

## Instructional Area: Business Law (BL)

**Standard: Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions**

**Performance Element: Acquire foundational knowledge of business laws and regulations to understand their nature and scope.**

**Performance Indicators:**

Comply with the spirit and intent of laws and regulations (BL:163, LAP-BL-163) (CS)

Discuss the nature of law and sources of law in the United States (BL:067) (SP)

Describe the United States' judicial system (BL:068) (SP)

Describe methods used to protect intellectual property (BL:051) (SP)

Describe legal issues affecting businesses (BL:001) (SP)

**Performance Element: Understand the civil foundations of the legal environment of business to demonstrate knowledge of contracts.**

**Performance Indicators:**

Identify the basic torts relating to business enterprises (BL:069) (SP)

Describe the nature of legally binding contracts (BL:002) (SP)

**Performance Element: Explore the regulatory environment of United States' businesses to understand the diversity of regulations.**

**Performance Indicators:**

Describe the nature of legal procedure (BL:070) (SP)

Discuss the nature of debtor-creditor relationships (BL:071) (SP)

Explain the nature of agency relationships (BL:072) (SP)

Discuss the nature of environmental law (BL:073) (SP)

Discuss the role of administrative law (BL:074) (SP)

**Performance Element: Apply knowledge of business ownership to establish and continue business operations.**

**Performance Indicators:**

Explain types of business ownership (BL:003, LAP-BL-001) (CS)

**Performance Element: Acquire knowledge of commerce laws and regulations to continue business operations.**

**Performance Indicators:**

Explain the nature of import/export law (BL:145) (SP)

Describe the nature of customs regulations (BL:126) (SP)

## Instructional Area: Communication Skills (CO)

**Standard: Understands the concepts, strategies, and systems used to obtain and convey ideas and information**

**Performance Element: Read to acquire meaning from written material and to apply the information to a task.**

**Performance Indicators:**

Identify sources that provide relevant, valid written material (CO:054) (PQ)

Extract relevant information from written materials (CO:055) (PQ)

Apply written directions to achieve tasks (CO:056) (PQ)

Analyze company resources to ascertain policies and procedures (CO:057) (CS)

**Performance Element: Apply active listening skills to demonstrate understanding of what is being said.**

**Performance Indicators:**

Explain communication techniques that support and encourage a speaker (CO:082) (PQ)

Follow oral directions (CO:119) (PQ)

Demonstrate active listening skills (CO:017, LAP-CO-017) (PQ)

**Performance Element: Apply verbal skills to obtain and convey information.**

**Performance Indicators:**

Explain the nature of effective verbal communications (CO:147) (PQ)

Ask relevant questions (CO:058) (PQ)

Interpret others' nonverbal cues (CO:059) (PQ)

Provide legitimate responses to inquiries (CO:060) (PQ)

Give verbal directions (CO:083) (PQ)

Employ communication styles appropriate to target audience (CO:084) (CS)

Defend ideas objectively (CO:061) (CS)

Handle telephone calls in a businesslike manner (CO:114) (CS)

Participate in group discussions (CO:053) (CS)

Facilitate (lead) group discussions (CO:201) (SP)

Make oral presentations (CO:025, LAP-CO-025) (SP)

**Performance Element: Record information to maintain and present a report of business activity.**

**Performance Indicators:**

Utilize note-taking strategies (CO:085) (CS)

Organize information (CO:086) (CS)

Select and use appropriate graphic aids (CO:087) (CS)

**Performance Element: Write internal and external business correspondence to convey and obtain information effectively.**

**Performance Indicators:**

- Explain the nature of effective written communications (CO:016) (CS)
- Select and utilize appropriate formats for professional writing (CO:088) (CS)
- Edit and revise written work consistent with professional standards (CO:089) (CS)
- Write professional emails (CO:090) (CS)
- Write business letters (CO:133) (CS)
- Write informational messages (CO:039) (CS)
- Write inquiries (CO:040) (CS)
- Write persuasive messages (CO:031) (SP)
- Write executive summaries (CO:091) (SP)
- Prepare simple written reports (CO:094) (SP)
- Explain how digital communications (e.g., email, text messages, chats) exposes business to risk (CO:202) (SP)
- Adapt written correspondence to targeted audiences (CO:203) (SP)
- Use data visualization techniques (e.g., infographics, heat-maps, dynamic model outputs) (CO:204) (SP)

**Performance Element: Use social media to communicate with a business's stakeholders.**

**Performance Indicators:**

- Describe the impact of a person's social media brand on the achievement of organizational objectives (CO:205) (CS)
- Distinguish between using social media for business and personal purposes (CO:206) (CS)

**Performance Element: Communicate with staff to clarify workplace objectives.**

**Performance Indicators:**

- Explain the nature of staff communication (CO:014) (CS)
- Choose and use appropriate channel for workplace communication (CO:092) (CS)
- Participate in a staff meeting (CO:063) (CS)
- Participate in problem-solving groups (CO:067) (CS)

## Instructional Area: Customer Relations (CR)

**Standard: Understands the techniques and strategies used to foster positive, ongoing relationships with customers**

**Performance Element: Foster positive relationships with customers to enhance company image.**

**Performance Indicators:**

Explain the nature of positive customer relations (CR:003, LAP-CR-001) (CS)

Demonstrate a customer-service mindset (CR:004, LAP-CR-004) (CS)

Develop rapport with customers (CR:029) (CS)

Reinforce service orientation through communication (CR:005) (CS)

Respond to customer inquiries (CR:006) (CS)

Adapt communication to the cultural and social differences among clients (CR:019) (CS)

Interpret business policies to customers/clients (CR:007) (CS)

Build and maintain relationships with customers (CR:030) (SP)

**Performance Element: Resolve conflicts with/for customers to encourage repeat business.**

**Performance Indicators:**

Handle difficult customers (CR:009, LAP-CR-009) (CS)

Handle customer/client complaints (CR:010, LAP-CR-010) (CS)

**Performance Element: Reinforce company's image to exhibit the company's brand promise.**

**Performance Indicators:**

Identify company's brand promise (CR:001, LAP-CR-006) (CS)

Determine ways of reinforcing the company's image through employee performance (CR:002) (CS)

**Performance Element: Understand the nature of customer relationship management to show its contributions to a company.**

**Performance Indicators:**

Discuss the nature of customer relationship management (CR:016, LAP-CR-016) (SP)

Explain the role of ethics in customer relationship management (CR:017, LAP-CR-017) (SP)

Describe the use of technology in customer relationship management (CR:018) (SP)

## Instructional Area: Economics (EC)

**Standard: Understands the economic principles and concepts fundamental to business operations**

**Performance Element: Understand fundamental economic concepts to obtain a foundation for employment in business.**

**Performance Indicators:**

Distinguish between economic goods and services (EC:002, LAP-EC-010) (CS)

Explain the concept of economic resources (EC:003, LAP-EC-014) (CS)

Describe the concepts of economics and economic activities (EC:001, LAP-EC-006) (CS)

Determine economic utilities created by business activities (EC:004, LAP-EC-013) (CS)

Explain the principles of supply and demand (EC:005, LAP-EC-011) (CS)

Describe the functions of prices in markets (EC:006, LAP-EC-012) (CS)

**Performance Element: Understand the nature of business to show its contributions to society.**

**Performance Indicators:**

Explain the role of business in society (EC:070, LAP-EC-070) (CS)

Describe types of business activities (EC:071, LAP-EC-071) (CS)

Describe types of business models (EC:138) (SP)

Explain the organizational design of businesses (EC:103, LAP-EC-103) (SP)

Discuss the global environment in which businesses operate (EC:104, LAP-EC-104) (SP)

Describe factors that affect the business environment (EC:105, LAP-EC-105) (SP)

Explain the nature of business ethics (EC:106, LAP-EC-106) (SP)

Explain how organizations adapt to today's markets (EC:107, LAP-EC-107) (SP)

**Performance Element: Understand economic systems to be able to recognize the environments in which businesses function.**

**Performance Indicators:**

Explain the types of economic systems (EC:007, LAP-EC-017) (CS)

Identify the impact of small business/entrepreneurship on market economies (EC:065) (CS)

Explain the concept of private enterprise (EC:009, LAP-EC-015) (CS)

Identify factors affecting a business's profit (EC:010, LAP-EC-002) (CS)

Determine factors affecting business risk (EC:011, LAP-EC-003) (CS)

Explain the concept of competition (EC:012, LAP-EC-008) (CS)

**Performance Element: Acquire knowledge of the impact of government on business activities to make informed economic decisions.**

**Performance Indicators:**

Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)

Describe the nature of taxes (EC:072, LAP-EC-072) (SP)

**Performance Element: Analyze cost/profit relationships to guide business decision-making.****Performance Indicators:**

Explain the concept of productivity (EC:013, LAP-EC-018) (CS)

Analyze impact of specialization/division of labor on productivity (EC:014, LAP-EC-007) (SP)

Explain the concept of organized labor and business (EC:015, LAP-EC-005) (SP)

Explain the impact of the law of diminishing returns (EC:023, LAP-EC-031) (SP)

**Performance Element: Understand economic indicators to recognize economic trends and conditions.****Performance Indicators:**

Discuss the measure of consumer spending as an economic indicator (EC:081) (SP)

Describe the economic impact of inflation on business (EC:083, LAP-EC-083) (SP)

Explain the concept of Gross Domestic Product (GDP) (EC:017, LAP-EC-001) (SP)

Discuss the impact of a nation's unemployment rates (EC:082, LAP-EC-029) (SP)

Explain the economic impact of interest-rate fluctuations (EC:084) (SP)

Determine the impact of business cycles on business activities (EC:018, LAP-EC-009) (SP)

**Performance Element: Understand global trade's impact to aid business decision-making.****Performance Indicators:**

Explain the nature of global trade (EC:016, LAP-EC-004) (SP)

Discuss the impact of globalization on business (EC:109) (SP)

Describe the determinants of exchange rates and their effects on the domestic economy (EC:100, LAP-EC-030) (SP)

Explain cultural considerations that impact global business relations (EC:110) (SP)

Discuss the impact of cultural and social environments on global trade (EC:045, LAP-EC-045) (SP)

Describe the impact of electronic communication tools (e.g., Internet, video- and computer-conferencing, webcasts, email) on global business activities (EC:111) (SP)

Explain the impact of major trade alliances on business activities (EC:112) (SP)

Describe the impact of the political environment on world trade (EC:113) (SP)

Explain the impact of geography on world trade (EC:114) (SP)

Describe the impact of a country's history on world trade (EC:115) (SP)

Explain the impact of a country's economic development on world trade (EC:116) (SP)

Discuss the impact of bribery and foreign monetary payments on business (EC:140) (SP)

Identify requirements for international business travel (e.g., passport, visa, proof of citizenship, immunizations, and sponsorship letters) (EC:141) (SP)

## Instructional Area: Emotional Intelligence (EI)

**Standard: Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others**

**Performance Element: Foster self-understanding to recognize the impact of personal feelings on others.**

**Performance Indicators:**

Describe the nature of emotional intelligence (EI:001, LAP-EI-001) (PQ)

Explain the concept of self esteem (EI:016) (PQ)

Recognize and overcome personal biases and stereotypes (EI:017, LAP-EI-139) (PQ)

Assess personal strengths and weaknesses (EI:002, LAP-EI-017) (PQ)

Assess personal behavior and values (EI:126, LAP-EI-126) (PQ)

**Performance Element: Develop personal traits to foster career advancement.**

**Performance Indicators:**

Identify desirable personality traits important to business (EI:018, LAP-EI-009) (PQ)

Exhibit self-confidence (EI:023) (PQ)

Demonstrate interest and enthusiasm (EI:020) (PQ)

Demonstrate initiative (EI:024, LAP-EI-240) (PQ)

**Performance Element: Apply ethics to demonstrate trustworthiness.**

**Performance Indicators:**

Demonstrate honesty and integrity (EI:022, LAP-EI-138) (PQ)

Demonstrate responsible behavior (EI:021, LAP-EI-021) (PQ)

Demonstrate fairness (EI:127, LAP-EI-127) (PQ)

Assess risks of personal decisions (EI:091, LAP-EI-091) (PQ)

Demonstrate ethical work habits (EI:004, LAP-EI-004) (PQ)

Take responsibility for decisions and actions (EI:075, LAP-EI-075) (PQ)

Build trust in relationships (EI:128, LAP-EI-128) (CS)

Describe the nature of ethics (EI:123, LAP-EI-123) (CS)

Explain reasons for ethical dilemmas (EI:124, LAP-EI-124) (CS)

Recognize and respond to ethical dilemmas (EI:125, LAP-EI-125) (CS)

Manage commitments in a timely manner (EI:077, LAP-EI-077) (CS)

Develop tolerance for ambiguity (EI:092, LAP-EI-092) (CS)

**Performance Element: Exhibit techniques to manage emotional reactions to people and situations.**

**Performance Indicators:**

Exhibit a positive attitude (EI:019, LAP-EI-003) (PQ)

Demonstrate self-control (EI:025, LAP-EI-014) (PQ)

Explain the use of feedback for personal growth (EI:003, LAP-EI-015) (PQ)

Adjust to change (EI:026) (PQ)

**Performance Element: Identify with others' feelings, needs, and concerns to enhance interpersonal relations.**

**Performance Indicators:**

- Respect the privacy of others (EI:029) (PQ)
- Show empathy for others (EI:030, LAP-EI-030) (PQ)
- Maintain the confidentiality of others (EI:103) (CS)
- Exhibit cultural sensitivity (EI:033, LAP-EI-033) (CS)
- Leverage personality types in business situations (EI:104) (SP)

**Performance Element: Use communication skills to foster open, honest communications.**

**Performance Indicators:**

- Explain the nature of effective communications (EI:007, LAP-EI-140) (PQ)
- Explain ethical considerations in providing information (EI:038) (SP)
- Foster open, honest communication (EI:129, LAP-EI-129) (SP)
- Collaborate with others (EI:130, LAP-EI-130) (SP)
- Solicit feedback (EI:106) (SP)
- Use social media to solicit new ideas and solutions (EI:107) (SP)

**Performance Element: Use communication skills to influence others.**

**Performance Indicators:**

- "Sell" ideas to others (EI:108, LAP-EI-108) (SP)
- Persuade others (EI:012, LAP-EI-121) (SP)
- Demonstrate negotiation skills (EI:062, LAP-EI-062) (SP)

**Performance Element: Manage stressful situations to minimize potential negative impact.**

**Performance Indicators:**

- Use appropriate assertiveness (EI:008, LAP-EI-018) (PQ)
- Use conflict-resolution skills (EI:015, LAP-EI-007) (CS)
- Explain the nature of office politics (EI:109) (CS)
- Overcome problems and difficulties associated with office politics/turf wars (EI:095) (CS)
- Explain the nature of stress management (EI:028, LAP-EI-025) (SP)

**Performance Element: Implement teamwork techniques to accomplish goals.**

**Performance Indicators:**

- Participate as a team member (EI:045, LAP-EI-045) (CS)
- Use consensus-building skills (EI:011, LAP-EI-019) (SP)
- Motivate team members (EI:059, LAP-EI-059) (SP)

**Performance Element: Employ leadership skills to achieve workplace objectives.****Performance Indicators:**

- Explain the concept of leadership (EI:009, LAP-EI-016) (CS)
- Explain the nature of ethical leadership (EI:131, LAP-EI-131) (CS)
- Model ethical behavior (EI:132, LAP-EI-132) (CS)
- Determine personal vision (EI:063, LAP-EI-063) (CS)
- Inspire others (EI:133, LAP-EI-133) (CS)
- Demonstrate adaptability (EI:006, LAP-EI-023) (CS)
- Develop an achievement orientation (EI:027, LAP-EI-027) (CS)
- Challenge the status quo (EI:134, LAP-EI-134) (CS)
- Lead change (EI:005, LAP-EI-022) (CS)
- Enlist others in working toward a shared vision (EI:060, LAP-EI-060) (CS)
- Coach others (EI:041, LAP-EI-041) (CS)
- Use power appropriately (EI:135, LAP-EI-135) (SP)
- Recognize/Reward others for their efforts and contributions (EI:014, LAP-EI-141) (SP)

**Performance Element: Manage internal and external business relationships to foster positive interactions.****Performance Indicators:**

- Treat others with dignity and respect (EI:036, LAP-EI-036) (PQ)
- Foster positive working relationships (EI:037, LAP-EI-037) (CS)
- Consider conflicting viewpoints (EI:136, LAP-EI-136) (CS)
- Assess long-term value and impact of actions on others (EI:137, LAP-EI-137) (SP)
- Maintain collaborative partnerships with colleagues (EI:061) (SP)
- Explain the impact of political relationships within an organization (EI:034) (SP)
- Explain the nature of organizational culture (EI:064, LAP-EI-064) (SP)
- Interpret and adapt to a business's culture (EI:112) (SP)

**Instructional Area: Entrepreneurship (EN)**

**Standard: Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture**

**Performance Element: Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy****Performance Indicators:**

- Describe the nature of entrepreneurship (EN:039) (SP)
- Explain the role requirements of entrepreneurs and owners (EN:040) (SP)
- Describe the use of business ethics in entrepreneurship (EN:044, LAP-EN-044) (SP)
- Describe small-business opportunities in international trade (EN:041) (SP)

## Instructional Area: Financial Analysis (FI)

**Standard: Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources**

**Performance Element: Understand the fundamental principles of money needed to make financial exchanges.**

**Performance Indicators:**

Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.) (FI:058) (PQ)

Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.) (FI:059) (PQ)

Describe functions of money (medium of exchange, unit of measure, store of value) (FI:060) (PQ)

Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.) (FI:061) (PQ)

Explain the time value of money (FI:062) (CS)

Explain the purposes and importance of credit (FI:002, LAP-FI-002) (CS)

Explain legal responsibilities associated with financial exchanges (FI:063) (CS)

**Performance Element: Analyze financial needs and goals to determine financial requirements.**

**Performance Indicators:**

Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.) (FI:064) (CS)

Explain the need to save and invest (FI:270) (CS)

Set financial goals (FI:065) (CS)

Develop personal budget (FI:066) (CS)

Determine personal net worth (FI:562) (CS)

**Performance Element: Manage personal finances to achieve financial goals.****Performance Indicators:**

Explain the nature of tax liabilities (FI:067) (PQ)

Interpret a pay stub (FI:068) (PQ)

Prepare bank account documents (e.g., checks, deposit/withdrawal slips, endorsements, etc.) (FI:560) (PQ)

Maintain financial records (FI:069) (PQ)

Read and reconcile bank statements (FI:070) (PQ)

Calculate the cost of credit (FI:782) (CS)

Demonstrate the wise use of credit (FI:071) (CS)

Validate credit history (FI:072) (CS)

Make responsible financial decisions (FI:783) (CS)

Protect against identity theft (FI:073) (CS)

Pay bills (FI:565) (CS)

Apply for a consumer loan (FI:625) (SP)

Control debt (FI:568) (CS)

Prepare personal income tax forms (i.e., 1040 EZ form) (FI:074) (CS)

Discuss the nature of retirement planning (FI:569) (CS)

Explain the nature of estate planning (FI:572) (CS)

**Performance Element: Understand the use of financial-services providers to aid in financial-goal achievement.****Performance Indicators:**

Describe types of financial-services providers (FI:075) (CS)

Discuss considerations in selecting a financial-services provider (FI:076) (CS)

**Performance Element: Use investment strategies to ensure financial well-being.****Performance Indicators:**

Explain types of investments (FI:077, LAP-FI-077) (CS)

**Performance Element: Use risk management products to protect a business's financial well-being.****Performance Indicators:**

Describe the concept of insurance (FI:081) (CS)

**Performance Element: Acquire a foundational knowledge of accounting to understand its nature and scope.****Performance Indicators:**

Describe the need for financial information (FI:579, LAP-FI-009) (CS)

Explain the concept of accounting (FI:085, LAP-FI-085) (CS)

Discuss the role of ethics in accounting (FI:351, LAP-FI-351) (SP)

Explain the use of technology in accounting (FI:352) (SP)

Explain legal considerations for accounting (FI:353) (SP)

**Performance Element: Implement accounting procedures to track money flow and to determine financial status.**

**Performance Indicators:**

Describe the nature of cash flow statements (FI:091, LAP-FI-091) (SP)

Explain the nature of balance sheets (FI:093, LAP-FI-010) (SP)

Describe the nature of income statements (FI:094, LAP-FI-004) (SP)

**Performance Element: Acquire a foundational knowledge of finance to understand its nature and scope.**

**Performance Indicators:**

Explain the role of finance in business (FI:354, LAP-FI-007) (CS)

Discuss the role of ethics in finance (FI:355, LAP-FI-355) (SP)

Explain legal considerations for finance (FI:356) (SP)

**Performance Element: Manage financial resources to ensure solvency.**

**Performance Indicators:**

Describe the nature of budgets (FI:106, LAP-FI-106) (SP)

## **Instructional Area: Human Resources Management (HR)**

**Standard: Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources**

**Performance Element: Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.**

**Performance Indicators:**

Discuss the nature of human resources management (HR:410, LAP-HR-035) (CS)

Explain the role of ethics in human resources management (HR:411, LAP-HR-411) (SP)

Describe the use of technology in human resources management (HR:412) (SP)

**Performance Element: Manage staff growth and development to increase productivity and employee satisfaction.**

**Performance Indicators:**

Orient new employees (HR:360) (CS)

## Instructional Area: Marketing (MK)

**Standard: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives**

**Performance Element: Understand marketing's role and function in business to facilitate economic exchanges with customers.**

**Performance Indicators:**

Explain marketing and its importance in a global economy (MK:001, LAP-MK-004) (CS)

Describe marketing functions and related activities (MK:002, LAP-MK-001) (CS)

**Performance Element: Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.**

**Performance Indicators:**

Explain factors that influence customer/client/business buying behavior (MK:014, LAP-MK-014) (SP)

Discuss actions employees can take to achieve the company's desired results (MK:015, LAP-MK-015) (SP)

Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (MK:019, LAP-MK-019) (SP)

## Instructional Area: Information Management (NF)

**Standard: Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making**

**Performance Element: Use information literacy skills to increase workplace efficiency and effectiveness.**

**Performance Indicators:**

Assess information needs (NF:077) (CS)

Obtain needed information efficiently (NF:078) (CS)

Evaluate quality and source of information (NF:079) (CS)

Draw conclusions based on information analysis (NF:278) (CS)

Apply information to accomplish a task (NF:080) (CS)

Store information for future use (NF:081) (CS)

**Performance Element: Acquire a foundational knowledge of information management to understand its nature and scope.**

**Performance Indicators:**

Discuss the nature of information management (NF:110, LAP-NF-110) (CS)

Explain the role of ethics in information management (NF:111) (SP)

Explain legal issues associated with information management (NF:076) (SP)

**Performance Element: Utilize information-technology tools to manage and perform work responsibilities.**

**Performance Indicators:**

Identify ways that technology impacts business (NF:003, LAP-NF-004) (PQ)

Explain the role of information systems (NF:083) (PQ)

Discuss principles of computer systems (NF:084) (PQ)

Use basic operating systems (NF:085) (PQ)

Describe the scope of the Internet (NF:086) (PQ)

Demonstrate basic e-mail functions (NF:004) (PQ)

Demonstrate personal information management/productivity applications (NF:005) (PQ)

Demonstrate basic web-search skills (NF:006) (PQ)

Demonstrate basic word processing skills (NF:007) (PQ)

Demonstrate basic presentation applications (NF:008) (PQ)

Demonstrate basic database applications (NF:009) (PQ)

Demonstrate basic spreadsheet applications (NF:010) (PQ)

Use an integrated business software application package (NF:088) (CS)

Demonstrate collaborative/groupware applications (NF:011) (CS)

Create and post basic web page (NF:042) (CS)

Collaborate on and aggregate complex internal documents to create a common voice (NF:215) (SP)

**Performance Element: Maintain business records to facilitate business operations.**

**Performance Indicators:**

Describe the nature of business records (NF:001, LAP-NF-001) (SP)

Maintain customer records (NF:002) (SP)

**Performance Element: Acquire information to guide business decision-making.**

**Performance Indicators:**

Describe current business trends (NF:013) (SP)

Monitor internal records for business information (NF:014) (SP)

Conduct an environmental scan to obtain business information (NF:015, LAP-NF-015) (SP)

Interpret statistical findings (NF:093) (SP)

Translate research findings into actionable business recommendations (NF:216) (SP)

**Performance Element: Create and access databases to acquire information for business decision-making.**

**Performance Indicators:**

Explain the principles of data analysis (NF:139) (SP)

Explain the nature of tools that can be used to access information in the database system (NF:140) (SP)

Access information in the database system (NF:141) (SP)

**Performance Element: Apply data mining methods to acquire pertinent information for business decision-making.**

**Performance Indicators:**

Discuss the nature of data mining (NF:148) (CS)

Describe data mining tools and techniques (NF:149) (SP)

Discuss the importance of ethics in data mining (NF:150) (SP)

Demonstrate basic data mining techniques (NF:151) (SP)

Interpret data mining findings (NF:152) (SP)

## **Instructional Area: Operations (OP)**

**Standard: Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning**

**Performance Element: Understand operation's role and function in business to value its contribution to a company.**

**Performance Indicators:**

Explain the nature of operations (OP:189, LAP-OP-189) (CS)

Discuss the role of ethics in operations (OP:190, LAP-OP-190) (SP)

Describe the use of technology in operations (OP:191) (SP)

**Performance Element: Adhere to health and safety regulations to support a safe work environment.**

**Performance Indicators:**

Describe health and safety regulations in business (OP:004) (PQ)

Report noncompliance with business health and safety regulations (OP:005) (PQ)

**Performance Element: Implement safety procedures to minimize loss.**

**Performance Indicators:**

Follow instructions for use of equipment, tools, and machinery (OP:006) (PQ)

Follow safety precautions (OP:007) (PQ)

Maintain a safe work environment (OP:008) (CS)

Explain procedures for handling accidents (OP:009) (CS)

Handle and report emergency situations (OP:010) (CS)

**Performance Element: Implement security policies/procedures to minimize chance for loss.**

**Performance Indicators:**

Explain routine security precautions (OP:013) (CS)

Follow established security procedures/policies (OP:152) (CS)

Protect company information and intangibles (OP:153) (CS)

**Performance Element: Comply with security rules, regulations, and codes (e.g., property, privacy, access, confidentiality) to protect customer and company information, reputation, and image.**

**Performance Indicators:**

Explain information privacy, security, and confidentiality considerations in business (OP:441) (CS)  
Maintain data security (OP:064) (CS)

**Performance Element: Acquire a foundational knowledge of project management to understand its nature and scope.**

**Performance Indicators:**

Explain the nature of project management (OP:158, LAP-OP-158) (SP)  
Describe the role of ethics in project management (OP:675, LAP-OP-675) (SP)

**Performance Element: Utilize project management skills to improve workflow and minimize costs.**

**Performance Indicators:**

Plan project (OP:519, LAP-OP-519) (CS)  
Monitor projects and take corrective actions (OP:520, LAP-OP-520) (CS)  
Evaluate project success (OP:521, LAP-OP-521) (CS)  
Identify resources needed for project (OP:003, LAP-OP-531) (SP)  
Develop project plan (OP:001, LAP-OP-001) (SP)  
Apply project-management tools to monitor and communicate project progress (OP:002) (SP)  
Evaluate project results (OP:159) (SP)

**Performance Element: Implement purchasing activities to obtain business supplies, equipment, resources, and services.**

**Performance Indicators:**

Explain the nature and scope of purchasing (OP:015, LAP-OP-002) (CS)  
Place orders/reorders (OP:016) (CS)  
Maintain inventory of supplies (OP:031) (CS)  
Discuss the importance of utilizing ethical purchasing methods (OP:246) (SP)  
Explain the impact of the purchasing process on productivity (OP:247) (SP)  
Manage the bid process in purchasing (OP:160) (SP)  
Select vendors (OP:161) (SP)  
Evaluate vendor performance (OP:162) (SP)

**Performance Element: Understand production's role and function in business to recognize its need in an organization.**

**Performance Indicators:**

Explain the concept of production (OP:017, LAP-OP-017) (CS)

**Performance Element: Implement quality-control processes to minimize errors and to expedite workflow.**

**Performance Indicators:**

Identify quality-control measures (OP:163, LAP-OP-008) (SP)

Utilize quality control methods at work (OP:164) (SP)

Describe crucial elements of a quality culture (OP:019) (SP)

Resolve problems with suppliers' quality issues (OP:652) (SP)

**Performance Element: Implement expense-control strategies to enhance a business's financial wellbeing.**

**Performance Indicators:**

Explain the nature of overhead/operating costs (OP:024, LAP-OP-009) (SP)

Explain employee's role in expense control (OP:025, LAP-OP-025) (SP)

**Performance Element: Implement organizational skills to improve efficiency and work flow.**

**Performance Indicators:**

Organize and prioritize work (OP:228) (CS)

Coordinate work with that of team members (OP:230) (CS)

Coordinate activities with those of other departments (OP:196) (SP)

**Performance Element: Maintain work flow to enhance productivity.**

**Performance Indicators:**

Monitor and ensure completion of delegated tasks (OP:354) (SP)

Streamline work processes (OP:355) (SP)

**Performance Element: Maintain property and equipment to facilitate ongoing business activities.**

**Performance Indicators:**

Comply with policies and procedures for use of property and equipment (OP:442) (CS)

**Performance Element: Understand supply chain management role to recognize its need in business.**

**Performance Indicators:**

Explain the concept of supply chain (OP:443) (CS)

Explain the benefits of supply chain collaboration (OP:444) (SP)

## Instructional Area: Professional Development (PD)

**Standard: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career**

**Performance Element: Acquire self-development skills to enhance relationships and improve efficiency in the work environment.**

**Performance Indicators:**

Maintain appropriate personal appearance (PD:002, LAP-PD-002) (PQ)

Demonstrate systematic behavior (PD:009) (PQ)

Set personal goals (PD:018, LAP-PD-016) (CS)

Balance personal and professional responsibilities (PD:179) (SP)

**Performance Element: Understand and follow company rules and regulations to maintain employment.**

**Performance Indicators:**

Adhere to company protocols and policies (PD:250, LAP-PD-250) (CS)

Follow rules of conduct (PD:251, LAP-PD-251) (CS)

Follow chain of command (PD:252, LAP-PD-252) (CS)

**Performance Element: Achieve organizational goals to contribute to company growth.**

**Performance Indicators:**

Determine the nature of organizational goals (PD:254) (SP)

Ascertain employee's role in meeting organizational goals (PD:255) (SP)

**Performance Element: Utilize critical-thinking skills to determine best options/outcomes.**

**Performance Indicators:**

Explain the need for innovation skills (PD:126, LAP-PD-126) (CS)

Make decisions (PD:017, LAP-PD-017) (CS)

Demonstrate problem-solving skills (PD:077, LAP-PD-077) (CS)

Demonstrate appropriate creativity (PD:012, LAP-PD-012) (SP)

Use time-management skills (PD:019, LAP-PD-001) (SP)

**Performance Element: Participate in career planning to enhance job-success potential.**

**Performance Indicators:**

Assess personal interests and skills needed for success in business (PD:013) (PQ)

Analyze employer expectations in the business environment (PD:020) (PQ)

Explain the rights of workers (PD:021) (PQ)

Identify sources of career information (PD:022) (CS)

Identify tentative occupational interest (PD:023) (CS)

Explain employment opportunities in business (PD:025, LAP-PD-025) (CS)

Explain career opportunities in entrepreneurship (PD:066, LAP-PD-066) (CS)

**Performance Element: Implement job-seeking skills to obtain employment.****Performance Indicators:**

Utilize job-search strategies (PD:026) (PQ)

Complete a job application (PD:027) (PQ)

Interview for a job (PD:028) (PQ)

Write a follow-up letter after job interviews (PD:029) (CS)

Write a letter of application (PD:030) (CS)

Prepare a résumé (PD:031) (CS)

Use networking techniques to identify employment opportunities (PD:037) (SP)

**Performance Element: Utilize career-advancement activities to enhance professional development.****Performance Indicators:**

Describe techniques for obtaining work experience (e.g., volunteer activities, internships) (PD:032) (PQ)

Explain the need for ongoing education as a worker (PD:033) (PQ)

Explain possible advancement patterns for jobs (PD:034) (PQ)

Identify skills needed to enhance career progression (PD:035) (SP)

Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors) (PD:036) (SP)

## **Instructional Area: Strategic Management (SM)**

**Standard: Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department****Performance Element: Recognize management's role to understand its contribution to business success.****Performance Indicators:**

Explain the concept of management (SM:001, LAP-SM-003) (CS)

Explain factors that affect management (SM:100) (SP)

**Performance Element: Identify potential business threats and opportunities to protect a business's financial well-being.****Performance Indicators:**

Explain the nature of risk management (SM:075, LAP-SM-075) (SP)

Conduct a risk assessment of an event (SM:076) (SP)