

MBA Research Comparison of Standards
BPA: Management, Marketing, & Communications
 compared to MBA Research Standards

(500) Global Marketing Team (S)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate knowledge and understanding of management and international business concepts	SM:001 Explain the concept of management SM:002 Explain the nature of managerial ethics SM:004 Describe the nature of managerial control (control process, types of control, what is controlled) SM:029 Discuss the nature of global management SM:030 Explain management theories and their applications SM:049 Develop company's management plan	LAP-SM-001 LAP-SM-400
Communicate research in a clear and concise manner both orally and in writing	CO:025 Make oral presentations CO:186 Write research reports	LAP-CO-025
Demonstrate teamwork skills needed to function in a global marketing environment	EI:045 Participate as a team member	LAP-EI-045
Demonstrate successful price selection methods, including the reasoning and method(s) used in determining the price	PI:007 Set prices PI:008 Adjust prices to maximize profitability PI:018 Select approach for setting a base price (cost, demand, competition)	
Demonstrate effective persuasive and informative communication and presentation skills	CO:025 Make oral presentations EI:012 Persuade others IM:391 Present findings orally	LAP-CO-025 LAP-EI-121
Develop a written marketing plan	MP:007 Explain the nature of marketing plans MP:018 Develop marketing plan	LAP-MP-007

(500) Global Marketing Team (S) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Identify customer base including consumer and organizational markets	MK:014 Explain factors that influence customer/client/business buying behavior MP:003 Explain the concept of market and market identification MP:004 Identify market segments	LAP-MK-014 LAP-MP-003
Identify customer relations or markets	MP:003 Explain the concept of market and market identification	LAP-MP-003
Illustrate fundamentals of consumer behavior in different cultures	EC:045 Discuss the impact of cultural and social environments on global trade	LAP-EC-045
Explore and expand customer base including demographics	MP:003 Explain the concept of market and market identification	LAP-MP-003
Develop promotional mix	PR:003 Identify the elements of the promotional mix	LAP-PR-001
Identify and utilize internal and external resources	OP:003 Identify resources needed for project	LAP-OP-531

Entrepreneurship (S|PS) (505)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate knowledge and understanding of entrepreneurship	EN:039 Describe the nature of entrepreneurship EN:040 Explain the role requirements of entrepreneurs and owners EN:044 Describe the use of business ethics in entrepreneurship	LAP-EN-044
Communicate research in a clear and concise manner both orally and in writing	CO:025 Make oral presentations CO:186 Write research reports	LAP-CO-025 LAP-CO-025 LAP-EI-121
Demonstrate effective persuasive and informative communication and presentation skills	CO:025 Make oral presentations EI:012 Persuade others IM:391 Present findings orally	LAP-CO-025 LAP-EI-121
Identify and utilize internal and external resources	EN:012 Assess the need to use external resources for concept development EN:022 Use external resources to supplement entrepreneur's expertise OP:003 Identify resources needed for project	LAP-OP-531
Develop a written business plan for a start-up business	EN:009 Assess start-up requirements EN:014 Use components of business plan to define venture idea SM:013 Develop business plan	LAP-SM-013
Identify customer base including customer and organizational markets and demographics	EN:028 Develop and/or provide product/service MP:003 Explain the concept of market and market identification	LAP-MP-003
Identify customer relations or markets	MP:003 Explain the concept of market and market identification	LAP-MP-003
Demonstrate successful price selection including the reasoning and methods used in determining the price	PI:007 Set prices PI:008 Adjust prices to maximize profitability PI:018 Select approach for setting a base price (cost, demand, competition)	

Entrepreneurship (S|PS) (505) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Competitors will provide the reasoning and justification for the loan amount requested to establish their business	EN:009 Assess start-up requirements EN:016 Select sources to finance venture creation/start-up EN:019 Describe considerations in selecting capital resources	
An analysis of the necessary financial data required to establish their business	EN:015 Describe processes used to acquire adequate financial resources for venture creation/start-up EN:016 Select sources to finance venture creation/start-up EN:019 Describe considerations in selecting capital resources	

Small Business Management Team (S|PS) (510)

Business Professionals of America	MBA Research Standards	LAP
Analyze needs, prioritize, and delegate responsibilities needed to perform required tasks	HR:386 Delegate work to others SM:066 Discuss managerial considerations in directing	LAP-SM-006
Demonstrate teamwork skills needed to function in a business setting	EI:045 Participate as a team member	LAP-EI-045
Demonstrate self-esteem, self-and team-management, and integrity	EI:016 Explain the concept of self-esteem EI:022 Demonstrate honesty and integrity EI:023 Exhibit self-confidence EI:025 Demonstrate self-control EI:044 Encourage team building EI:045 Participate as a team member EI:059 Motivate team members PJ:007 Manage project team	LAP-EI-014 LAP-EI-028 LAP-EI-045 LAP-EI-059
Demonstrate a knowledge of business management concepts	EI:079 Explain the nature of managerial ethics SM:001 Explain the concept of management SM:030 Explain management theories and their concepts	LAP-SM-001
Apply critical thinking skills to make decisions and solve problems	EN:029 Use creative problem-solving in business activities/decisions PD:012 Demonstrate appropriate creativity	LAP-PD-012
Demonstrate a working knowledge of entrepreneurial concepts	EN:039 Describe the nature of entrepreneurship EN:040 Explain the role requirements of entrepreneurs and owners EN:044 Describe the use of business ethics in entrepreneurship	LAP-EN-044
Identify key issues		
Document assumptions as a foundation for recommendations		
Evaluate, prioritize, interpret, and communicate analysis of data	NF:216 Translate research findings into actionable business recommendations	

Small Business Management Team (S|PS) (510) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Allocate time, money, materials, space, and staff	HR:497 Schedule employees SM:004 Describe the nature of managerial control (control process, types of control, what is controlled) SM:063 Discuss the nature of managerial planning SM:064 Explain managerial considerations in organizing SM:065 Describe managerial considerations in staffing SM:066 Discuss managerial considerations in directing	LAP-SM-064 LAP-SM-400
Analyze short-term and long-term financial impacts of recommendations	FI:357 Describe the nature of cost-benefit analysis	LAP-FI-357
Negotiate business solutions		
Develop and implement an action plan	SM:012 Develop action plans	
Perform a SWOT analysis	MP:010 Conduct SWOT analysis for use in the marketing planning process SM:010 Conduct an organizational SWOT SM:012 Develop action plans	LAP-MP-010
Apply problem solving techniques	EN:029 Use creative problem-solving in business activities/decisions PD:077 Demonstrate problem-solving skills	LAP-PD-077
Organize ideas and communicate orally in group presentation	CO:025 Make oral presentations	LAP-CO-025

Small Business Management Team (S|PS) (510) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Apply understanding of managing equipment needs, merchandising, business ethics, personal image, market research, advertising, bankruptcy, financial issues, expansion, international business, environmental issues, economic issues, and customer relations	CR:008 Explain management's role in customer relations CR:036 Develop social media strategy for customer service EI:078 Use ethics in staff supervision EI:079 Explain the nature of managerial ethics FI:658 Describe types of costs used in managerial accounting (e.g., direct cost, indirect cost, sunk costs, differential cost, etc.) HR:452 Explain labor-relations issues MP:004 Identify market segments OP:469 Assess legal risks RM: Discuss the nature of global risk	
Apply understanding of managing equipment needs, merchandising, business ethics, personal image, market research, advertising, bankruptcy, financial issues, expansion, international business, environmental issues, economic issues, and customer relations (cont.)	SM:029 Discuss the nature of global management SM:031 Describe organizational structures for managing foreign business activities SM:063 Discuss the nature of managerial planning SM:064 Explain managerial considerations in organizing	

Interview Skills (S|PS) (515)

Business Professionals of America	MBA Research Standards	LAP
Apply technical writing skills to produce cover letter and résumé	PD:030 Write a letter of application PD:031 Prepare a résumé	
Demonstrate knowledge of employability search	HR:356 Select and hire new employees PD:026 Utilize job-search strategies	
Produce cover letter and résumé	PD:030 Write a letter of application PD:031 Prepare a résumé	
Demonstrate quality grooming through proper dress	PD:002 Maintain appropriate personal appearance	LAP-PD-002
Describe knowledge of job advancement	PD:034 Explain possible advancement patterns for jobs PD:036 Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors) PD:132 Employ career-advancement strategies in marketing PD:353 Employee career-advancement strategies in event planning and management	
Demonstrate interpersonal skills	EI:007 Explain the nature of effective communications EI:045 Participate as a team member EI:127 Demonstrate fairness	LAP-EI-045 LAP-EI-140 LAP-EI-127

Advanced Interview Skills (S|PS) (520)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate interpersonal skills	EI:007 Explain the nature of effective communications EI:045 Participate as a team member EI:127 Demonstrate fairness	LAP-EI-045 LAP-EI-140 LAP-EI-127
Demonstrate knowledge of employability search	HR:356 Select and hire new employees PD:026 Utilize job-search strategies	
Apply technical writing skills to produce cover letter and résumé	PD:030 Write a letter of application PD:031 Prepare a résumé	
Demonstrate effective communication skills	CO:147 Explain the nature of effective verbal communications EI:007 Explain the nature of effective communications	LAP-EI-140
Create and effectively use an employment portfolio		
Apply research to determine qualifications for job	PD:013 Assess personal interests and skills needed for success in business PD:023 Identify tentative occupational interest	
Demonstrate quality grooming through proper dress	PD:002 Maintain appropriate personal appearance	LAP-PD-002
Discuss understanding of work ethics and work environments	EC:106 Explain the nature of business ethics EI:123 Describe the nature of ethics PD:020 Analyze employer expectations in the business environment	LAP-EC-106 LAP-EI-123
Describe knowledge of job advancement	PD:034 Explain possible advancement patterns for jobs PD:036 Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors) PD:132 Employ career-advancement strategies in marketing PD:353 Employee career-advancement strategies in event planning and management	

Extemporaneous Speech (S) (525)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate effective communication skills	CO:147 Explain the nature of effective verbal communications EI:007 Explain the nature of effective communications	LAP-EI-140
Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)	CO:025 Make oral presentations	LAP-CO-025
Apply speaking techniques using appropriate tempo and pitch	EI:020 Demonstrate interest and enthusiasm	
Utilize nonverbal gestures as needed	CO:047 Explain the nature of effective verbal communications	

Contemporary Issues (PS) (530)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate effective communication skills	CO:147 Explain the nature of effective verbal communications EI:007 Explain the nature of effective communications	
Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)	CO:025 Make oral presentations	LAP-CO-025
Apply speaking techniques using appropriate tempo and pitch	EI:020 Demonstrate interest and enthusiasm	
Utilize nonverbal gestures as needed	CO:047 Explain the nature of effective verbal communications	

Human Resource Management (S|PS) (535)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate effective communication skills	CO:147 Explain the nature of effective verbal communications EI:007 Explain the nature of effective communications	LAP-EI-140
Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)	CO:025 Make oral Presentations	LAP-CO-025
Apply speaking techniques using appropriate tempo and pitch	EI:020 Demonstrate interest and enthusiasm	
Utilize nonverbal gestures as needed	CO:047 Explain the nature of effective verbal communications	
Model behaviors that demonstrate support for the organization's mission and ensure quality service in order to provide quality human services to clients	HR:444 Determine issues impacting human-resources development (e.g., organizational culture and policies, societal norms, etc.) HR:460 Assist with establishment of work rules HR:464 Develop human-resources management policy/procedure manual HR:487 Explain the nature of organizational development HR:488 Apply-organizational-development theories HR:489 Evaluate human resources management's contribution to organizational effectiveness HR:538 Develop an employee handbook HR:555 Leverage workplace diversity and inclusion to achieve organizational objectives HR:590 Assist with leadership development of individuals	

Human Resource Management (S|PS) (535) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Describe, assess, and demonstrate rules and laws which should be followed in a human services setting to promote occupational safety and health	OP:212 Describe general health and safety practices monitored and assessed by human resources management OP:213 Discuss the nature of incident and emergency response plans OP:214 Describe the nature of employee-assistance plans OP:223 Identify potential workplace violence conditions OP:225 Implement workforce injury/occupational illness procedures (e.g., worker's compensation, OSHA) OP:226 Ensure compliance with all applicable workplace health and safety laws and regulations OP:227 Facilitate procedures of workplace safety, health, and security enforcement agencies OP:481 Conduct an accident investigation OP:482 Monitor alcohol and drug testing	
Model ethical and legal conduct while working in the human services industry	HR:411 Explain the role of ethics in human resources management HR:460 Assist with establishment of work rules HR:464 Develop human resources management policy/procedure manual HR:535 Identify and implement HR best practices HR:538 Develop an employee handbook	LAP-HR-411
Demonstrate actions that comply with legal requirements for personal liability to guide personal conduct in the human services setting	HR:410 Discuss the nature of human resources management HR:411 Explain the role of ethics in human resources management	LAP-HR-410 LAP-HR-411

Human Resource Management (S|PS) (535) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Describe and apply technical knowledge and skills required in the human services area	<p>HR:413 Explain human resources management functions</p> <p>HR:415 Discuss factors that impact human resources management (e.g., availability of qualified employees, alternative staffing methods, employment laws/regulations, company policies/procedures, compensation and benefit programs, staff diversity, etc.)</p> <p>HR:416 Describe planning techniques used in the hiring process (e.g., succession planning, forecasting, etc.)</p> <p>HR:424 Assess employees' potential for growth and development in the organization</p> <p>HRL:441 Write training activities</p> <p>HR:517 Develop/tailor job application forms/blanks</p> <p>HR:518 Develop job descriptions and profiles</p> <p>HR:519 Establish salary ranges</p> <p>HR:521 Write and post job announcements</p> <p>HR:538 Develop an employee handbook</p>	
Select and employ available human resources to accomplish team objectives in the human services setting	<p>HR:416 Describe planning techniques used in the hiring process (e.g., succession planning, forecasting, etc.)</p> <p>HR:420 Establish employee-selection procedures</p> <p>HR:424 Assess employees' potential for growth and development in the organization</p> <p>HR:461 Implement informal performance appraisals</p> <p>HR:498 Recruit new employees</p> <p>HR:514 Mentor an employee</p> <p>SM:097 Describe the impact of organizational factors on human-resource management strategies (e.g., global business strategy, organizational structure, organizational culture)</p> <p>SM:098 Align workforce strategies with organization's objectives</p>	

Ethics & Professionalism (PS) (540)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate effective communication skills	CO:147 Explain the nature of effective verbal communications EI:007 Explain the nature of effective communications	LAP-EI-140
Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)	CO:025 Make oral presentations	LAP-CO-025
Apply speaking techniques using appropriate tempo and pitch	EI:020 Demonstrate interest and enthusiasm	
Utilize nonverbal gestures as needed	CO:047 Explain the nature of effective verbal communications	
Demonstrate problem-solving abilities	EN:029 Use creative problem-solving in business activities/decisions PD:077 Demonstrate problem-solving skills	LAP-PD-077

Prepared Speech (S|PS) (545)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate effective communication skills	CO:147 Explain the nature of effective verbal communications EI:007 Explain the nature of effective communications	LAP-EI-140
Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)	CO:025 Make oral presentations	LAP-CO-025
Utilize nonverbal gestures as needed	CO:047 Explain the nature of effective verbal communications	
Apply speaking techniques using appropriate tempo and pitch	EI:020 Demonstrate interest and enthusiasm	
Secure facts and data from multiple sources, emphasizing research skills	CO:025 Identify sources that provide relevant, valid written material NF:077 Assess information needs	

Parliamentary Procedure Team (S) (550)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate understanding of parliamentary procedure		
Apply understanding of a democratic process of making a decision	EI:037 Foster positive working relationships	
Apply effective practices for conducting a business meeting	CO:052 Conduct planning meetings CO:140 Conduct a staff meeting OP:233 Plan meetings	
Demonstrate understanding of time management	EI:077 Manage commitments in a timely manner PD:019 Use time-management skills	LAP-EI-077 LAP-PD-001
Evaluate and delegate responsibilities needed to perform required tasks	HR:386 Delegate work to others SM:066 Discuss managerial considerations in directing	LAP-SM-066
Demonstrate teamwork skills needed to function in a business setting	EI:045 Participate as a team member PD:255 Ascertain employee's role in meeting organizational goals	LAP-EI-045
Demonstrate effective communication and presentation skills	CO:025 Make oral presentations EI:012 Persuade others IM:391 Present findings orally	LAP-CO-025 LAP-EI-121
Demonstrate ability to process specified motions		

Presentation Management Individual (S|PS) (555)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate knowledge of multimedia software and components	IM:386 Prepare and use presentation software to support reports NF:008 Demonstrate basic presentation applications NF:088 Use an integrated business software application package NF:123 Demonstrate advanced presentation applications NF:131 Utilize imaging software NF:290 Prepare and use presentation software to aid in making reports	
Demonstrate effective oral communication skills	CO:025 Make oral presentations	LAP-CO-025
Apply technical skills to create a multimedia presentation which will enhance the oral presentation	IM:386 Prepare and use presentation software to support reports NF:131 Utilize imaging software NF:290 Prepare and use presentation software to aid in making reports	

Presentation Management Team (S|PS) (560)

Business Professionals of America	MBA Research Standards	LAP
Evaluate and delegate responsibilities needed to perform required tasks	HR:386 Delegate work to others SM:066 Discuss managerial considerations in directing	LAP-SM-066
Demonstrate effective teamwork skills needed to function in a business setting	EI:045 Participate as a team member PD:255 Ascertain employee's role in meeting organizational goals	LAP-EI-045
Demonstrate knowledge of multimedia software and components	IM:386 Prepare and use presentation software to support reports NF:008 Demonstrate basic presentation applications NF:088 Use an integrated business software application package NF:123 Demonstrate advanced presentation applications NF:131 Utilize imaging software NF:290 Prepare and use presentation software to aid in making reports	
Demonstrate effective oral communication skills	CO:025 Make oral presentations	LAP-CO-025
Apply technical skills to create a multimedia presentation which will enhance the oral presentation	IM:386 Prepare and use presentation software to support reports NF:131 Utilize imaging software NF:290 Prepare and use presentation software to aid in making reports	

Business Meeting Management Concepts (S|PS) (590)

Business Professionals of America	MBA Research Standards	LAP
Manage all aspects of project for success of event	OP:233 Plan meetings OP:358 Plan events	
Plan meeting or event project	OP:233 Plan meetings OP:358 Plan events	
Manage event finances and budget	FI:795 Develop event budget	
Manage monetary transactions	SE:329 Process sales transactions (e.g., cash, credit, check)	
Perform administrative tasks	SM:066 Discuss managerial considerations in directing	LAP-SM-066
Acquire staff and volunteers	HR:558n Determine staffing needs for events HR:563 Evaluate event volunteer needs HR:564 Staff key volunteer positions for events	
Train staff and volunteers	HR:392 Train staff	
Create meeting or event design	PJ:041 Select event décor PM:288 Explain the nature of event branding	
Engage speakers and performers	CO:211 Solicit event sponsors/vendors/speakers PJ:018 Identify event's stakeholders and their concerns	
Coordinate food and beverage services	PJ:042 Determine event amenities PR:429 Develop menus for special occasions/events	
Manage site	PJ:071 Monitor event areas	
Select site and design site layout	PM:079 Explain elements of the sport/event product PM:150 Select hospitality options	LAP-PM-079

Business Meeting Management Concepts (S|PS) (590) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Manage marketing materials	MK:024 Explain the nature of event marketing PR:181 Choose appropriate media vehicles for sport/event PR:198 Identify ambush strategies to use at other events (e.g., flyers, bill posting, etc.) PR:199 Develop viral sport/event marketing strategies PR:213 Explain considerations in using special events as a sales-promotion strategy PR:240 Describe sport/event industries' utilization of digital media	
Manage meeting or event merchandise	OP:534 Determine event-hosted merchandise/products to buy OP:535 Determine quantities of event-hosted merchandise/products to buy OP:536 Purchase event-hosted merchandise/products for resale	
Exhibit professional behavior	EI:021 Demonstrate responsible behavior EI:132 Model ethical behavior PD:262 Utilize an established professional code of ethics PD:280 Exhibit a professional image	LAP-EI-021 LAP-EI-132
Conduct business communications	CO:016 Explain the nature of effective written communications CO:147 Explain the nature of effective verbal communications EI:007 Explain the nature of effective communications EI:073 Apply ethics to digital communications	LAP-EI-140

Management, Marketing & Human Resources Concepts (S|PS) (591)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate knowledge of general management, marketing, and human resources concepts	HR:410 Discuss the nature of human resources management HR:411 Explain the role of ethics in human resources management MK:001 Explain marketing and its importance in a global economy MK:002 Describe marketing functions and related activities SM:001 Explain the concept of management SM:002 Explain the nature of managerial ethics SM:004 Describe the nature of managerial control (control process, types of control, what is controlled) SM:030 Explain management theories and their applications SM:049 Develop company's management plan	LAP-HR-410 LAP-HR-411 LAP-MK-004 LAP-MK-001 LAP-SM-001 LAP-SM-400
Demonstrate knowledge of basic employability skills	EI:001 Describe the nature of emotional intelligence EI:002 Assess personal strengths and weaknesses EI:003 Explain the use of feedback for personal growth EI:004 Demonstrate ethical work habits NF:004 Demonstrate basic e-mail functions NF:006 Demonstrate basic web-search skills NF:007 Demonstrate basic word processing skills NF:008 Demonstrate basic presentation applications NF:086 Describe the scope of the Internet PD:012 Demonstrate appropriate creativity PD:017 Make decisions PD:018 Set personal goals	LAP-EI-001 LAP-EI-017 LAP-EI-903 LAP-EI-004 LAP-PD-012 LAP-PD-017 LAP-PD-016

Management, Marketing & Human Resources Concepts (S|PS) (591) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate knowledge of human relations skills	EI:006 Demonstrate adaptability EI:007 Explain the nature of effective communications EI:008 Use appropriate assertiveness EI:009 Explain the concept of leadership EI:011 Use consensus-building skills EI:012 Persuade others EI:015 Use conflict-resolution skills EI:017 Recognize and overcome personal biases and stereotypes EI:019 Exhibit a positive attitude EI:020 Demonstrate interest and enthusiasm EI:021 Demonstrate responsible behavior EI:022 Demonstrate honesty and integrity EI:023 Exhibit self-confidence EI:024 Demonstrate initiative EI:025 Demonstrate self-control EI:026 Adjust to change EI:030 Show empathy for others EI:036 Treat others with dignity and respect	LAP-EI-023 LAP-EI-140 LAP-EI-018 LAP-EI-016 LAP-EI-019 LAP-EI-121 LAP-EI-007 LAP-EI-003 LAP-EI-021 LAP-EI-138 LAP-EI-240 LAP-EI-014 LAP-EI-030 LAP-EI-036

Management, Marketing & Human Resources Concepts (S|PS) (591) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate knowledge of business finances	FI:043 Determine financing needed for business operations FI:068 Maintain financial records FI:078 Explain the nature of capital investment FI:085 Explain the concept of accounting FI:098 Explain the nature of operating budgets FI:099 Develop company's/department's budget FI:100 Analyze cash-flow patterns FI:102 Interpret financial statements FI:106 Describe the nature of budgets	LAP-FI-085 LAP-FI-099 LAP-FI-106
Demonstrate knowledge of the stock market	BL:134 Discuss the effect of tax laws and regulations on financial transactions FI:077 Explain types of investments NF:221 Track business environment changes that impact business financial results (e.g., stock market activity, economic developments, political development, competitive landscape changes, product issues, etc.)	LAP-FI-077
Demonstrate knowledge of entrepreneurship and start-up businesses	EN:039 Describe the nature of entrepreneurship EN:040 Explain the role requirements of entrepreneurs and owners EN:044 Describe the use of business ethics in entrepreneurship	LAP-EN-044
Demonstrate knowledge of international business	EC:045 Discuss the impact of cultural and social environments on global trade MK:001 Explain marketing and its importance in a global economy SM:029 Discuss the nature of global management SM:097 Describe the impact of organizational factors on human-resource management strategies (e.g., global business strategy, organizational structure, organizational culture)	LAP-EC-045 LAP-MK-004

Management, Marketing & Human Resources Concepts (S|PS) (591) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate knowledge of economic challenges	EC:001 Describe the concepts of economics and economic activities EC:007 Explain the types of economic systems EC:083 Describe the economic impact of inflation on business EC:084 Explain the economic impact of interest-rate fluctuations EC:116 Explain the impact of a country's economic development on world trade FI:574 Describe the relationship between economic conditions and financial markets	LAP-EC-006 LAP-EC-017 LAP-EC-083
Demonstrate knowledge of economic awareness	EC:001 Describe the concepts of economics and economic activities EC:002 Distinguish between economic goods and services EC:003 Explain the concept of economic resources EC:004 Determine economic utilities created by business activities EC:007 Explain the types of economic systems EC:081 Discuss the measure of consumer spending as an economic indicator	LAP-EC-006 LAP-EC-010 LAP-EC-014 LAP-EC-013 LAP-EC-017
Demonstrate knowledge of management concepts	SM:001 Explain the concept of management SM:002 Explain the nature of managerial ethics SM:004 Describe the nature of managerial control (control process, types of control, what is controlled) SM:029 Discuss the nature of global management SM:030 Explain management theories and their applications SM:049 Develop company's management plan	LAP-SM-001 LAP-SM-400

Parliamentary Procedure Concepts (S|PS) (592)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate knowledge of parliamentary principles		
Demonstrate knowledge of parliamentary terminology		
Identify the various kinds of motions (main, subsidiary, privileged, incidental)		
Identify the characteristics of various motions		
Describe voting methods, techniques, and rules		
Identify debatable and non-debatable motions		
Identify techniques for conducting a meeting	OP:233 Plan meetings	

Project Management Concepts (PS) (593)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate understanding of basic project phases (initiating, planning, executing, controlling, and closing)	OP:158 Explain the nature of project management PJ:005 Initiate project PJ:007 Manage project team PJ:008 Close project PJ:009 Execute and control projects	LAP-OP-158
Demonstrate the use of work breakdown structure and how they are used	PJ:006 Prepare work breakdown structure PJ:010 Manage project schedule	
Demonstrate the difference between project management and portfolio management	OP:158 Explain the nature of project management	LAP-OP-158
Demonstrate the understanding and importance of risk management and levels of risk	SM:075 Discuss the nature of risk management RM:090 Develop risk-management plan RM:091 Evaluate risk-management plan	LAP-SM-075
Demonstrate the understanding of break-even costs and calculations	PI:006 Calculate break-even point FI:745 Explain methods used to analyze capital investments (e.g., payback period, discounted break-even)	LAP-PI-006

Digital Marketing Concepts (S|PS) (594)

Business Professionals of America	MBA Research Standards	LAP
Identify the use of social media in marketing communications to obtain customer attention and/or to gain customer insight	CR:036 Develop social media strategy for customer service EI:107 Use social media to solicit new ideas and solutions PR:365 Explain the use of social media for digital marketing PR:386 Quantify contribution of social media (metrics and goals, finding what is good, measure and adjusting on the fly, reporting and sharing insights)	
Demonstrate effective marketing research procedures and findings to assess credibility	IM:010 Explain the nature of marketing research IM:281 Describe options businesses use to obtain marketing research data (i.e., primary and secondary research) IM:282 Discuss the nature of marketing research problems/issues IM:357 Evaluate quality of marketing research studies (e.g., sampling, validity/reliability, bias, etc.) IM:358 Evaluate the relationship between the research purpose and the marketing research objectives	LAP-IM-010 LAP-IM-281 LAP-IM-282
Describe types of digital advertising strategies that can be used to achieve promotional goals	PR:164 Explain the nature of online advertising (e.g., advergaming, virtual worlds, display ads, banner ads, pop-up ads, pay-per-click ads, etc.)	
Understand design principles to communicate needs to designers	PR:014 Explain the components of advertisements PR:251 Explain the importance of coordinating elements in advertisements	

Digital Marketing Concepts (S|PS) (594) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Assess advertisements to ensure achievement of marketing communications goals/objectives	IM:313 Conduct advertising tracking studies IM:355 Evaluate promotional activity IM:374 Measure media audience IM:375 Measure response times PR:100 Describe the use of technology in the promotion function PR:272 Critique advertisements	
Demonstrate the ability to develop an advertising campaign to achieve marketing communications objectives	PR:337 Implement strategies for advertising campaign PR:381 Implement digital marketing campaign PR:382 Develop digital marketing campaign PR:461 Promote good/service/idea	