in operations and supply chain management. • Compare and contrast the concepts of manufacturing and production as it relates to products versus services. • Describe the processes and tools used in designing and producing a product or service. • Describe production’s role in operations and supply chain management. • Describe transportation’s role in supply chain management. • Evaluate the role of warehousing and materials handling in supply chain management. • Describe the role of packaging in supply chain management. • Explain inventory and supply planning. • Describe the role of purchasing and contracting in operations and supply chain management. 		

<ul style="list-style-type: none">• Describe the interrelationship between supply chain components and the relationship between those components and marketing.• Research the metrics that are used to evaluate the logistical component of the system.• Explain the importance of technology in operations and supply chain management.• Describe the concept of reverse logistics and environmental management of supply chains.• Describe the importance of supplier relationships in operations and supply chain management.	
<p>Expectations for Learning: Level 1: Discuss the scope of supply chain management Level 2: Evaluate manufacturing and productions role in supply chain management.</p>	

Theme	Business Management is the art of leading people to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading/directing and evaluating/controlling a business to accomplish a goal.	
Topic	Using information and technology to make effective decisions includes determining types of information and technology needed by the organization, identifying the most appropriate information sources and technology to produce and use that information and making data-driven decisions based on the information.	
Benchmark	Information and technology assist management in making business decisions.	
Competencies: <ul style="list-style-type: none"> • Discuss information used by a business to make decisions. • Describe the importance of knowledge management to business success. • Identify technology needs for the management. • Explain the appropriate use of technology tools for business applications and decision-making. • Demonstrate how to use information to make decisions. 		
Expectations for Learning: Level 1: Identify and explain technology needs for the management and use of information. Level 2: Compare technology tools for business (decision-making) and evaluate their effectiveness.		

Theme	Business Management is the art of leading people to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading/directing and evaluating/controlling a business to accomplish a goal.	
Topic	Operating a global business creates challenges related to understanding cultural, economic, political, financial and legal processes of other countries that impact global business operations, and how a diverse workforce can create a positive impact if managed appropriately.	
Benchmark	Managing a global business requires an understanding of a diverse workforce and global economics.	
Competencies: <ul style="list-style-type: none"> • Describe the laws and regulations governing international businesses. • Identify cultural and political factors that impact doing business in a global environment. • Describe economic and financial factors that impact global business. • Describe how global business impacts the U.S. economy. • Describe the benefits of operating with a diverse workforce in a global business setting. • Explore the benefits and challenges of managing a global business. • Describe the benefits and challenges of managing a culturally diverse workforce. • Identify types of strategic partnerships that can benefit a global business. 		
Expectations for Learning: Level 1: Describe how international business is different from doing business only within the United States. Level 2: Explain benefits and challenges of and strategies for managing a culturally diverse workforce.		

Theme	Business Management is the art of leading people to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading/directing and evaluating/controlling a business to accomplish a goal.	
Topic	Resolving ethical and legal dilemmas requires understanding and using professional and personal codes of ethics and recognizing the consequences of unethical behavior.	
Benchmark	Management plays an important role in ethical decision-making.	
Competencies: <ul style="list-style-type: none"> • Explain the differences between ethical and legal dilemmas. • Explain a professional code of ethics. • Develop a personal code of ethics. • Identify the outcomes of unethical behavior in business. • Create a set of standards to guide ethical decision-making. • Describe regulations that have resulted from unethical behavior. 		
Expectations for Learning: Level 1: Explain the differences between ethical and legal dilemmas. Level 2: Analyze outcomes of unethical behavior based upon a personal/professional code of ethics.		

Theme	Business Management is the art of leading people to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading/directing and evaluating/controlling a business to accomplish a goal.
Topic	Developing and managing a marketing plan requires a comprehensive understanding of competitors, competitive advantages, and market share, as well as marketing mix, marketing management strategies and media.
Benchmark	Management of marketing functions and competitive strategy are critical to business success.
<p>Competencies:</p> <ul style="list-style-type: none"> • Discuss forms of competition. • Describe laws that govern competition in business. • Explain the importance of market share and competitive advantage. • Analyze internal and external sources of data for information about competitive standing. • Describe ways to improve market share. • Identify competitive strategies for a business to succeed. • Evaluate the potential emerging markets. • Describe the functions of marketing. • Analyze the role of marketing in business success. • Identify various marketing media businesses have available. • Develop the components of a marketing plan. 	
<p>Expectations for Learning:</p> <p>Level 1: Analyze the competitive status of a business and create strategies to improve that status.</p> <p>Level 2: Create a marketing plan for a business.</p>	

Theme	Business Management is the art of leading people to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading/directing and evaluating/controlling a business to accomplish a goal.
Topic	Developing a business plan requires developing company goals, objectives and a mission statement, conducting a SWOT analysis and planning business objectives, strategies and tactics to reach each goal.
Benchmark	A business plan guides all decisions made by a business and helps determine its success.
Competencies: <ul style="list-style-type: none"> • Develop company goals and objectives. • Define a business mission. • Conduct an organizational Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis. • Explain external planning considerations. • Develop objectives, strategies and tactics for each goal. 	
Expectations for Learning: Level 1: Identify the components of a business plan. Level 2: Develop a business plan.	

Theme	21st Century Skills are the knowledge, skills and expertise needed to succeed in work and life in the 21st century. This theme focuses on a broad range of skills and knowledge in decision-making and problem-solving, creativity, career development, personal wellness, emotional intelligence, technology innovation and integration, etc., that enable business and individual success.	
Topic	Recognizing trends and factors impacting careers helps to make career decisions.	
Benchmark	Workforce and workplace trends, demographics and changes impact careers options.	
Competencies: <ul style="list-style-type: none"> • Identify social, economic and global trends impacting employment opportunities including: outsourcing, minimum wage, multicultural expectations and understandings, and changes in pensions and social security. • Explain implications of life and work changes (e.g., multiple careers in a lifetime, work-from home technologies, emerging careers, barriers and failures). • Describe the impact of factors such as population, climate, employment trends and geographic location on occupational opportunities. 		
Expectations for Learning: Level 1: Describe social, economic, and global trends impacting employment (including multi-cultural expectations and the impact of pensions and social security). Level 2: Evaluate multiple careers and issues impacting careers such as population, employment trends, and career opportunities.		

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Topic	Assessing personality, interests, aptitudes and career interests helps improve occupational decisions.	
Benchmark	Researching personal aptitudes and interests and how they relate to career interests provides an opportunity for better career and postsecondary choices.	
Competencies: <ul style="list-style-type: none"> • Identify factors that impact educational and occupational choices. • Use a variety of assessment instruments (i.e. personality, interests, aptitude) to develop a personal profile to assist in career planning and development. • Use a variety of assessments and resources to determine career and occupational interests. • Use a variety of resources to research career interests. • Describe how education impacts work and postsecondary options. 		
Expectations for Learning: Level 1: Analyze personal profile issues that may impact optimal career choices. Level 2: Research personal career interests.		

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Topic	Identifying career opportunities in and among career fields provides a breadth of occupational options.	
Benchmark	There are a variety of career opportunities in each of the 16 career fields.	
Competencies:		
Expectations for Learning:		

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Topic	Researching career interests includes studying labor market projections, wages and benefits, working conditions, physical, mental and emotional demands of the job as well as education, training and licensure requirements.	
Benchmark	Researching career interests is important to choosing a career.	
Competencies: <ul style="list-style-type: none"> • Describe labor market projections for career interests. • Identify education and training needed for career interests. • Identify wages and benefits for career options. • Describe working conditions for career interests. • Describe physical, mental and emotional requirements of career options. • Identify licensure, certifications, and/or credentials needed for career choices. 		
Expectations for Learning: Level 1: Analyze data (e.g. labor market information projections, wages, working conditions) to help in making career choices. Level 2: Research education and training requirements including credentials and/or licensure requirements for career interests.		

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Topic	Investigating, obtaining and documenting career-related experiences provide more networking and employment opportunities.	
Benchmark	Career-related experiences can aid in developing a network and obtaining a job.	
Competencies:		
Expectations for Learning:		
Level 1: Describe career-related experiences.		
Level 2: Assess networking opportunities within a selected career field.		

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Topic	Understanding postsecondary opportunities and requirements includes knowing how to prepare for postsecondary education, identifying postsecondary coursework needed for career options, researching postsecondary institutions, enrollment options, and financial assistance, and calculating the return-on-investment of postsecondary education.
Benchmark	An understanding of how to prepare for and enroll in a postsecondary institution helps prepare for a majority of careers.
<p>Competencies:</p> <ul style="list-style-type: none"> • Identify academic, communication and interpersonal skills and knowledge associated with successful postsecondary experience. • Identify postsecondary coursework needed for career interests. • List postsecondary institutions offering necessary coursework and credentials. • Describe requirements for enrolling in postsecondary institutions. • Locate options for financial assistance for postsecondary education. • Describe how to apply for financial assistance. • Determine return-on-investment of postsecondary education. 	
<p>Expectations for Learning:</p> <p>Level 1: Describe postsecondary characteristics for success (personal traits and coursework).</p> <p>Level 2: Describe the process for postsecondary enrollment and financial assistance.</p>	

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Topic	Planning for a career involves setting goals, including on-time graduation, describing the importance of participating in professional and services organizations, determining the advancement opportunities in various careers and explaining why lifelong learning is critical to long-term success.
Benchmark	Developing short-term and long-term career goals and designing a plan to achieve them requires knowledge of advancement opportunities, networking though service and professional organizations and development of life-long learning strategies.
<p>Competencies:</p> <ul style="list-style-type: none"> • Set short- and long-term career goals. • Describe how current secondary courses, programs and assessments can impact career opportunities and postsecondary options. • Complete an academic plan for on-time graduation, career entry or postsecondary education. • Identify advancement opportunities in a job. • Describe the importance of participating in professional associations, service organizations and community service. • Explain the importance of lifelong learning and how that can be accomplished. • Explain the impact of the speed of change on lifelong learning. 	
<p>Expectations for Learning:</p> <p>Level 1: Complete a career plan for a chosen career and identify potential advancement opportunities.</p> <p>Level 2: Describe the importance of life-long learning.</p>	

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Topic	Developing skills to search for and obtain a job includes creating resumes, identifying employment opportunities, practicing interviewing skills, networking and evaluating potential employers.	
Benchmark	Job search and job application skills are essential to obtaining a job.	
Competencies:		
Expectations for Learning:		

- Develop written and electronic resume(s) that meet employer expectations.
- Recognize possible job search resources (e.g., family, neighbors, and friends).
- Cite examples of jobs and the required qualifications or background.
- Research potential employers.
- Explore employment opportunities locally and nationally.
- Utilize job search skills (e.g., finding job postings, sending out resumes, scheduling interviews).
- Develop effective interview skills and recognize and respond to discriminatory questions and practices.
- Describe the importance of networking in obtaining a job.
- Describe how to evaluate potential employers.
- Describe how to negotiate salary and benefits.
- Explain how to resign appropriately from a job.

Level 1: Create written and electronic resume(s) and participate in mock interviews.
 Level 2: Evaluate potential employers and negotiate salary and benefits.

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Topic	Becoming successful at work requires the ability to analyze performance, assess workplace skills, examine productivity and demonstrate flexibility in career plans.	
Benchmark	Effective workplace and continuous improvement skills are essential to achieving short- and long-term career success.	
Competencies: <ul style="list-style-type: none"> • Demonstrate the ability to analyze past experiences in a constructive manner to improve future workplace success. • Identify ways to evaluate personal and professional skill sets and accomplishments. • Describe the importance of developing workplace skills. • Describe the importance of continual reflection on job productivity and effectiveness. • Describe the importance of continual learning on the job. • Describe the importance of flexibility in career plans. 		
Expectations for Learning: Level 1: Evaluate skill sets and accomplishments. Level 2: Identify how to improve productivity, effectiveness and flexibility in career planning.		

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Topic	Being successful in a career requires demonstrating emotional intelligence and working in a diverse workforce and work environment.	
Benchmark	Demonstrating professional workplace skills and interacting with a diverse workforce is critical to workplace success.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe how to demonstrate respect for the feelings and beliefs of others. • Demonstrate appropriate social skills for the workplace. • Demonstrate effective interpersonal skills. • Demonstrate how to interact with internal and external customers. • Demonstrate professionalism and how to be appropriately assertive. • Demonstrate the ability to work in a diverse environment. • Describe techniques for eliminating bias and stereotyping. • Describe the importance of diversity at work. • Function as a member of a diverse workforce. 		
<p>Expectations for Learning</p> <p>Level 1: Demonstrate emotional intelligence skills in the workplace and school.</p> <p>Level 2: Function in a diverse environment and as a member of a diverse team.</p>		

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Topic	Demonstrating effective communications skills involves developing oral and written (including electronic) communication skills, communicating effectively with customers, managing conflict, using feedback appropriately and choosing appropriate communications channels and strategies.	
Benchmark	Effective communications skills are essential to success in any career.	
Competencies: <ul style="list-style-type: none"> • Demonstrate effective oral communications. • Demonstrate effective written communications. • Determine appropriate etiquette for electronic communication. • Demonstrate effective grammar, spelling and technical writing skills. • Explain the importance of the customer and of customer service. • Demonstrate customer service skills. • Demonstrate the ability to give and receive constructive criticism. • Describe how to use feedback to improve performance. • Demonstrate the ability to both avoid and manage conflict. • Adapt style of communication to a targeted audience. • Use networking techniques to develop professional relationships. • Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of contexts and forms. • Use communication skills for a range of purposes (e.g. to inform, instruct, persuade). • Use multiple communication strategies and judge the effectiveness of each for a specific situation. • Choose appropriate communication channel based on the purpose of the communication as well as the audience. • Describe the critical nature of electronic workplace communications. • Communicate effectively in diverse environments. 		

Expectations for Learning:

Level 1: Demonstrate effective oral and written communication skills.
Level 2: Choose appropriate communication channels and strategies for selected audiences.

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Topic	Implementing teamwork skills involves functioning as team member and leader, working in cross-functional and/or diverse teams, developing conflict resolution and negotiation skills, evaluating team work and accepting shared responsibility for it and demonstrating flexibility and open-mindedness.	
Benchmark	Successful teamwork includes functioning as a team member and a team leader.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Describe teamwork as it occurs in various situations. • Identify characteristics of a team player. • Work in cross-functional teams. • Participate as a team member. • Acknowledge other team members' contributions. • Add to other team members' contributions. • Assist team members as needed. • Develop conflict resolution skills. • Use consensus building skills. • Develop collaboration and facilitation skills. • Demonstrate how to create trust. • Negotiate agreements. • Evaluate team processes. • Encourage team building. • Motivate team members. • Demonstrate the ability to work with diverse teams. • Exercise flexibility and an open mind in making decisions for a common goal. • Assume shared responsibility for work done with teams. 		
<p>Expectations for Learning: Level 1: Demonstrate teamwork skills through team participation. Level 2: Lead teams.</p>		

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Topic	Leading requires communicating a vision that inspires others to reach shared goals, exhibiting passion for the vision and leading by example, enabling change in an organization and demonstrating adaptability and a goal orientation.	
Benchmark	Effective and passionate leadership is critical to the success of a team, project or business.	
Competencies: <ul style="list-style-type: none"> • Explain the concept of leadership. • Distinguish between leadership and management. • Determine personal vision. • Demonstrate adaptability. • Demonstrate a goal orientation. • Demonstrate skills to lead positive, needed changes. • Demonstrate how to lead by example. • Enlist others in working toward a shared vision. • Communicate the mission, vision and company values to employees. • Encourage others to reach goals. • Demonstrate passion for work. 		
Expectations for Learning: Level 1: Explain the concept of leadership and distinguish between leadership and management. Level 2: Demonstrate leadership skills.		

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Topic	Thinking critically and solving problems require the ability to identify the problem, use creativity and innovation to determine alternative solutions, analyze connected systems if needed, analyze evidence and points of view related to various solutions, choose an alternative and evaluate results.	
Benchmark	The abilities to analyze, learn, think critically and creatively, and solve problems are critical to success in life and career.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Employ problem-solving skills to identify problems and formulate solutions. • Demonstrate critical thinking techniques. • Combine critical thinking and team building skills to solve problems. • Evaluate and adjust plans and schedules to respond to unexpected events and conditions. • Use creativity and innovation. • Use ethical, safety and societal factors in making decisions. • Analyze methods to learn how to learn. • Effectively analyze and evaluate evidence, arguments, claims and beliefs. • Analyze major alternatives of points of view. • Interpret information and draw conclusions. • Choose a solution for a problem and evaluate its results. • Reflect critically on learning experiences and processes. • Solve problems in innovative ways. • Identify and ask important questions. • Analyze how parts of a whole interact with each other to produce overall outcomes in systems. • Use various types of reasoning (inductive, deductive) as appropriate to the situation. 		

Expectations for Learning:

Level 1: Demonstrate critical-thinking, problem-solving and decision-making skills.

Level 2: Demonstrate creativity and innovation in problem-solving and workplace initiatives.

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Topic	Using technology to collaborate with others and research and solve problems creatively requires understanding of digital media, product and process design, technology systems and operations, ethical, legal, accurate and persuasive use of media, and researching and presenting information.	
Benchmark	Technology provides opportunities to collaborate solve problems and create innovative products and solutions.	
<p>Competencies:</p> <ul style="list-style-type: none"> • Demonstrate creative thinking to develop innovative products and processes using technology. • Use digital media environments to communicate and work collaboratively, including at a distance. • Collaborate with peers, experts and other using interactive technology. • Demonstrate knowledge of technology concepts, systems and operations. • Use information accurately and creatively to solve problems. • Analyze media messages. • Describe the legal and ethical issues surrounding use of technology. • Collect and analyze data to identify trends, solutions and make informed decisions. • Apply digital tools to gather, evaluate and present information. • Use multiple processes and diverse perspectives to explore alternative solutions. 		
<p>Expectations for Learning:</p> <p>Level 1: Use technology legally and ethically to research, evaluate, and report information.</p> <p>Level 2: Collaborate with others using a variety of digital media and interactive technology.</p>		

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Topic	Managing personal health and wellness involves setting and achieving personal health and wellness goals, demonstrating behaviors that foster healthy, active lifestyles, and using critical thinking skills to help maintain emotional and mental health.	
Benchmark	Managing health increases personal and professional productivity.	
Competencies:		
Expectations for Learning:		
<ul style="list-style-type: none"> • Use critical thinking skills related to personal wellness and health. • Demonstrate goal setting and achievement for personal health and well-being. • Demonstrate behaviors that foster healthy, active lifestyles. • Describe strategies to maintain emotional and mental health. 		
<p>Level 1: Demonstrate critical thinking skills related to personal wellness and health.</p> <p>Level 2: Develop strategies to maintain emotional and mental health and an active lifestyle.</p>		

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Topic	Transitioning to the workplace requires demonstration of a variety of workplace skills including productivity, initiative, self-management, self-direction, goal setting and achievement, honesty, integrity, accountability, innovation, adaptability, following workplace policies and procedures, active listening, embracing change and adaptability.	
Benchmark	Development of effective workplace skills helps to successfully transition to the workplace.	
Competencies: <ul style="list-style-type: none"> • Complete work-related duties within an ethical framework. • Assess the implications of ethical and unethical behavior. • Work productively with others. • Use different perspectives to increase innovation and quality of work. • Deliver a quality job performance on time. • Demonstrate accountability for individual performance. • Demonstrate initiative, self-direction and self-management. • Set and achieve high goals and standards. • Use time efficiently. • Use interpersonal skills to influence and guide others toward a goal. • Leverage the strengths of others to accomplish a common goal. • Demonstrate honesty and integrity. • Demonstrate mental, physical and emotional preparedness to accomplish a task. • Adapt to varied roles, responsibilities and expectations. • Work effectively in a climate of ambiguity and changing priorities. • Demonstrate appropriate risk-taking. • Explain how to learn from mistakes. • Explain the importance of employer policies and procedures (dress code, attendance, leave, etc.). • Demonstrate respect for others. 		

<ul style="list-style-type: none">• Demonstrate active listening skills.• Project a positive attitude and healthy self-esteem.• Maintain professionalism.• Use feedback constructively• Embrace change• Use failure as an opportunity for success.	
<p>Expectations for Learning: Level 1: Identify effective workplace skills. Level 2: Demonstrate effective workplace skills and continually evaluate performance of those skills.</p>	

Theme	Information Technology (IT) is the study, design, development, implementation and support or management of computer-based information systems, software applications and computer hardware. IT is an information-gathering, organizing and problem-solving field that crosses multiple disciplines.	
Topic	Introducing Information Technology	
Benchmarks	Information Technology is critical to success in business and society.	
Competencies:		
Expectations for Learning:		
Level 1: Describe Information Technology and its uses in business and society.		
Level 2: Evaluate the need for appropriate Information Technology in business and society.		

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Topic	Understanding Interactive Media	
Benchmarks	Interactive, multimedia projects are created using a variety of media.	
Competencies:	<ul style="list-style-type: none"> • Describe the different types of media included in an interactive, multimedia project. • Obtain, create and/or edit digital graphics. • Obtain, create and/or edit digital audio. • Obtain, create and/or edit digital video. • Create Web pages. 	
Expectations for Learning:	<p>Level 1: Plan an interactive multimedia project.</p> <p>Level 2: Develop an interactive multimedia project.</p>	

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Topic	Understanding information systems and services is critical to operating and managing computer-based information systems.	
Benchmarks	An understanding of how to configure, install, upgrade and troubleshoot hardware and software is critical to operation of the computer information system.	
Competencies: <ul style="list-style-type: none"> • Describe the input/output, processing and storage of data in a personal computer system. • Identify the basic components of a modern computer system. • Describe hardware: parts, functions, handling, safety, assembly and troubleshooting. • Describe the basic functions of a computer operating system. • Describe basic kinds and uses of application software. • Configure hardware/software. • Install and upgrade software/hardware. • Troubleshoot and repair problems. 		
Expectations for Learning: Level 1: Discuss the different uses for information systems Level 2: Operate and manage information systems and services.		

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Topic	Understanding of networks and how they operate, function and communicate with other networks and with a variety of network devices improves the entire information system.
Benchmarks	A comprehensive understanding of network systems, functions, and operations is critical to overall operation of the information system.
Competencies: <ul style="list-style-type: none"> • Describe the uses of computer networks in today’s society. • Identify functions and common network operating systems (NOS). • Describe networking in local and remote environments. • Identify and describe the communication devices and protocols required for successful networking. 	
Expectations for Learning Level 1: Identify functions of a network. Level 2: Evaluate the uses of a network.	

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Topic	Understanding programming and software development improves systems and businesses.
Benchmarks	Using programming languages to design and develop software creates new products, services and businesses.
Competencies: <ul style="list-style-type: none"> • Describe the use of programming concepts in the development of software applications. • Describe the process to design software/programs. • Create software applications using a programming language. 	
Expectations for Learning Level 1: Describe the process for designing software using a programming language. Level 2: Write a software program.	

Theme	Information Technology (IT) is the study, design, development, implementation and support or management of computer-based information systems, software applications and computer hardware. IT is an information-gathering, organizing and problem-solving field that crosses multiple disciplines.
Topic	Using productivity software is essential to success in many businesses and careers.
Benchmarks	Using productivity software helps accomplish a variety of business functions.
Competencies: <ul style="list-style-type: none"> • Understand the uses of a database management system. • Understand the uses of a spreadsheet. • Understand the uses of word processing. • Understand the uses of presentations. • Integrate the use of database, word processing, spreadsheet and presentation software to complete a project. 	
Expectations for Learning: Level 1: Use database, spreadsheet, word processing and presentation software. Level 2: Integrate productivity software while completing a project.	