ASK Concepts of Business Management Exam 2023
Blueprint & Performance Indicator List

Instructional Area	# of Test Items
Business Law (BL)	1
Customer Relations (CR)	10
Economics (EC)	13
Emotional Intelligence (EI)	7
Financial Analysis (FI)	7
Human Resources Management (HR)	2
Information Management (NF)	8
Knowledge Management (KM)	2
Marketing (MK)	2
Operations (OP)	23
Professional Development (PD)	5
Project Management (PJ)	5
Quality Management (QM)	2
Risk Management (RM)	1
Strategic Management (SM)	12

Business Law (BL)

Apply knowledge of business ownership to establish and continue business operations.

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

Customer Relations (CR)

Foster positive relationships with customers to enhance company image.

CR:003 Explain the nature of positive customer relations (CS) LAP-CR-003
CR:004 Demonstrate a customer service mindset (CS) LAP-CR-004
CR:029 Develop rapport with customers (CS)
CR:005 Reinforce service orientation through communication (CS)
CR:006 Respond to customer inquiries (CS)
CR:019 Adapt communication to the cultural and social differences among clients (CS)
CR:007 Interpret business policies to customers/clients (CS)
CR:030 Build and maintain relationships with customers (SP)

Resolve conflicts with/for customers to encourage repeat business.

CR:009 Handle difficult customers (CS) LAP-CR-009
CR:010 Handle customer/client complaints (CS) LAP-CR-010

Understand the nature of customer relationship management to show its contributions to a company.

CR:016 Discuss the nature of customer relationship management (SP) LAP-CR-016
CR:017 Explain the role of ethics in customer relationship management (SP) LAP-CR-017

Economics (EC)

Understand fundamental economic concepts to obtain a foundation for employment in business.

EC:002 Distinguish between economic goods and services (CS) LAP-EC-902
EC:003 Explain the concept of economic resources (CS) LAP-EC-903
EC:001 Describe the concepts of economics and economic activities (CS) LAP-EC-901
EC:004 Determine economic utilities created by business activities (CS) LAP-EC-013
EC:005 Explain the principles of supply and demand (CS) LAP-EC-011
EC:006 Describe the functions of prices in markets (CS) LAP-EC-906

Understand the nature of business to show its contributions to society.

EC:070 Explain the role of business in society (CS) LAP-EC-070
EC:071 Describe types of business activities (CS) LAP-EC-071

Understand economic systems to be able to recognize the environments in which businesses function.

EC:007 Explain the types of economic systems (CS) LAP-EC-907
EC:065 Identify the impact of small business/entrepreneurship on market economies (CS)
EC:009 Explain the concept of private enterprise (CS) LAP-EC-015
EC:010 Identify factors affecting a business's profit (CS) LAP-EC-910
EC:011 Determine factors affecting business risk (CS) LAP-EC-003
EC:012 Explain the concept of competition (CS) LAP-EC-912

Acquire knowledge of the impact of government on business activities to make informed economic decisions.

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

Analyze cost/profit relationships to guide business decision-making.

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

Emotional Intelligence (EI)

Apply ethics to demonstrate trustworthiness.

EI:022 Demonstrate honesty and integrity (PQ) LAP-EI-138
EI:021 Demonstrate responsible behavior (PQ) LAP-EI-021
EI:127 Demonstrate fairness (PQ) LAP-EI-127
EI:128 Build trust in relationships (CS) LAP-EI-128
EI:123 Describe the nature of ethics (CS) LAP-EI-123
EI:124 Explain reasons for ethical dilemmas (CS) LAP-EI-124
EI:125 Recognize and respond to ethical dilemmas (CS) LAP-EI-125

Use communication skills to foster open, honest communications.

EI:129 Foster open, honest communication (SP) LAP-EI-129

Employ leadership skills to achieve workplace objectives.

EI:009 Explain the concept of leadership (CS) LAP-EI-909

Manage internal and external business relationships to foster positive interactions.

EI:036 Treat others with dignity and respect (PQ) LAP-EI-036
EI:137 Assess long-term value and impact of actions on others (SP) LAP-EI-137

Financial Analysis (FI)

Acquire a foundational knowledge of accounting to understand its nature and scope.

FI:579 Describe the need for financial information (CS) LAP-FI-579
FI:085 Explain the concept of accounting (CS) LAP-FI-085

Implement accounting procedures to track money flow and to determine financial status.

FI:091 Describe the nature of cash flow statements (SP) LAP-FI-091
FI:093 Explain the nature of balance sheets (SP) LAP-FI-093
FI:094 Describe the nature of income statements (SP) LAP-FI-094

Acquire a foundational knowledge of finance to understand its nature and scope.

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

Manage financial resources to ensure solvency.

FI:106 Describe the nature of budgets (SP) LAP-FI-106
FI:541 Interpret cash-flow statements (SP)

Human Resources Management (HR)

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

HR:410 Discuss the nature of human resources management (CS) LAP-HR-410
HR:411 Explain the role of ethics in human resources management (SP) LAP-HR-411

Knowledge Management (KM)

Acquire a foundational understanding of knowledge management to understand its nature and scope.

KM:001 Explain the nature of knowledge management (SP) LAP-KM-001
KM:002 Discuss the role of ethics in knowledge management (SP) LAP-KM-002

Use knowledge management strategies to improve the performance and competitive advantage of an organization.

KM:005 Identify techniques that can be used to capture and transfer knowledge in an organization (SP)

Marketing (MK)

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

MK:001 Explain marketing and its importance in a global economy (CS) LAP-MK-901
MK:002 Describe marketing functions and related activities (CS) LAP-MK-002

Information Management (NF)

Use information literacy skills to increase workplace efficiency and effectiveness.

NF:077 Assess information needs (CS)
NF:078 Obtain needed information efficiently (CS)
NF:079 Evaluate quality and source of information (CS)
NF:278 Draw conclusions based on information analysis (CS)
NF:080 Apply information to accomplish a task (CS)
NF:081 Store information for future use (CS)

Acquire a foundational knowledge of information management to understand its nature and scope.

NF:110 Discuss the nature of information management (CS) LAP-NF-110
NF:111 Explain the role of ethics in information management (SP)

Utilize information-technology tools to manage and perform work responsibilities.

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

Maintain business records to facilitate business operations.

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

Create and access databases to acquire information for business decision-making.

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

Apply data mining methods to acquire pertinent information for business decision-making.

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

Operations (OP)

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

OP:189 Explain the nature of operations (CS) LAP-OP-189
OP:190 Discuss the role of ethics in operations (SP) LAP-OP-190

Acquire a foundational knowledge of project management to understand its nature and scope.

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

Utilize project management skills to improve workflow and minimize costs.

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

Implement purchasing activities to obtain business supplies, equipment, resources, and services.

OP:015 Explain the nature and scope of purchasing (CS) LAP-OP-015
OP:250 Describe types of purchase orders (CS)
OP:336 Discuss types of inventory (CS)

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

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

Develop an understanding of business analysis to improve business functions and activities.

OP:327 Discuss the nature of business analysis (SP)
OP:474 Discuss business process thinking and its impact (SP)

Implement quality-control processes to minimize errors and to expedite workflow.

OP:163 Identify quality-control measures (SP) LAP-OP-163
OP:164 Utilize quality control methods at work (SP)
OP:019 Describe crucial elements of a quality culture (SP)

Implement expense-control strategies to enhance a business's financial wellbeing.

OP:024 Explain the nature of overhead/operating costs (SP) LAP-OP-024
OP:025 Explain employee's role in expense control (SP) LAP-OP-025

Understand supply chain management's role in business to appreciate its contributions to efficiency and profitability.

OP:443 Explain the concept of supply chain (CS)
OP:444 Explain the benefits of supply chain collaboration (SP)
OP:477 Explain the impact of supply chain on business performance   (SP)
OP:303 Discuss the nature of supply chain management (SP)
OP:677 Discuss ethical considerations in supply chain management (SP)

Professional Development (PD)

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

PD:018 Set personal goals (CS) LAP-PD-918

Understand and follow company rules and regulations to maintain employment.

PD:250 Adhere to company protocols and policies (CS) LAP-PD-250
PD:252 Follow chain of command (CS) LAP-PD-252

Utilize critical-thinking skills to determine best options/outcomes.

PD:126 Explain the need for innovation skills (CS) LAP-PD-126
PD:017 Make decisions (CS) LAP-PD-017
PD:077 Demonstrate problem-solving skills (CS) LAP-PD-077

Participate in career planning to enhance job-success potential.

PD:297 Discuss employment opportunities in business management and administration (CS) LAP-PD-297

Project Management (PJ)

Utilize project management skills to start, run, and end projects.

PJ:005 Initiate project (SP)
PJ:006 Prepare work breakdown structure (WBS) (SP)
PJ:009 Execute and control projects (SP)
PJ:007 Manage project team (SP)
PJ:010 Manage project schedule (SP)
PJ:008 Close project (SP)

Quality Management (QM)

Understand the role and function of quality management to obtain a foundational knowledge of its nature and scope.

QM:001 Explain the nature of quality management (SP) LAP-QM-001
QM:012 Discuss ethical considerations in quality management (SP)

Risk Management (RM)

Acquire a foundational understanding of risk management to demonstrate knowledge of its nature and scope.

RM:041 Explain the role of ethics in risk management (SP) LAP-RM-041

Strategic Management (SM)

Recognize management's role to understand its contribution to business success.

SM:001 Explain the concept of management (CS) LAP-SM-001
SM:100 Explain factors that affect management (SP)
SM:002 Explain the nature of managerial ethics (MN)
SM:063 Discuss the nature of managerial planning (SP)
SM:078 Discuss the nature of balanced scorecards (MN)
SM:064 Explain managerial considerations in organizing (SP) LAP-SM-064
SM:065 Describe managerial considerations in staffing (SP) LAP-SM-065
SM:066 Discuss managerial considerations in directing (SP) LAP-SM-066
SM:004 Describe the nature of managerial control (control process, types of control, what is controlled) (SP) LAP-SM-400

Utilize planning tools to guide organization's/department's activities.

SM:007 Explain the nature of business plans (MN) LAP-SM-007

Adapt to and manage change within an organization to accomplish organizational objectives.

SM:094 Describe relationship among innovation, learning, and change (CS)
SM:095 Explain the nature of change management (SP)
SM:096 Explain the change-management lifecycle (SP)

Identify potential business threats and opportunities to protect a business's financial well-being.

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