

ASK Fundamental Business Concepts Exam 2023

Blueprint & Performance Indicator List

Instructional Area	# of Test Items
<i>Business Law (BL)</i>	1
<i>Communication Skills (CO)</i>	7
<i>Customer Relations (CR)</i>	9
<i>Economics (EC)</i>	16
<i>Emotional Intelligence (EI)</i>	22
<i>Financial Analysis (FI)</i>	7
<i>Human Resources Management (HR)</i>	1
<i>Information Management (NF)</i>	6
<i>Marketing (MK)</i>	2
<i>Operations (OP)</i>	13
<i>Professional Development (PD)</i>	15
<i>Strategic Management (SM)</i>	1

Business Law (BL)

Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

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

Communication Skills (CO)

Read to acquire meaning from written material and to apply the information to a task.

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

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

Apply active listening skills to demonstrate understanding of what is being said.

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

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

Apply verbal skills to obtain and convey information.

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

CO:058 Ask relevant questions (PQ)

CO:059 Interpret others' nonverbal cues (PQ)

Write internal and external business correspondence to convey and obtain information effectively.

- CO:016 Explain the nature of effective written communications (CS)
- CO:088 Select and utilize appropriate formats for professional writing (CS)
- CO:089 Edit and revise written work consistent with professional standards (CS)
- CO:133 Write business letters (CS)

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)

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

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)

Foster self-understanding to recognize the impact of personal feelings on others.

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

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

EI:017 Recognize and overcome personal biases and stereotypes (PQ) LAP-EI-917

EI:002 Assess personal strengths and weaknesses (PQ) LAP-EI-902

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

Develop personal traits to foster career advancement.

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

EI:023 Exhibit self-confidence (PQ)

EI:020 Demonstrate interest and enthusiasm (PQ)

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

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

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

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

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

Exhibit techniques to manage emotional reactions to people and situations.

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

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

EI:003 Explain the use of feedback for personal growth (PQ) LAP-EI-903

EI:026 Adjust to change (PQ)

Identify with others' feelings, needs, and concerns to enhance interpersonal relations.

EI:029 Respect the privacy of others (PQ)

EI:030 Show empathy for others (PQ) LAP-EI-030

EI:033 Exhibit cultural sensitivity (CS) LAP-EI-033

Use communication skills to foster open, honest communications.

EI:007 Explain the nature of effective communications (PQ) LAP-EI-140

Manage stressful situations to minimize potential negative impact.

EI:008 Use appropriate assertiveness (PQ) LAP-EI-008

EI:015 Use conflict-resolution skills (CS) LAP-EI-915

Implement teamwork techniques to accomplish goals.

EI:045 Participate as a team member (CS) LAP-EI-045

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

Financial Analysis (FI)

Understand the fundamental principles of money needed to make financial exchanges.

FI:061 Describe sources of income and compensation (CS)

Analyze financial needs and goals to determine financial requirements.

FI:065 Set financial goals (CS)

FI:066 Develop personal budget (CS)

Manage personal finances to achieve financial goals.

FI:068 Interpret a pay stub (PQ)

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

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

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

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)

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

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

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

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

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

NF:007 Demonstrate basic word processing skills (PQ)

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

Adhere to health and safety regulations to support a safe work environment.

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

Implement safety procedures to minimize loss.

OP:007 Follow safety precautions (PQ)

OP:008 Maintain a safe work environment (CS)

Implement security policies/procedures to minimize chance for loss.

OP:013 Explain routine security precautions (CS)

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

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

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

OP:015 Explain the nature and scope of purchasing (CS) LAP-OP-015

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

Maintain property and equipment to facilitate ongoing business activities.

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

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)

Professional Development (PD)

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

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

PD:009 Demonstrate systematic behavior (PQ)

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

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

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

PD:021 Explain the rights of workers (PQ)

PD:022 Identify sources of career information (CS)

PD:023 Identify tentative occupational interest (CS)

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

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

Implement job-seeking skills to obtain employment.

PD:026 Utilize job-search strategies (PQ)

PD:027 Complete a job application (PQ)

PD:028 Interview for a job (PQ)

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

PD:030 Write a letter of application (CS)

PD:031 Prepare a resume (CS)

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