

Business/Marketing Education

An Introduction

The objective of Alabama Business/Marketing Education is to provide students with the knowledge and skills necessary for economic success in the twenty-first century. This dynamic and challenging program prepares students for the accelerated changes taking place in the competitive business world. As students gain knowledge and professional experiences, they develop skills essential for success and build a strong foundation that enables them to become productive workers and citizens.

The Business/Marketing Education Course of Study is designed for students with career interests in business and marketing. The curriculum provides flexibility regarding course selection as students pursue their individual career objectives. Careful attention has been given to ensure academic rigor, to develop technological skills, and to encourage social responsibility necessary for participation in the global economy. The curriculum is structured to mirror the diversity within the business and marketing industry and to provide instruction in the required principles, concepts, attitudes, and skills for advanced study or employment.

Business/Marketing student organizations are an integral part of classroom instruction. These co-curricula organizations provide students with opportunities to develop leadership through activities that are member-planned, member-directed, and member-centered. Participation in student organizations enables students to develop skills and competence for business/marketing careers, to build self-esteem, to experience leadership, and to practice community service.

This curriculum provides opportunities for students to become independent and lifelong learners. Students experience challenging activities and acquire critical-thinking skills as they apply problem-solving models. The commitment to provide a program of excellence is evident in the broad student-centered and project-based goals of the Business/Marketing Education curriculum. These goals are:

- To encourage critical thinking skills
- To promote educational values including economic understanding and consumer competencies
- To promote character growth and development including human relations, good work habits, positive attitudes, and ethical standards
- To provide a realistic understanding of the work environment
- To enhance employability skills
- To reinforce basic skills in such areas as communication, mathematics, and technology
- To stimulate interest in career development
- To foster an appreciation of the free enterprise system

The curriculum creates a new model for Business/Marketing Education. Not only does the content exceed business and industry standards, it sets high expectations, provides clear objectives, and supports the concept that education involves more than simply teaching. The twenty-first century will bring with it a vast transformation, making many of today's jobs nonexistent. Although a variety of courses are offered to meet the individual needs of students, it may be necessary for local school systems to develop courses expanding the required Business/Marketing Education curriculum to meet future demands for new jobs and new technologies. The Business/Marketing Education curriculum provides a model for the design of locally developed courses, which must be approved by the State Department of Education prior to implementation.

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The Conceptual Framework

The Conceptual Framework found on page 185 of this document depicts the Business/Marketing Education curriculum. The framework provides multiple opportunities for students to master the essential knowledge and skills needed to succeed in business/marketing—and, more importantly, an equal opportunity to succeed in life. The curriculum provides occupational competencies that enable individuals to procure employment for which they are qualified, to formulate and implement a career plan that is responsive to personal and technological changes, and to formulate plans to ensure continued educational growth. Business/Marketing Education facilitates learning in a student-centered environment, building learners as they develop the skills needed to become effective consumers, citizens, workers, and leaders.

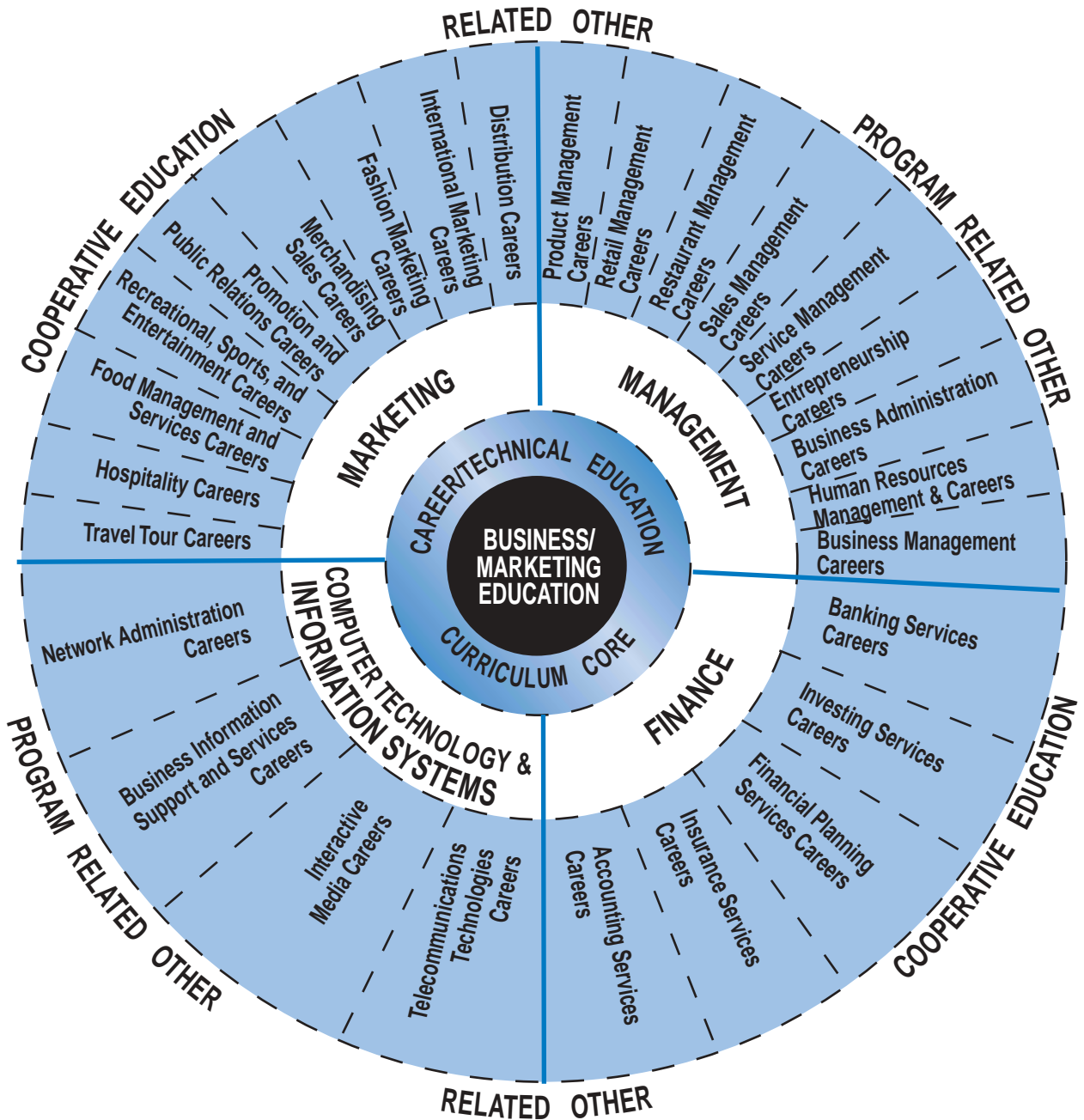
The Career/Technical Education Curriculum Core component equips students with knowledge, applications, and attitudes that enforce workplace competencies. The core course standards on pages 9-13 are intended to be integrated into all courses or taught as a separate course. They represent knowledge, skills, and behaviors that will help students move successfully into the world of work and/or continuing education to pursue their career goals.

The Career Majors, depicted around the core, are available for student selection in Grades 8-12. The graphic illustrates the four majors of the Business/Marketing Education curriculum: Marketing, Management, Computer Technology and Information Systems, and Finance. These majors consist of a minimum of two credits: a required course and additional courses from the concentrator course electives within the majors listed on page 186. Learning is customized. Students select a career major based on personal and career interests that allow for exploration of careers, application of work-based skills, and accumulation of work experience. Each major emphasizes information technology and human relations technology because they support all disciplines and are integral components of a successful career.

The Business/Marketing program provides students with basic preparation for a dynamic and challenging position in today's competitive marketplace. A major in Business/Marketing will allow graduates to pursue many rewarding and interesting careers and equips them with skills employers are demanding: the ability to communicate effectively, the ability to work as part of a team, the ability to apply academic and technical skills to solve problems and complete tasks, and the ability to demonstrate a productive work ethic.

With an emphasis on early career guidance and participation in career exploration classes, students can discover a career program area that best matches their interests and abilities. Business/Marketing Education completers develop a career focus and the skills that enhance their chances of moving directly into higher education, an apprentice program, the military, or entry-level employment. These students may also earn dual credit in community college technical programs.

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Business/Marketing Completer Pathways

To become a Business/Marketing program completer, a student must successfully complete three pathway credits—one required course, one concentrator course elective, and one completer course elective plus master the Career/Technical Education Curriculum Core course standards located on pages 9-13 of this document. The curriculum core course may be integrated into the Business/Marketing instructional program or taught as a separate one-half credit course.

The examples shown below are suggested options of courses for program completion. A Local Education Agency (LEA) may configure other pathways that fulfill students' career objectives.

Marketing

Required Course—minimum 1 credit

Marketing Dynamics

Plus Concentrator Course Electives—minimum 1 credit

*Administrative Principles

*Entrepreneurship and Management

*Personal and Business Finance

Business and Marketing Essentials

*Law in Society

Business Technology Essentials

Any Career/Technical Education specialized course meeting a student's career objective that has been approved by the SDE
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Plus Completer Course Electives—minimum 1 credit

Co-op, any other Business/Marketing course, any related academic course identified by the LEA, or any related Career/Technical Education course

Computer Technology and Information Systems

Required Course—minimum 1 credit

Business Technology Essentials

Plus Concentrator Course Electives—minimum 1 credit

Interactive Multimedia Design

Network Management and Support

Integrated Computer Technology

Any Career/Technical Education computer course that has been approved by the SDE
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Plus Completer Course Electives—minimum 1 credit

Co-op, any other Business/Marketing course, any related academic course Technical identified by the LEA, or any related Career/ Education course
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Management

Required Course—minimum 1 credit

Entrepreneurship and Management

Plus Concentrator Course Electives—minimum 1 credit

*Law in Society

*Administrative Principles

*Personal and Business Finance

Business and Marketing Essentials

Accounting Principles

Marketing Dynamics

Plus Completer Course Electives—minimum 1 credit

Co-op, any other Business/Marketing course, any related academic course identified by the LEA, or any related Career/Technical Education course

Finance

Required Course—minimum 1 credit

Accounting Principles

Plus Concentrator Course Electives—minimum 1 credit

Advanced Accounting

*Personal and Business Finance

Integrated Computer Technology

Business and Marketing Essentials

*Law in Society

Plus Completer Course Electives—minimum 1 credit

Co-op, any other Business/Marketing course, any related academic course identified by the LEA, or any related Career/Technical Education course

- * To provide the maximum amount of flexibility, some courses may be offered at the discretion of each LEA as a one-credit or one-half credit course to accommodate student and business community needs. These courses are identified by an asterisk.

ACCOUNTING PRINCIPLES

Accounting Principles is a one-credit course designed to help students understand the basic principles of the accounting cycle. Emphasis is placed on analyzing and recording business transactions; preparing and interpreting financial statements, accounting systems, banking, and payroll activities; identifying basic types of business ownership; and participating in an orientation to careers in accounting. Students are also provided with instructional activities that reinforce mathematical and critical thinking skills.

Future Business Leaders of America–Phi Beta Lambda (FBLA-PBL) and the Association for Marketing Students (DECA) are co-curricular components of the Business/Marketing program. Both student organizations enhance classroom instruction, develop leadership skills, and provide opportunities for professional growth and service.

Students will:

1. Perform basic mathematical functions on a ten keypad utilizing the touch system.
2. Define basic accounting terminology.
 - Proprietorship
 - Asset, liability, equity, owner equity, and capital
 - Transaction
 - Balance sheet
 - Income statement
 - Revenue, expenses
 - Chart of accounts
 - Owner's draw
3. Explain the purpose of the accounting equation.
4. Prepare a beginning balance sheet.
5. Demonstrate an understanding of the Accounting Cycle.
 - Verifying source documents
 - Analyzing transactions
 - Debits and credits
 - T-accounts
 - Journalizing transactions
 - Posting to general and subsidiary ledgers
 - Preparing a trial balance
 - Preparing a worksheet
 - Six-column
 - Eight-column
 - Preparing financial statements
 - Balance sheet
 - Income statement
 - Operating expense statement
 - Cash flow
 - Journalizing and posting adjusting entries
 - Journalizing and posting closing entries
 - Preparing a post-closing trial balance

6. Demonstrate banking skills.
 - Deposit slips
 - Checks/electronic transfer
 - Check endorsement
 - Restrictive
 - Blank
 - Special
 - Check register
 - Account reconciliation/related journal entries
 - On-line banking
7. Perform petty cash functions.
 - Establishing
 - Managing
 - Replenishing
 - Journalizing
8. Perform payroll functions.
 - Preparing employment records
 - Calculating employee's gross pay and net pay
 - Calculating employee's payroll deductions
 - Examples: hourly, piece rate, salary, commission, combination, flat rate
 - Managing payroll register
 - Managing employee earnings records
 - Journalizing and posting payroll entries
 - Calculating employer's payroll taxes
 - Calculating employee benefits paid by employer
 - Journalizing and posting employer's payroll taxes
 - Preparing payroll reports
9. Compare accounting operations.
 - Service
 - Manufacturing
 - Merchandising business
 - Examples: matching principle, revenue realization
10. Perform accounting functions related to plant assets and depreciation.
 - Calculating depreciation expense and book value
 - Maintaining records
 - Recording entries
11. Journalize transactions into special and expanded journals.
 - Purchases journal
 - Cash payments journal
 - Sales journal
 - Cash receipts journal
12. Post special and expanded journal entries.
 - General ledger
 - Subsidiary ledger

13. Prepare schedules for subsidiary ledgers.
 - Accounts payable
 - Accounts receivable
14. Prepare income tax forms.
 - Federal
 - State
 - Local
15. Apply the accounting cycle steps in performing computerized accounting functions.
16. Discuss business ethics involved in accounting.
17. Evaluate business decisions.
 - Ethical
 - Unethical
18. Analyze financial statements using charts and graphs.
 - Balance sheet
 - Income statement
 - Operating expenses
 - Cash flow analysis
19. Apply course concepts to projects.
Examples: profit/loss, financial statements, budgets
20. Compare the accounting applications of different types of business ownership.

ADMINISTRATIVE PRINCIPLES

Administrative Principles is a one- or one-half credit course that provides students with a preview of administrative responsibility. The one-credit course allows students to participate in administrative problem-solving activities for the workplace and to develop conflict-management and interpersonal skills. Continual reinforcement of these skills enables students to make a successful transition from formal schooling into the work environment. The prerequisite for this course is one Business/Marketing course. (Asterisks denote required content to be used in developing a one-half credit course.)

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Students will:

Information Literacy

1. Apply reading skills.*
 - Main idea
 - Relevant details
 - Facts
 - Proper sequence
2. Interpret written technical materials.*
 - Relevance
 - Purpose
 - Timeliness
 - Authenticity
3. Apply proper grammar and vocabulary.*
 - Relationship of business success to proper grammar and vocabulary
4. Utilize research sources.*
 - Traditional
Examples: reference manual, telephone book, atlas/map, dictionary
 - Electronic
Examples: Internet, search engines, maps
 - Research documentation
Example: citation of sources

Workplace Skills

5. Apply the C's of oral and written communication.
 - Courtesy
 - Correctness
 - Conciseness
 - Clarity
 - Consideration
 - Concreteness
 - Completeness
6. Apply basic social skills in personal and professional situations.*
 - Etiquette
 - Respect for others
 - Personal hygiene and grooming
 - Suitable business attire
 - Work ethics
 - Conflict resolution
7. Produce effective presentations.*
 - Impromptu
 - Persuasive
 - Informative
8. Identify the components of effective communication.*
 - Meanings of words
 - Preconceived ideas
 - Body language
9. Describe techniques for overcoming barriers to effective communication.
10. Apply effective listening skills.*
 - Listening for a purpose
Example: following directions
 - Listening to requests
 - Distinguishing between active and passive listening
11. Communicate with persons of various cultural backgrounds.
12. Demonstrate proficiency in organizing and conducting business meetings.
 - Following parliamentary procedure
Examples: chairing a meeting, making a motion, carrying a motion, taking minutes, tallying a vote, facilitating a discussion

13. Demonstrate proficiency in written communications.*
 - Drafting
 - Revising
 - Editing
 - PublishingExample: preparing final product
14. Explain the nature of written communications.*
 - Business letters
 - Business memos
 - Reports
 - Tables
 - Inquiries
15. Identify three basic writing styles.
 - Deductive
Examples: good news message, social message, recommendation
 - Inductive
Examples: bad news message, collection, claims
 - Persuasive
Examples: sales, requests
16. Select appropriate electronic media for various situations.
Examples: E-mail attachments, facsimile machines
17. Discuss procedures for using various electronic equipment.
Examples: telephone systems, answering machines
18. Identify information privacy in the workplace.
 - Electronic surveillance
 - Youth privacy protection
 - Encrypted messages
19. Evaluate the use of electronic media by employees.
 - Monitoring of employees' E-mail
 - Monitoring Internet usage during office hours

Workplace Communication Skills

20. Discuss the components of effective communication in the workplace.*
 - Positive working relationships
 - Interdependence among workers.
 - Leadership stylesExamples: democratic leaders, *laissez-faire* leaders, authoritarian leaders
 - Addressing persons properly
 - Handling telephone calls
 - Verbal skills
 - Attitude needed
 - Standard procedures

21. Employ appropriate strategies for dealing with customers.*
 - Developing customer-service mindset
 - Handling customer inquiries
 - Interpreting business policies
22. Practice appropriate business relationships.*
 - Office politics
 - Avoidance of sexual harassment/romantic relationship
 - Professional image
 - Assertive behavior

Examples: passive and aggressive behaviors, barriers to assertive behaviors
23. Demonstrate proper reception of public.
 - Greeting
 - Screening
 - Directing/escorting
 - Introducing
24. Demonstrate supervisory communication skills.
 - Promoting mutual respect
 - Delegating responsibility
 - Setting goals
 - Promoting team and group interaction

Ethical Issues

25. Explain ethical consideration resulting from technological advancement.*
 - Respecting privacy of others

Examples: confidentiality, avoiding gossip
26. Discuss potential consequences related to administrative responsibilities.*
 - Ethical/unethical
 - Legal/illegal
27. Explain circumstances in which confidential information should be divulged.*

Career Development

28. Conduct various types of self-assessment.

Examples: interest inventory, personality profile, aptitude tests
29. Investigate specific careers based on career objective.
 - Working conditions

Example: virtual work environment versus traditional work setting

 - Future availability
 - Income
 - Educational requirements

30. Demonstrate proficiency in composing employment documents.
- Application letter
 - Résumé
 - Interview
 - Follow-up letter

Administrative Support

31. Operate various types of office equipment.
Examples: photocopier, facsimile machine, postage meter
32. Select the most efficient delivery method for a given situation.
- Priority
Examples: certified, insured, return receipt requested
 - Economy
33. Prepare goods for delivery.
- Packing
 - Weighing
 - Addressing
34. Establish and/or maintain files.
Examples: alphabetic, numeric, color-coded tickler, electronic/backup
35. Plan a records-retention schedule.
- Protection of vital records
 - Legal requirements
 - Maintaining confidentiality
36. Demonstrate the ability to prepare and maintain inventory records.
Examples: hardware, software, equipment, furniture, supplies
37. Explain the purchasing process.
- Needs assessment
 - Cost analysis
 - Ordering
 - Receiving
 - Verifying
38. Determine a plan for business travel.
- Alternate resources
 - Travel agent
 - Internet
 - Travel arrangements
 - Accommodations/meals
 - Itinerary
 - Expense report

ADVANCED ACCOUNTING

Advanced Accounting is a one-credit course designed to provide students with an increased emphasis on accounting procedures and techniques for solving business problems and making financial decisions. Students use accounting and/or spreadsheet software to record, analyze, and interpret financial records. This course provides students with entry-level skills for the accounting profession and/or a foundation for postsecondary study. The prerequisite for this course is Accounting Principles.

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Students will:

General Accounting Review

1. Compare the different fields of accounting.
 - Financial accounting
 - Managerial accounting
 - Cost accounting
 - Tax accounting
 - Auditing
 - Personal financial planning
2. Identify the advantages and disadvantages of different forms of business organization.
3. Explain various accounting concepts.
 - Adequate disclosure
 - Business entity
 - Consistent reporting
 - Ongoing concern
 - Historical cost
 - Matching expenses with revenue
 - Materiality
 - Objective evidence
 - Realization of revenue
 - Unit of measurement

4. Describe the steps of the Accounting Cycle.
 - Analyzing transactions into debit and credit parts
 - Recording transactions in journals
 - Posting from journals to ledgers
 - Preparing a worksheet
 - Preparing financial statements
 - Examples: balance sheet, income statement, statement of operating expenses
 - Recording and journalizing adjusting and closing entries
 - Posting adjusting and closing entries
 - Preparing a post-closing trial balance
5. Utilize appropriate banking skills for writing and endorsing checks and reconciling bank statements.
6. Explain the purpose and process of calculating, journalizing, and posting entries related to bad debts.
7. Define accounting terms related to plant assets, depreciation, and property tax expense.
8. Calculate depreciation expense and book value of a plant asset.
9. Record plant asset information in a plant asset record.
10. Explain the process and purpose of recording entries related to accounting for plant assets, depreciation, and property tax expense.
11. Determine the cost of merchandising inventory using a variety of methods.
 - FIFO
 - LIFO
 - Weighted costing methods
12. Utilize the methods of estimating inventory to estimate the cost of merchandise inventory.
 - Gross profit
13. Calculate interest and maturity dates for notes.
14. Analyze transactions recorded for notes payable and notes receivable.
15. Explain the purpose of recording, adjusting, closing, and reversing entries for accrued revenue and expenses.
16. Perform appropriate analysis ratios to evaluate solvency and earning power.

Corporate Accounting

17. Define accounting terms related to corporate accounting.
 - Examples: charter, par value, common stock, preferred stock, dividend
18. Discuss the voucher system.
 - Preparation
 - Payment

19. Explain the purpose and process of calculating and journalizing the declaration and payment of a dividend for a corporation.
20. Analyze prepared financial statements for a business organized as a corporation.
 - Income statement
 - Statement of stockholders' equity
 - Balance sheet
21. Record adjusting, closing, and reversing entries for a business organized as a corporation.
22. Explain the purpose and process of acquiring additional capital.
 - Issuing additional capital stock
 - Buying and selling treasury stock
 - Bonds payable
 - Line of credit

Managerial Accounting

23. Apply accounting practices related to preparing and analyzing budgeted income statements and cash budgets.
24. Prepare a budgeted income statement, cash budget, and performance report.

Cost Accounting

25. Explain accounting terms, concepts, and practices related to cost accounting.
26. Explain the purpose and process for journalizing cost accounting transactions and for preparing financial statements for a merchandising business.
27. Demonstrate the ability to establish and complete cost records for a manufacturing business.
28. Identify legal requirements for forming and dissolving various forms of business organizations.
 - Proprietorship
 - Partnership
 - Corporation
 - Nonprofit organizations
 - Franchises
 - Government
29. Apply appropriate procedures for journalizing entries for initial investment and entries for liquidation.
30. Describe business ethics involved for making decisions in accounting.

BUSINESS AND MARKETING ESSENTIALS

Business and Marketing Essentials is an introductory one-credit course that addresses the principles and concepts that serve as the foundation for future study in the Business/Marketing Education program. Topics include basic business principles, marketing concepts, systems thinking and total quality, and the current environment for business and marketing in the marketplace.

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Students will:

Safety

1. Identify ways to avoid common work-related accidents.
 - Causes
 - Precautions
 - Government regulations
Example: Occupational Safety and Health Administration (OSHA)

Communication and Interpersonal Skills

2. Evaluate effective communication.
 - Importance
 - Basic process
 - Problems and solutions
 - Impact of technology
3. Utilize electronic communications in productive business situations.
 - Telephone
Examples: cell phone, voice mail
 - Facsimile machine
 - E-mail
 - Internet
Examples: information ownership, information validity
 - Mass communication
Examples: video conferencing, telephone conferencing, chat lines

4. Practice social skills in personal and professional situations.
 - Etiquette
Examples: communications—electronic, verbal, nonverbal; manners—travel, entertainment, meals; meetings/conferences—cellular phones; arrival/departure
 - Workplace relationships
Examples: customers, supervisors, team members
 - Personal hygiene and grooming
 - Suitable attire
 - Work ethics
Examples: punctuality, attendance, integrity, confidentiality, initiative
 - Conflict resolution
5. Compare patterns of behavior or interaction among various cultures.
 - Language
Examples: verbal, nonverbal
 - Customs
 - Etiquette
Examples: social, business
6. Develop an employment portfolio.
 - Work samples
 - Inquiry letters
 - Cover letter
 - Résumé
 - Employment application
 - Follow-up letter
 - Acceptance letter
 - Resignation
7. Demonstrate effective interview techniques.
 - Preparation
Examples: mock interview, question list, company information
 - Conduct
 - Post-interview strategies

Marketing

8. Explain components of the marketing mix.
 - Product
 - Price
 - Place
 - Promotion
9. Describe concepts of the market and market identification.
 - Target marketing
 - Marketing segmentation
 - Mass marketing

10. Examine the functions of marketing.
 - Selling
 - Promoting
 - Financing
 - Managing risk
 - Promotion
 - Product/service planning
 - Distributing
 - Managing marketing information
 - Purchasing
11. Explain the importance of money handling skills.
 - Arranging cash drawer
 - Verifying change fund
 - Giving correct change
 - Balancing cash drawer
 - Practicing theft control
12. Explore career opportunities in marketing.

Computer Applications

13. Relate the uses of computer applications to business and marketing.
 - Word processing
 - Spreadsheet
 - Database
 - Browser
 - E-mail
 - Service provider
 - Presentation
 - Graphics
 - Web design
 - Video production
 - Desktop publishing
14. Explore career opportunities in computer technology.

Business and Personal Finance

15. Discuss the importance of record keeping.
 - Business
 - Personal
16. Identify various types of checking accounts.
 - Checking
 - Savings
 - Money market

17. Demonstrate banking skills.
 - Opening a personal checking/savings account
 - Making a bank deposit
 - Withdrawing funds
 - Endorsing checks
 - Maintaining a check register
 - Reconciling a bank statement
 - Banking on-line
18. Evaluate sources of credit available.
 - Government
 - Business
 - Consumer
19. Discuss the concept of credit.
 - Advantages and disadvantages
 - Approval procedure
 - Cost
 - Management
20. Explore career opportunities in finance.

Business Management

21. Evaluate management functions.
 - Planning
 - Organizing
 - Directing
 - Staffing
 - Controlling and evaluatingExamples: finances, resources, goals
22. Relate the significance of competition in business.
 - Pure competition
 - Monopolistic competition
 - Oligopolistic competition
23. Analyze advantages and disadvantages of organizational business structures.
 - Horizontal
 - Vertical
24. Explain the importance of common managerial responsibilities.
 - Time management
 - Technological updating
 - Interpersonal skillsExamples: delegation, motivation
 - Communication skills
 - Professional networking
25. Explore career opportunities in business management.

Entrepreneurship

26. Discuss opportunities for business ownership.
 - Purchasing an existing business
 - Starting a new business
27. Compare the forms of business ownership.
 - Sole proprietorship
 - Partnership
 - Corporation
28. Explore franchise business options.
 - Fast food
 - Fashion industry
 - Hotels
 - Service
 - Entertainment/amusement
29. Relate the consequences of social and civic responsibility to business ownership.
 - Environmental issues
 - Business ethics
 - Consumerism
 - Employee issues
30. Explore career opportunities in business ownership.

Business Law

31. Analyze the relationship between ethics and the law.
32. Examine laws affecting business ownership and operation.
 - Contract
 - Sales
 - Consumer
 - E-commerce
 - Safety
33. Examine the significance of employment law in business.
 - Sexual/nonsexual harassment
 - Child labor laws
 - Fair Labor Standards Act
 - Discrimination
 - Medical/family
34. Explore career opportunities in business law.

Economics

35. Discuss basic economic terms.
 - Economic goods and services
 - Economic resources
 - Scarcity
 - Needs and wants
 - Economic utility
 - Supply and demand
 - Price
 - Profit
 - Profit motive
 - Business risk
 - Competition
 - Productivity
 - Opportunity cost
36. Describe characteristics of the free enterprise system.
37. Discuss basic economic issues.
 - Types of goods and services produced
 - Manner by which goods and services produced
 - Consumer for whom goods and services produced
38. Explore career opportunities in economics.

BUSINESS TECHNOLOGY ESSENTIALS

Business Technology Essentials is a one-credit course designed to help students master basic skills in the areas of word processing, database management, spreadsheet, presentation, Internet, and E-mail. Students are also offered opportunities to identify ethical issues pertaining to information systems and to gather information about careers in technology. Communication and critical thinking skills are reinforced through the use of software applications. Simulations and projects promoting teamwork and leadership skills offer further opportunities for application of knowledge and skills.

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Students will:

Computer Hardware/Architecture

1. Describe basic computer components.
 - Hardware
Examples: basic workstation components, printer, modem, scanner, multimedia devices, ports, motherboard, RAM, ROM, bus, processor
 - Software
Examples: word processing, database, spreadsheet, multimedia, Internet, operating systems, voice recognition
2. Demonstrate basic computer and printer maintenance.
Examples: changing printer cartridge, replenishing paper, scanning disk, defragmenting disk
3. Analyze computer hardware to determine software capability.
 - RAM
 - Processing speed
 - Hard drive capacity

Data Input Skills

4. Demonstrate correct data input techniques with acceptable speed and accuracy.
Examples: keyboarding–touch method, ergonomics;
voice recognition–ergonomics;
handwriting recognition–ergonomics

File Management

5. Describe networked computer functions.
 - Security
 - File sharing
 - Collaboration
 - Centralized database
6. Assess impact of information technology on society.
7. Demonstrate file management skills.
 - Organization
 - Modification

Operating Systems

8. Analyze the functions of an operating system.
 - Graphical user interface
Examples: toolbar, menu bar, title bar, task bar, status bar, help menus
 - Initializing programs
 - Multi-tasking
 - File management
 - General use programs
Example: accessories
 - Desktop manipulation
 - User properties
 - Control functions
Examples: date/time, display settings, mouse settings, add/remove hardware and software
 - Utilities
Examples: antivirus software, system tools
 - Hardware/software installation
Example: drivers for peripheral devices
9. Compare various operating systems.

Word Processing Applications

10. Explain uses and advantages of word processing.
 - Creating files and folders
 - Opening, saving, and printing documents
11. Produce correspondence documents.
 - Memos
 - Letters
Examples: various styles; special notations—attention line, subject line, enclosure notation, copy notation, page headings
 - Envelopes/labels

12. Proofread business documents.
 - Detecting errors
 - Proofreading notations
 - Tracking
 - Using spell check, thesaurus, and grammar check
13. Demonstrate manuscript documentation.
 - Header/footer
 - Endnotes
 - Internal citations
 - Title page
 - Table of contents
 - Works cited
14. Utilize formatting features.
 - Page layout
Examples: margins, paper size, tabulation, alignment, orientation, line spacing
 - Text enhancement
Examples: bold, color, underline, italics, font size, type style
 - Editing functions
Examples: cut/paste/copy, undo/redo, drag/drop, search/replace, window/orphan protection, find/replace
 - Graphics
Examples: symbols, graphic art
15. Create and edit tables.
 - Cell alignment
 - Page alignment
 - Column width and row height
 - Text and number formats
 - Enhancement
 - Merged and split cells
 - Use of simple calculations
 - Sorting rows
16. Utilize wizards and templates.
17. Discuss application version conversion.
Example: saving documents from current to past versions of software

Spreadsheet Applications

18. Explain uses and advantages of spreadsheets.
19. Explain basic spreadsheet terms.
Examples: workbook, worksheet, labels, values, formulas, functions, cells, columns, rows
20. Demonstrate proficiency in creating, saving, opening, and printing a workbook/worksheet.

21. Change worksheet appearance.
 - Cell characteristics
Examples: font, alignment, number formatting
 - Row height and column width
 - Borders and shading
 - Page layout
Example: autofomat
22. Utilize editing techniques.
 - Cutting, copying, and pasting
 - Copying and pasting special functions
 - Inserting and deleting
 - Dragging and dropping
 - Sorting data
 - Filtering data
23. Utilize basic formulas.
 - Order of operations
 - Autosum
 - Addition, subtraction, multiplication, and division
 - Click and drag formulas
Examples: relative values, absolute values
24. Apply basic functions.
Examples: MAX/MIN, AVERAGE, COUNT, SUM
25. Create a series of data.
Examples: dates, times, numeric order
26. Demonstrate the use of print titles and print options.
27. Utilize window functions.
 - Splitting panes
 - Freezing titles
28. Create charts and graphs.
29. Utilize spreadsheet templates.

Database Applications

30. Explain uses and advantages of databases.
31. Utilize a database file.
 - Planning data structure
 - Creating
 - Retrieving
 - Saving
 - Printing

32. Explain the purpose of common database elements.
 - Table
 - Form
 - Query
 - Report
33. Create common database elements.
 - Design
 - Field attributes
34. Manipulate database elements.
 - Formatting tools
 - Fonts
 - Alignment
 - Column width and row height
 - Hide or freeze columns
 - Headers/footers
 - Page setup
 - Gridlines
 - Backgrounds
 - Editing tools
 - Records tools
 - Search
 - Sort/multiple sort
 - Filter/advanced filter
 - Lookup values
 - Query
 - Wizards
35. Create illustrative documents displaying database information.
 - Table
 - Charts/graphs
 - Reports

Presentation Applications

36. Explain uses, advantages, and options of multimedia.
37. Explain presentation terms.
Examples: slide, slide master, title master, placeholder, embedded object, slide sorter, slide show, outline view, collapse, expand, import, export, link, kiosk
38. Demonstrate proficiency in presentations.
 - Creating
 - Saving
 - Retrieving

39. Utilize visual elements to enhance presentations.
 - Object
 - Bullets
 - Graphic art
 - Text art
 - Font color, style, size
 - Background color
40. Create slide shows to accompany presentations.
 - Slide sequencing
 - Transitions
41. Produce effective, well-planned presentations.
 - Eye contact
 - Body language
 - Enunciation
 - Grammar

Internet Applications

42. Explain utilization of the Internet.
 - Common uses
 - Advantages
 - History
 - Data validity
 - Information security
 - Virus contamination
 - Access provider
 - Terminology

Examples: WWW, hyperlinks, home page, browser, search engine, service provider, URL, E-mail, HTML, FTP, proxies, filters, emoticon, netiquette, JPEG, GIF, Bitmap, wav, mp3, compressed files, ZIP files, address book, history, favorites, bookmark, client, server, domain, download, upload, encryption, shouting, spam, protocol, shareware, freeware, intranet, cookies, on-line profiling, video conferencing
43. Utilize E-mail messages in accordance with established business standards.
 - Grammar
 - Creating
 - Sending
 - Attachments
 - Forwarding
 - Reply
 - Distribution lists
 - Organizational strategies

44. Demonstrate navigational techniques.
 - Direct addressing
 - On-line reference services
 - Search engines
 - Examples: keyword search, Boolean operators, phrase search
 - Directories
45. Evaluate electronic information.
 - Accuracy
 - Appropriateness
 - Bias
46. Recognize inappropriate electronic communication behavior.
 - Slamming
 - Spamming
 - Flaming

Career Research

47. Explore information technology career opportunities.
 - Education
 - Training
 - Remuneration
 - Trends
 - Certification

Ethics

48. Describe ethical considerations resulting from technological advances.
 - Hacking
 - Privacy
 - Restricted sites
 - Copyright/intellectual property rights
 - Spreading viruses
 - Consequences

Technology

49. Identify factors that affect technology access.
 - Socioeconomic level
 - Political climate
 - Geographic location
50. Assess computer tasks as they relate to business communications.
 - E-learning
 - E-commerce
 - Telecommuting

51. Describe benefits of technology utilization in the workplace.
- Improved communication
 - Increased productivity

ENTREPRENEURSHIP AND MANAGEMENT

Entrepreneurship and Management is a one- or one-half credit specialized business course designed to provide students with the skills needed to effectively organize, develop, create, and manage a business. This course includes business management and entrepreneurship; communication and interpersonal skills; economics; and professional development foundations. Instructional strategies may include the development of a business plan, a school-based enterprise, computer/technology applications, real and/or simulated occupational experiences, or projects related to business ownership. The suggested prerequisite for this course is Business and Marketing Essentials. (Asterisks denote required content to be used in developing a one-half credit course.)

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Students will:

The Role of Business in Society

1. Explain business terms.*
 - Producers
 - Manufacturers
 - Builders
 - Trade industries
 - Retailers
 - Wholesalers
 - Service business
2. Relate the consequences of social and civic responsibility to business ownership.*
 - Environmental issues
 - Business ethics
 - Consumerism
 - Employee issues
 - Community involvement
 - Profit for owners
3. Describe classifications of businesses.*
 - Retailers
 - Wholesalers
 - Services
 - Manufacturers
4. Analyze the business cycle.*
 - Expansion
 - Peak
 - Contraction
 - Trough

Nature of Business in the United States Economy

5. Describe the characteristics of business.*
 - Nature
 - Competition
 - Growth and prosperity
6. Identify behavioral characteristics and traits of an entrepreneur.*
 - Ambitious
 - Persistent
 - Visionary
 - Ability to prioritize
 - Creative
 - Risk-taker
7. Evaluate motives for starting a business.*
 - Profit
 - Challenge
 - Opportunity
 - Authority
8. Assess advantages and disadvantages of owning a business.*
9. Describe entrepreneurial traits.
 - Communication skills
 - Interpretation of financial data
 - Financial planning
 - Business organization and promotion
 - Effective decision-making
10. Describe changes in the environment of business.
 - Population
 - Labor force
 - Major social issues

Types of Business Ownership

11. Recognize the components of a business.*
 - Finance
 - Marketing
 - Management
 - Production
12. Identify ways to establish business ownership.*
 - Purchasing an existing business
 - Starting a new business

13. Compare forms of business ownership.*
- Sole proprietorship
 - Partnership
 - Corporation
 - S corporation
 - C corporation
 - LLC
 - Franchise
 - Government
 - Nonprofit

Franchising Options

14. Describe options of franchise business.*
- Fast food
 - Fashion industry
 - Hotels
 - Entertainment/amusement

Risk Management

15. Discuss business risks.*
- Economic
 - Natural
 - Human
16. Explain ways of handling business risks.*
- Prevention and control
Examples: training, security systems
 - Transfer
 - Insurance
 - Bonds
 - Retention
 - Avoidance

Governmental Regulations of Business Ownership

17. Explain governmental agencies and their impact on businesses.*
- Environmental protection agencies
 - Occupational Safety and Health Administration (OSHA)
 - Food and Drug Administration
 - Social Security Administration

Marketing in Business Ownership

18. Explain marketing functions used by a small business.
19. Describe the four elements of the marketing mix.
 - Promotion
 - Price
 - Place
 - Planning
20. Justify the role of market research.
21. Assess the role of competition in marketing.
 - Increased efficiency
 - Increased product choice
 - Lower prices
22. Describe major marketing activities.
 - Developing a product
 - Channels of distribution
 - Product-handling procedures
23. Explain the four stages of the product life cycle.
 - Introduction
 - Growth
 - Maturity
 - Decline

Financing a Business

24. Analyze costs associated with operating a small business.*
 - Mortgage/rent
 - Utilities
 - Supplies
 - Payroll
 - Equipment
 - Taxes
 - Insurance
25. Compare types of loans.*
 - Personal
 - Commercial
 - Short-term
 - Long-term
 - Secured
 - Unsecured
26. Compare debt versus equity financing.

27. Demonstrate the ability to determine and interpret information needed to obtain financing.*
- Personal tax returns
 - Profit/loss statements
 - Balance sheets
 - Business plans
 - Sales projections
 - Budget projections
 - Cash flow statements
 - Financial ratios

Management Responsibilities

28. Describe the functions of management.
- Leading
 - Planning
 - Organizing
 - Implementing and controlling
 - Staffing
29. Explain the leadership function of management.
30. Discuss the planning function of management.
- Levels
 - Strategic
 - Operational
 - Tools
 - Budgets
 - Policies
 - Procedures
 - Scheduling
 - Research
 - Technical assistance
 - S.W.O.T. (Strengths, Weaknesses, Opportunities, Threats)
31. Discuss the organizing function of management.
- Elements
 - Division of work
 - Facilities
 - Employees
 - Structures
 - Personnel
 - Line
 - Staff
 - Organizational
 - Centralized
 - Decentralized

32. Discuss activities of the implementing function of management.
 - Effective communication
 - Employee motivation
 - Team building
 - Operations management
 - Productive meeting
33. Explain the controlling function of management.
 - Types of standards
 - Quality
 - Quantity
 - Time
 - Measuring performance
 - Taking corrective action
 - Controlling costs
 - Examples: inventory, credit, theft, health and safety, environmental issues
34. Describe the staffing function of management.
 - Recruitment
 - Hiring new employees
 - Orientation
 - Training
 - Human resource development
 - Evaluations
 - Termination procedures
 - Personnel records
35. Explain the purpose of a business plan.
 - Importance
 - Development procedures
36. Develop a business plan.

Management Techniques

37. Apply the components of human resource management to specific business problems.
 - Interpersonal conflicts
 - Unproductive personnel
 - High personnel turnover
38. Assess motivational techniques used to increase performance levels.
 - Better pay
 - Improved working conditions
 - Establishing career paths
39. Determine human resource management policies.*
 - Benefits
 - Dress code
 - Sexual harassment
 - Code of ethics

Technological Tools in Business Ownership

40. Evaluate various software and hardware components to meet the needs of a small business.
 - Accounting
 - Database
 - Spreadsheets
 - Network versus stand-alone computers
 - Copy and facsimile machines
41. Determine telecommunications needs.
 - Cost
 - Satisfaction
 - Growth capacity
42. Assess advantages and disadvantages of a web site.

Credit and Collections

43. Explain different types of consumer credit plans.*
44. Evaluate credit and collection policies and practices.*
 - Sources of information
 - Credit standing
 - C's of credit
 - Point system
 - Credit law

INTEGRATED COMPUTER TECHNOLOGY

Integrated Computer Technology is a one-credit course that provides students with project-based applications of concepts learned in Business Technology Essentials. A major emphasis is placed on guiding students through real-world experiences to ease the school-to-career transition. The prerequisite for this course is Business Technology Essentials.

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Students will:

Word Processing

1. Demonstrate proficiency in composition.
 - Letters of application
 - Résumés
 - Electronic
 - Print
 - Follow-up
 - Request
 - Positive/negative response
 - Persuasive
 - Collective
 - Goodwill
2. Apply correct format for preparing written communications.
 - Letters
 - Envelopes and labels
 - Information reports
 - Incident
 - Inspection
 - Progress
 - Postcards
 - Memos
 - Itinerary/agenda
 - Minutes
 - Business information survey
 - Newsletter
 - News release
 - Proposal
 - Manual
 - Instruction
 - Policy
 - Training
3. Utilize mail merge functions.

Spreadsheets

4. Create financial spreadsheets.
 - Timesheets
 - Payroll
 - Invoice
 - Purchase orders
 - Financial statements
 - Income and expense
 - Balance Sheet
 - Exchange rate
 - Budget
5. Utilize program samples and wizards to create spreadsheets.
 - Invoice
 - Purchase order
 - Expense
6. Create personal spreadsheets.
 - Budget
 - Grade sheet
7. Apply mathematical functions.
 - Rounding
 - Random numbering
8. Apply statistical functions.
 - Counter
 - Lookup
 - Reference
 - V lookup
9. Apply logical functions.
 - If
 - Array
10. Create charts and graphs.
 - XY (scatter)
 - Column
 - Pie
 - Line
 - Bar

Database

11. Create business databases.
 - Business surveys
 - Inventories
 - Potential employees
 - Address book

12. Create personal databases.
 - Potential employers
 - Potential postsecondary education
 - Invitation list
13. Apply database functions.
 - Sort
 - Query
 - Reports
14. Demonstrate correct procedure to mail-merge a word processor document with a database.

Presentations

15. Create a multimedia presentation with visual elements.
 - Charts
 - Tables
 - Drawn objects
 - Organization charts
 - Graphic art
 - Scanned images
 - Animated GIFs
16. Create a multimedia résumé.
17. Utilize customized multimedia presentation elements.
 - Templates
 - Backgrounds
 - Color schemes
 - Slide master
 - Slide format options
 - Hide slides
18. Present a slide show.
19. Print slide show.
 - Handouts
 - Slides
 - Note pages

Internet Research

20. Utilize the Internet for research.
 - Personal finances
 - Purchasing
 - Computer
 - Used vehicle
 - Planning travel
 - Career plans
 - Postsecondary education
 - Employment
 - Continuing education
21. Research business organizations.
 - History
 - Organizational structure
 - Products/services
 - Employment potential, educational requirements
 - Financial stability
 - Future potential
22. Explore various web browsers.
 - Searching the web
 - Categories
 - Keywords
 - URLs
23. Utilize integrated computer technology for creating projects.
 - Research
 - Word processing
 - Database
 - Spreadsheet
 - Presentation

Information Technology (IT)

24. Research Information Technology (IT) components of major business functions.
 - Marketing
 - Accounting/finance
 - Manufacturing
 - Human resources
 - Management
25. Develop skills to support IT users.
 - Developing a customer service oriented approach
 - Tutoring IT users
 - Researching industry certification
 - Developing technical writing for diverse users
 - Fostering professional growth
 - Utilizing free industry certification software

INTERACTIVE MULTIMEDIA DESIGN

Interactive Multimedia Design is a one-credit course designed to provide students with skills involving presentations, desktop publishing, web publishing, and digital graphics. Students use various hardware peripherals as well as the Internet for integrating skills to create a variety of publications. Upon successful completion of the course, students are able to pursue further study in the area of professional interactive multimedia design. The prerequisite for this course is Business Technology Essentials.

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Students will:

Multimedia Components

1. Compare aspects of multimedia.
 - Presentation
 - Desktop publishing
 - Graphic design
 - Digital video production
 - Web design
2. Utilize a variety of input methods.
Examples: digital camera, scanners, CDRW, Internet download

Enhanced Presentations

3. Modify/enhance slides utilizing a variety of computer options.
 - Bullets
 - Graphic art
 - Text art
 - Video clips
 - Sound/music
 - Font size, color, type
 - Background color
4. Utilize slide show skills for preparing presentations.
 - Transitions
 - Animations
 - Timing features
5. Utilize various presentation formats.
Examples: outline, speaker notes, sorter

Desktop Publishing

6. Describe available page layout programs.
 - Capabilities
 - Advantages, disadvantages
7. Apply design principles.
 - Contrast
 - Repetition
 - Alignment
 - Proximity
8. Utilize desktop publishing software.
 - Letterhead
 - Flyer
 - Brochure
 - Advertisement
 - Newsletter
 - Certificate
 - Postcard
 - Business card
9. Utilize wizards to create desktop publications.

Examples: flyers, tear-offs, forms, logos, newsletters, postcards

10. Enhance publications using a variety of computer attributes.
 - Indents
 - Bulleted or numbered lists
 - Text
 - Alignment
 - Leading
 - Kerning
 - Tracking
 - Tables
 - Color/color schemes/spot color
 - CMYK/RGB
 - Fonts
 - Serif, sans serif, script
 - Lines and shapes
 - Graphic art, text art, pictures
 - Crop
 - Format conversion
 - Examples: GIF, TIF, BMP, JPEG
 - Video clips
 - Borders and shading
 - Objects (placeholders and frames)
 - Inserting
 - Aligning
 - Example: text wrapping
 - Flipping and rotating
 - Layering
 - Watermarking
 - Grouping and ungrouping
 - Backgrounds
 - Headers/footers, page numbering
11. Apply editing features.
 - Click and drag
 - Cut, copy, and paste
12. Apply integration principles by importing from word processing, database, and spreadsheet programs.
 - Text
 - Tables
 - Charts
13. Apply integration principles for importing scanned and digitized graphics/text and pictures into a desktop publication.
 - Using appropriate scanner operation
 - Resolution
 - Using digital cameras
14. Design publications using various guides.
 - Column grids
 - Ruler guides
 - Layout guides

Web Publishing

15. Identify HTML elements.
 - Tags
 - Headings
 - Body
16. Distinguish between web sites and web pages.
17. Demonstrate the ability to create web pages within web sites.
 - Web page name
 - Web page folder location
18. Utilize a variety of computer attributes for designing web pages.
 - Text
 - Alignment
 - Headers
 - Font
 - Type
 - Size
 - Color
 - Effects
 - Special characters
 - Lists
 - Examples: bulleted, numbered
 - Page banners
 - Horizontal lines
 - Symbols
 - Hyperlinks
 - External (WWW)
 - Internal (relative)
 - Bookmarks
 - Imagemaps
 - Images
 - Inline
 - Background
 - Thumbnails
 - Tables (design and modify)
 - Themes
 - Style sheets
 - Embedded
 - External
 - Background audio
 - Inline video
19. Compare graphic formats.
 - Examples: JPEG, GIF, PNG, BMP
20. Convert audio file formats.
 - Examples: MP3, wav

21. Design web pages for interactivity.
 - Guest book
 - Forms
 - Site search elements
 - Discussion groups
 - Hit counter
 - Marquees
 - Hover button
 - Transition
 - Banner ad
22. Apply navigational structures.
 - Linear
 - Hierarchical
23. Apply navigational schemes.
 - Tables of content
 - Site maps
 - Navigation bars
 - Shared borders
 - Frames
24. Apply navigational elements.
 - Home page
 - Top-level page
 - Parent-level page
 - Child-level page
 - Same-level page
25. Publish (upload) a web page to a server (http versus ftp).

Graphic Design

26. Define terms common to computer graphic design.
 - DPI, LPI, PPI
 - Resolution
 - Rastering
27. Utilize a variety of mechanisms to import images.
 - Scanner
 - Digital camera
 - File
 - Internet
28. Utilize paint and draw tools.
Examples: airbrush, paintbrush, pen
29. Demonstrate proper techniques for changing the view of an image.
Examples: zoom in/out, view pixel or print size, three-dimensional rendering

30. Apply precision selections.
Examples: rectangular/oval, color, irregular
31. Manipulate parts of an image.
 - Deleting
 - Moving
 - Filling
 - Replacing
 - Transforming
 - Rotating
 - Extracting
 - Applying filters
32. Utilize precision tools for manipulating parts of an image.
 - Displaying grids/rulers
 - Snapping a selection to guide/grid
 - Setting custom alignment guides
33. Apply the concepts associated with photo retouching and color correction.
 - Working with image size, resolution, and orientation
 - Cropping an image
 - Adjusting image properties
Examples: brightness and contrast, hue and saturation
34. Apply appropriate techniques for color management.
 - Calibrating the monitor
 - Saving a monitor profile
 - Specifying color management settings
 - Proofing an image
 - Printing a proof
 - Four-color printing (CMYK versus RGB)
35. Apply appropriate techniques for optimizing images for a web page.
 - Optimizing JPEG and GIF images
 - Controlling dither
 - Specifying background transparency
 - Protecting original material

LAW IN SOCIETY

Law in Society is a one- or one-half credit course designed to acquaint students with the basic legal principles common to business and personal activities. Topics include personal concepts to assist students when evaluating contracts, maximizing purchasing power through credit, purchasing appropriate insurance, and renting or owning real estate. Business concepts such as contracting, starting a business, hiring employees, managing employees, and representing other businesses as employee or contractor are included. Students' critical thinking skills and oral/written communication skills are reinforced as students progress through this course. (Asterisks denote required content to be used in developing the one-half credit course.)

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Students will:

Ethics and Law

1. Analyze the relationship between ethics and the law.*
 - Differentiation between ethics and law
 - Consequences of unethical and/or illegal conduct

Origin and Classification of Law

2. Describe sources and influences of the law.*
 - Common law tradition
 - Examples: English system, stare decisis
 - Federal Government
 - Judicial
 - Executive
 - Legislative
 - Examples: post office, monetary system, imports, exports, taxation, interstate commerce, foreign commerce
 - Federal and state constitutions
 - Statutes
 - Ordinances
 - Administrative rules
 - Uniform commercial code
 - Regulations and guidelines

3. Explain the structure and jurisdiction of the court system.*
 - Federal and state
 - United States Supreme Court and state supreme courts
 - Appellate courts
 - Criminal cases
 - Civil cases
 - Juvenile courts
 - Other courts
 - Legal professionals

4. Analyze classifications of law.
 - Procedural and substantive
 - Litigation
 - Alternative dispute resolution
 - Arbitration, mediation, and conciliation
 - Private and public
 - Civil and criminal
 - Examples: intent, statute of limitation

5. Analyze the relationships among different types of law.
 - Criminal
 - Civil
 - Contract
 - Sales
 - Consumer

Criminal Law

6. Analyze criminal law.*
 - Categories
 - Treason, felonies, and misdemeanors
 - Business crimes
 - Examples: arson, forgery, embezzlement
 - Steps in criminal proceedings
 - Prosecution
 - Appellate process
 - Defenses to criminal acts
 - Examples: insanity, self-defense
 - Concept of reasonable person and proximate cause
 - Tort versus crime

Civil Law

7. Analyze civil law.*
 - Categories
 - Negligence torts
 - Intentional torts
 - Strict liability
 - Absolute liability
 - Types
 - Contract
 - Sales
 - Consumer
 - Property
 - E-business
 - Domestic relations
 - Environmental regulations
 - Taxation
 - Steps in civil law suit
 - Appellate process
 - Methods of resolving disputes
Examples: litigation, mediation, arbitration, conciliation
 - Penalties and remedies in tort law

Contract Law

8. Analyze contract law.
 - Elements of a contract*
 - Offer and acceptance
 - Genuine agreement
 - Capacity
 - Consideration
 - Legality
 - Form
Examples: statutes of frauds, parole evidence rule
 - Characteristics (qualities) of a contract*
 - Valid, void, voidable, or unenforceable
 - Express or implied
 - Bilateral or unilateral
 - Oral or written
 - Remedies
 - Contractual relationships
Example: laws of different countries

Sales Law

9. Analyze sales laws.
 - Uniform Commercial Code (UCC)*
 - Contracts*
 - Goods
 - Services
 - Real property
 - Breach of contract by buyer or seller
 - Statute of limitations
 - Warranties*
 - Express
 - Implied
 - Passage of title
 - Risk of loss
 - Insurable interest
 - Remedies for breaches of sales contracts
 - Buyer
 - Seller
 - Performance obligations of the seller and buyer

Consumer Law

10. Analyze consumer laws.*
 - Legislation that regulates consumer credit
 - Fair Credit Reporting Act
 - Fair Credit Billing Act
 - Equal Credit Opportunity Act
 - Fair Credit Collection Practices Act
 - Consumer Credit Protection Act
 - Current legislation
 - Consumer protection legislation
 - Federal Trade Commission Act
 - Consumer Product Safety Act
 - Consumer Leasing Act

Agency

11. Analyze the role of agency law in conducting business in the national and international marketplaces.
 - Types of agency relationships
 - Agent-principal
 - Employer-employee
 - Proprietor-independent contractor
 - Creation and termination of an agency relationship
 - Agreement
 - Ratification
 - Estoppel
 - Statute
 - Operation of law
 - Vicarious liability
 - Power of attorney
 - General
 - Limited

Labor Relations and Employment Law

12. Analyze the impact of labor relations.
 - Legislation relating to labor, unions, and collective bargaining*
 - Norris-LaGuardia Act
 - Nation Labor Relations Act (Wagner Act)
 - Labor-Management Relations Act (Taft-Hartley Act)
 - Labor-Management Reporting and Disclosure Act (Landrum-Griffin Act)
 - Current legislation
 - Effects of unions on the workplace
 - Evolution of unions
 - Formation of unions
 - Dissolution of unions

13. Discuss employment law.*

- Employer-employee relationship
 - Family Medical and Leave Act
 - Occupational Safety and Health Act
 - Fair Labor Standards Act
 - Immigration Control and Reform Act
 - Current legislation
- Employment Discrimination
 - Title VII of the Civil Rights Act of 1964
 - Disparate-treatment and disparate-impact
 - Affirmative action
 - Sexual harassment
 - Age
 - Americans with Disabilities Act
 - Legal/illegal interview questions
 - Rights of privacy
 - Examples: lie detector tests, drug testing, monitoring job performance
- Injury, compensation, and safety
- Retirement and security income
- Doctrine of Employment-at-Will
- Wrongful discharge and exceptions
- Doctrine of Implied Covenant

Property

14. Explain the legal rules that apply to property.

- Property distinctions*
 - Real property
 - Personal property
 - Fixtures
- Acquisition of property
- Forms of co-ownership of personal property
- Intellectual property*
- Bailment
 - Origination
 - Standard of care
 - Ordinary bailment versus special bailment
- Common carrier's liability for loss or damage to goods
- Sale-on-consignment versus sale-on-approval
- Hotelkeeper's liability

15. Explain concepts related to real property ownership.
- Deeds
 - Warranty
 - Quitclaim
 - Transfer of ownership
 - Co-ownership
 - Landlord-tenant relationship*
 - Lease
 - Rights and obligations
 - Government regulationsExamples: local, state, federal
 - Liens, licenses, and easements

Insurance

16. Analyze the functions of insurance.*
- Requirements of an insurable interest for property and life insurance
 - Types of life insurance
 - Ordinary
 - Limited payment
 - Endowment
 - Term
 - Whole Life
 - Types of property insurance
 - Automobile
 - Homeowner
 - Marine
 - Commercial liability insurance coverage
 - Health insurance coverage
- Examples: hospitalization, disability

Finance and Credit

17. Analyze bankruptcy.*
- Chapter 7-Liquidation
 - Chapter 11-Reorganization
 - Chapter 13-Reorganization of Debts
 - Alternatives to bankruptcy
 - Voluntary and involuntary
 - Secured and unsecured transactions

Domestic Relations

18. Explain the legal rules that apply to marriage, divorce, and child custody.*
- Rights and obligations involved in marriage
 - Prenuptial agreement
 - Common law marriages
 - Ceremonial marriages
 - Prohibited marriages
 - State variations
 - Annulment, divorce, and dissolution proceedings
 - Grounds for divorce
 - Property distribution
 - Child custody
 - Child support

Commercial Paper

19. Analyze the functions of commercial paper.
- Negotiable instruments
 - Essential elements
 - Types of endorsements
 - Liabilities
 - Defenses
 - Discharges
 - Stop-payment orders
 - Forgeries
 - Material alterations

Business Ownership

20. Compare the major types of business organizations in the national and international marketplace.*
- Sole proprietorship
 - Partnership
 - Corporation
 - S-corporation
 - C-corporation
 - LLC
 - Nonprofit organization
 - Franchise

Wills and Trusts

21. Determine appropriateness of wills in estate planning.*
 - Aspects of a will
 - Testamentary capacity and testamentary intent
 - Validity
 - Probating
 - Contesting
 - Modification
 - Revocation
 - Intestacy
 - Protection of spouses and children
 - Responsibilities of an executor or administrator in the settlement process
 - Probating and contesting a will

22. Determine appropriateness of trusts in estate planning.*
 - Characteristics of trusts
 - Types of trusts
 - Charitable
 - Private
 - Spendthrift
 - Revocable and irrevocable trusts
 - Advantages and disadvantages
 - Powers and duties of trustees
 - Rights and duties of beneficiaries

Energy and Environment

23. Explain the legal rules that apply to environmental law and energy regulation.*
 - Federal and state statutes
 - National Environmental Policy Act
 - Clean Air Act
 - Clean Water Act
 - Toxic Substance Control Act
 - Current legislation
 - Energy regulation and conservation
 - Historical development
 - Federal agencies
 - State agencies
 - International influences

Electronic

24. Apply various E-business and E-marketing law terms, regulations, and procedures to personal and business computer use.*
- Terms involved in E-business law
 - Computer software protection
 - Regulations and procedures
 - Patent
 - Copyright
 - Example: violations of computer software copyright laws
 - Invasion of privacy
 - Combating computer crime
 - Current legislation
 - Examples: Uniform Computer Information Transactions Act, Uniform Electronic Transactions Act, Electronic Signatures in Global and National Commerce Act, Millennium Digital Commerce Act
 - Current cases

MARKETING DYNAMICS

Marketing Dynamics is a one-credit course that provides students with an advanced study of Marketing. This course focuses on basic marketing concepts, marketing functions, entrepreneurship concepts, national and global economies, international marketing, and human relations. A major emphasis is placed on guiding students to make decisions regarding a specialized marketing career and to develop and finalize a career portfolio.

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Students will:

Orientation

1. Discuss basic components of the marketing program.
 - Marketing major
 - Employment experiences

Safety

2. Identify ways to avoid common work-related accidents.
 - Causes
 - Precautions
 - Government regulations

Example: Occupational Safety and Health Administration (OSHA)

Basic Marketing Concepts

3. Summarize basic business activities.
 - Production
 - Accounting
 - Finance
 - Marketing
 - Management
4. Explain the components of the marketing mix.
 - Product
 - Price
 - Place
 - Promotion

5. Describe the concepts of market and market identification.
 - Target market
 - Market segmentation
 - Mass marketing

Specialized Marketing Career

6. Determine the specialized marketing area of career interest.
Examples: travel and tourism, services marketing, food marketing, fashion marketing, advertising, sports and entertainment, hospitality and tourism, food services marketing, professional sales
7. Evaluate a specialized marketing career.
 - Nature of the industry
 - Trends of the industry
 - Relationship between marketing functions and specialized career area
 - International aspects of the industry
 - Governmental regulations
 - Entrepreneurial aspects
 - Career opportunities
8. Create a specialized marketing career portfolio.
 - Sample work
 - Inquiry letter
 - Employment application
 - Cover letter
 - Résumé
 - Follow-up letter
 - Resignation letter
 - Research project

Selling

9. Evaluate the selling process.
10. Categorize buying motives.
 - Rational
 - Emotional
11. Justify the use of customer buying motives in the selling process.

12. Demonstrate the steps of a customer service oriented sale.
 - Preapproaching
 - Approaching
 - Determining needs and wants
 - Featuring benefits
 - Handling customer objections
 - Closing the sale
 - Offering suggestions
 - Following-up
13. Perform calculations necessary for completing sales transactions.
Examples: subtotals, sales tax, cash and credit transactions, layaways, merchandise returns
14. Explain the importance of money-handling skills.
 - Arranging cash drawer
 - Verifying change fund
 - Giving correct change
 - Balancing cash drawer
 - Practicing theft control
15. Demonstrate an effective sales presentation.

Promotion

16. Explain the two classifications of promotion.
 - Product
 - Institutional
17. Describe types of promotion.
 - Advertisements
 - Personal selling
 - Publicity/public relations
 - Sales promotion
18. Explain the concept of the promotional mix.
19. Explain the elements of visual merchandising and display.
20. Discuss factors that affect media cost.

Product/Service Management

21. Explain the concept of product mix.
 - Product line
 - Product item
 - Product width
 - Product depth
22. Explain the steps of new product development.

23. Discuss the stages of product life cycles.
 - Introduction
 - Growth
 - Maturity
 - Decline
24. Describe the effect of product positioning on sales.
25. Discuss strategies used for branding, packaging, and labeling.
26. Differentiate among types of warranties.
27. Compare laws and regulations associated with product/service liabilities.
 - Consumer laws and agencies – federal and state
 - Consumer rights and responsibilitiesExample: Customer Bill of Rights

Distribution

28. Evaluate appropriate channels of distribution.
29. Describe the modes of physical distribution.
 - Truck
 - Rail
 - Water
 - Pipelines
 - Air
30. Compare various types of inventory storage.
 - Public warehouses
 - Private warehouses
 - Distribution centers
 - Bonded warehouses
31. Evaluate methods of distribution for international trade.
32. Discuss methods and procedures of stock handling.
 - Receiving merchandise
 - Checking merchandise
 - Marking merchandise
 - Transferring merchandise
33. Explain the concept of inventory control.
 - Inventory management
 - Inventory systems

Marketing Information Management

34. Analyze the importance of marketing research.
35. Explain the steps in the marketing research process.
 - Defining problem
 - Obtaining data
 - Analyzing data
 - Recommending solutions
 - Implementing findings
36. Analyze different types of marketing research.
 - Attitude
 - Market
 - Media
 - Product
37. Conduct an effective market survey.
 - Writing questions
 - Formatting survey
 - Administering survey

Pricing

38. Explain the importance of proper pricing.
39. Explain factors affecting proper pricing decisions.
 - Consumer perception
 - Supply and demand
 - Competition
 - Cost and expense
40. Perform calculations associated with pricing.
 - Mark-ups and mark-downs using pricing formulas
 - Taxes
 - Discounts
 - Unit pricing
 - Miscellaneous charges
41. Analyze government regulations affecting pricing.
 - Price fixing
 - Price discrimination
 - Re-sale price maintenance
 - Minimum price laws
 - Unit pricing
 - Price advertising
42. Explain basic pricing concepts, policies, and techniques.

43. Determine the steps in setting price.
- Determining pricing objectives
 - Studying costs
 - Estimating demand
 - Studying competition
 - Deciding on a pricing strategy

Financing

44. Explain the types and purposes of credit.
- Consumer credit
 - Business credit
45. Describe government regulations affecting credit.
- Truth In Lending Act of 1968
 - Fair Credit Reporting Act of 1971
 - Equal Credit Opportunity Act of 1975 and 1977
 - Fair Debt Collection Act of 1980
 - Credit and Charge Card Disclosure of 1988
 - Current legislation
46. Analyze the role of marketing in financial planning.

Risk Management

47. Describe types of business risks.
- Economic
 - Natural
 - Human
48. Explain ways of handling business risks.
- Prevention and control
 - Transfer
 - Retention
 - Avoidance

Purchasing

49. Describe the ordering and receiving process.
- Purchase orders
 - Invoices
 - Discount terms
 - Payment terms
 - Shipping terms
50. Evaluate purchasing decision requirements for a business.
51. Describe the role of a buyer.

Entrepreneurship Concepts

52. Explain the role of an entrepreneur.
53. Evaluate risks involved in being an entrepreneur.
54. Compare legal forms of business ownership.
 - Sole proprietorship
 - Partnership
 - Corporation
 - Franchise

National and Global Economies

55. Explain basic principles of a free enterprise system.
56. Analyze the role of the government and consumers in a free enterprise system.
57. Compare different types of economic philosophies.
58. Explain the uses of economic indicators.
 - Gross Domestic Product (GDP)
 - Unemployment rate
 - Inflation
 - Productivity
 - Consumer Price Index
 - Producer Price Index
59. Analyze the business cycle.
 - Prosperity
 - Recession
 - Depression
 - Recovery

International Marketing

60. Explain United States business involvement in international trade.
 - Import
 - Export
61. Analyze special considerations in international business.
 - Cultural factors
 - Economic factors
 - Political and legal factors
 - Technological factors

Human Relations

62. Explain the role of communication in marketing.
 - Written
 - Oral
63. Explain the importance of interpersonal skills in marketing.
64. Describe management techniques.
 - Structures
 - Levels
 - Functions

Marketing Career Development

65. Finalize a career portfolio.
 - Sample work
 - Inquiry letter
 - Employment application
 - Cover letter
 - Résumé
 - Follow-up letter
 - Resignation letter
 - Research project

NETWORK MANAGEMENT AND SUPPORT

Network Management and Support is a one-credit advanced business course designed for students with prior knowledge in the areas of computer hardware, operating systems, and computer software applications. This course provides students with additional skills necessary to effectively plan, develop, and administer both a local area network (LAN) and a wide area network (WAN). Topics addressed in this course include network operating systems, network architectures, network protocols, and network security. In addition, network scalability and adaptability are discussed regarding emerging computer technologies. The prerequisite for this course is Business Technology Essentials.

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Students will:

Computer and Network Hardware

1. Explain functions of PC hardware components and peripheral devices.
2. Identify functions of network hardware elements.
 - Servers/workstations
 - Transmission media
 - Network devices

Computer and Network Operating Systems

3. Discuss the evolution of computer operating systems.
4. Compare the capabilities and limitations of various computer operating systems.

Network Architecture

5. Identify types of network cables.
 - Token ring
 - Cat 5e UTP
 - Fiber optic
6. Describe emerging transmission modes.
 - Wireless LANs and WANs

Network Protocols

7. Identify function(s) of a protocol.
8. Compare OSI and TCP/IP models.

Network Design and Security

9. Analyze a variety of network designs.
 - Local area networks
 - Wide area networks
10. Construct a local area network.
 - Selecting operating system
 - Determining hardware interface
 - Applying protocol
11. Design a local area network with users and administrators.
12. Demonstrate passwords and user rights on a local area network.
13. Evaluate virus safeguards, firewalls, and security on a local area network.
14. Plan network growth.
 - Compatibility issues
 - Emerging technologies

PERSONAL AND BUSINESS FINANCE

Personal and Business Finance is a one-credit course. Personal Finance, a one-half credit course, may be developed by utilizing the Personal and Business Finance content standards marked with an asterisk. Both are designed to provide students with opportunities to develop skills for solving real-world problems. The Personal and Business Finance curriculum focuses on areas of study that address personal financial planning, financial services, budgeting, investments, insurance protection, credit management, consumer purchases, and consumer rights and responsibilities. Another integral component of the curriculum is the application of decision-making skills that enables students to become more responsible consumers, producers, or business entrepreneurs. Instructional strategies may include the use of projects, cooperative learning, simulations, real world experiences, guest speakers, Internet access to businesses, and computer/technology applications. (Asterisks denote required content to be used in developing the one-half credit Personal Finance course.)

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Students will:

Managing Personal Finances

Income, Taxes, and Benefits

1. Calculate gross pay.*
 - Hourly and salaried workers
Examples: regular wages, overtime wages, piecework/flat rate, commission
2. Explain the purpose of assessing federal, FICA (SSI and Medicare), state, and local taxes.*
3. Define exemption and its effect on withholding.*
 - Self
 - Spouse
 - Dependent
4. Calculate deductions.*
 - Federal tax
 - FICA (SSI and Medicare)
 - State and local taxes.
 - Voluntary deductions
Examples: union dues, group insurance, savings
5. Calculate net pay.*

6. Determine the value of employer benefits.*
 - Employer taxes
 - Worker's compensation
 - Health insurance
 - Life insurance
 - Vacation
 - Sick leave, personal leave
 - Education reimbursement
 - Retirement plans

Budgeting

7. Prepare a personal monthly budget.*
 - Computing average monthly expenditure
 - Comparing expenditure to budget/income

Banking

8. Identify differences in types of checking accounts.*
9. Demonstrate banking skills.*
 - Opening a personal checking/savings account
 - Preparing deposit slips
 - Writing checks
 - Maintaining a check register
 - Reconciling a bank statement
 - Banking on-line
10. Calculate interest.
 - Simple
 - CompoundExample: interest tables
11. Discuss reasons for saving and investing.*
12. Compare methods of saving and investing.*
 - Certificates of Deposit
 - Examples: understanding advantages and disadvantages, calculating interest, calculating effective annual yield
 - Stocks
 - Examples: understanding advantages and disadvantages, interpreting stock market quotations, calculating the total cost of a stock purchase, calculating annual dividend and annual yield, calculating profit or loss from the sale of stock
 - Bonds

13. Calculate annual interest and annual yield.
 - Mutual funds
Examples: advantages and disadvantages, calculating profit or loss
 - Money market accounts
Examples: advantages and disadvantages, calculating interest
 - Real estate
Examples: advantages and disadvantages, calculating net income and rate of return
 - Retirement and estate planning
Examples: IRA, Roth IRA, annuity, 401K, Keogh, individual company retirement plans
14. Discuss the use of financial service organizations.*
Examples: banks, credit unions, brokerage houses

Spending

15. Determine personal values and goals.*
16. Differentiate between wants and needs.*
17. Evaluate shopping decisions.*
 - Comparison shopping
 - Alternative sources
Examples: discount, mail, television, Internet, catalog
18. Determine principal components of spending.*
 - Computing sales tax and total purchase price
 - Calculating final prices after using coupons or rebates
 - Calculating markdowns and final sales prices
 - Calculating unit pricing to determine the best purchase
 - Examining the cost of credit to the individual and to all consumers
 - Analyzing an account statement
 - Calculating methods for determining finance charges
Examples: previous balance method, unpaid balance method, average daily balance method
19. Explore the loan process.*
 - Determining necessity for loans
 - Determining sources for loans
Examples: personal, institutional
 - Determining types of loans
Examples: installment, single-payment
 - Determining the risk of loans
20. Analyze the cost of single-payment loans.*
 - Interest and maturity of a single-payment loan
 - Final payment when paying off a simple interest loan

21. Analyze the cost of installment loans.*
- Amount financed on an installment loan after a down payment
 - Monthly payment, total amount repaid, and finance charge on an installment loan
 - Payment to interest, principal, and new balance on an installment loan
 - Determination of Annual Percentage Rate (APR)
 - Calculation of finance charge refund for early repayment of a loan

Transportation Cost

22. Analyze the process of purchasing a vehicle.*
- Calculating the sticker price of a new automobile
 - Calculating the dealer's cost of a new automobile
 - Locating and comparing the average retail, wholesale, and loan value of a used automobile
23. Define terms relating to automobile insurance.*
- Liability
 - Uninsured motorist
 - Collision
 - Comprehensive
 - Medical payments
 - Emergency road service
 - Deductible
24. Identify factors that affect the cost of automobile insurance.*
- Age
 - Gender
 - Driving record
 - Age and model of car
 - Location of residence
25. Calculate automobile operating expenses.*
- Automobile insurance
 - Tag/license
 - Maintenance
26. Analyze the process of leasing a vehicle.*
- Open-end lease
 - Closed-end lease

Housing Cost

27. Explain terms related to home ownership.*
 - Mortgage
 - Amortization
 - Escrow
 - Credit report
 - Loan origination fee
 - Points
 - Abstract of title
 - Deed and recording fees
 - Appraisal and survey
 - Inspection
 - Termite bond
 - Legal fees

28. Determine mortgage costs.
 - Down payment
 - Amount of mortgage loan
 - Monthly payment
 - Total amount repaid
 - Total interest charge
 - Closing costs
 - Allocation of monthly payment to principal
 - Allocation of monthly payment to interest
 - New principal

29. Utilize financial software to determine mortgage costs.

30. Determine assessed value of property.

31. Determine property taxes using different tax rate methods.
 - Percentage of assessed value

32. Explain terms related to homeowner insurance.*
 - Liability
 - Loss-of-use
 - Personal property
 - Medical coverage
 - Replacement value

33. Identify factors affecting the homeowner's annual insurance premium.*
 - Size
 - Architectural features
Example: brick versus wood
 - Proximity to fire station and fire hydrant

34. Calculate total household expenses.*
- Utilities
 - Mortgage/rent
 - Homeowner/renter insurance
 - Property taxes
 - Association fees
- Examples: condominium, townhouse
35. Interpret utility meter readings.*
- Power
 - Gas
 - Water
36. Identify energy reduction practices for water, gas, and electricity.*

Insurance

37. Interpret health insurance needs and terminology.*
- Traditional plans
 - Hospital/medical insurance
 - Major medical
 - Deductible
 - Coinsurance
 - Preferred Provider Organization (PPO)
 - Health Management Organization (HMO)
 - Socialized medicine
38. Determine health insurance benefits and co-payment.*
39. Explain life insurance terminology.*
- Beneficiary
 - Insurable interest
 - Face value
 - Cash value
 - Surrender value
40. Determine advantages and disadvantages for different types of life insurance.*
- Term
 - Whole-life
 - Limited-payment whole-life
41. Identify factors that affect life insurance premiums.*
- Age
 - Gender
 - Smoker/nonsmoker
 - Health
 - Occupation

42. Determine annual premiums for different types of life insurance.
 - Using charts
 - Using software
43. Determine the need for disability insurance.*
44. Define terms related to disability insurance.*
 - Permanent disability
 - Waiting period
 - Disability benefits

Tax Preparation

45. Explain terms necessary to prepare personal tax forms.*
 - Filing status
Examples: joint, head of household, single
 - Tax credit
 - Standard versus itemized deduction
 - Dependent
 - Adjusted gross income
 - Taxable income
46. Analyze the preparation of personal tax returns.
 - Federal
 - State

Managing Business Finances

Sources of Funding

47. Identify sources of funding for a new business.
 - Private funding
 - Personal assets
 - Loans
Examples: home equity loan, commercial loan, venture capital
 - Small Business Administration
 - Grants

Personnel Costs

48. Determine the cost of recruiting new employees.
49. Determine total employee training costs.
50. Manage a payroll register.
51. Manage employee earnings records.

52. Determine employer payroll taxes.
 - FICA
 - Federal/state unemployment
53. Determine employer cost for fringe benefits.
 - Insurance
 - Vacation
 - Holidays
 - Sick leave

Production Costs

54. Determine the cost of manufacturing.
 - Raw materials
 - Labor
 - Overhead
 - Examples: rent, quality assurance, utilities, repairs
 - Operating expenses
 - Examples: warehousing, packaging
55. Determine the value of an inventory.
56. Calculate the cost of shipping.
 - Examples: ground, air

Sales

57. Determine the price of an item based on cost and mark-up rate.
58. Determine cost of goods sold using LIFO, FIFO, and average cost.

Introduction to Accounting

59. Discuss the basic accounting equation.
 - Assets
 - Liabilities
 - Owner's equity
60. Prepare financial statements.
 - Balance sheet
 - Income statement
61. Discuss the impact of revenue and expenses on net income/loss.
62. Analyze balance sheets and income statements to determine certain defined ratios.
 - Current ratio (total assets to total liabilities)
 - Ratio of an item to net sales

Metrics

63. Identify basic metric units.
 - Meter (length)
 - Gram (mass)
 - Liter (capacity)
64. Practice metric conversion.
 - Converting from one metric unit to another
 - Converting metric to customary measurements
 - Converting customary to metric measurements

Statistics

65. Apply statistical concepts to a range of data.
 - Mean
 - Mode
 - Median
 - Frequency
 - Probability
66. Interpret statistical data graphs.
 - Bar
 - Line
 - Circle
67. Utilize statistical data in the world of personal and business finance.
Examples: rate of inflation, purchasing power

