

FBLA HS: Business Management

Competency A: Information and Communication Systems	MBA Research Performance Indicators	LAPs
Tasks		
1. Define communication and discuss its implication for effective management in the manager's role.	CO:147 Explain the nature of effective verbal communications (PQ) CO:016 Explain the nature of effective written communications (CS) CO:014 Explain the nature of staff communication (CS) EI:007 Explain the nature of effective communications (PQ)	LAP-EI-140 More Than Just Talk (Effective Communication)
2. Apply communication skills (e.g., reading, writing, speaking, listening and viewing) in a courteous, concise, and correct manner.	CO:017 Demonstrate active listening skills (PQ) CO:082 Explain communication techniques that support and encourage a speaker (PQ) CO:058 Ask relevant questions (PQ) CO:059 Interpret others' nonverbal cues (PQ) CO:088 Select and utilize appropriate formats for professional writing (CS) EI:129 Foster open, honest communication (SP)	LAP-CO-017 Listen Up! (Demonstrating Active Listening Skills) LAP-EI-129 Can We Talk? (Fostering Open, Honest Communication)

<p>3. Demonstrate effective communication techniques and skills (e.g., verbal, nonverbal, and technological communications and effective listening skills) in working with individuals, groups, and supervisors.</p>	<p>CO:017 Demonstrate active listening skills (PQ) CO:082 Explain communication techniques that support and encourage a speaker (PQ) CO:058 Ask relevant questions (PQ) CO:059 Interpret others' nonverbal cues (PQ) CO:084 Employ communication styles appropriate to target audience (CS) CO:053 Participate in group discussions (CS)</p>	<p>LAP-CO-017 Listen Up! (Demonstrating Active Listening Skills)</p>
<p>4. Examine communication barriers and ways to eliminate them.</p>	<p>EI:007 Explain the nature of effective communications (PQ)</p>	<p>LAP-EI-140 More Than Just Talk (Effective Communication)</p>
<p>5. Write internal and external analytical reports (reports that examine a problem/issue and recommend an action).</p>	<p>CO:094 Prepare simple written reports (SP) CO:009 Prepare complex written reports (MN) CO:185 Write analytical reports (i.e., reports that examine a problem/issue and recommend an action) (SP) CO:186 Write research reports (SP)</p>	
<p>6. Examine potential communication challenges in international business.</p>	<p>EC:045 Discuss the impact of cultural and social environments on global trade (SP)</p>	<p>LAP-EC-045 On Top of the World (Impact of Culture on Global Trade)</p>
<p>7. Apply appropriate strategies to manage and resolve conflicts in work situations.</p>	<p>EI:015 Use conflict-resolution skills (CS)</p>	<p>LAP-EI-915 Stop the Madness (Conflict Resolution)</p>
<p>8. Plan and facilitate an effective meeting (e.g., agenda, handouts, etc.).</p>	<p>CO:201 Facilitate (lead) group discussions (SP) CO:140 Conduct a staff meeting (SU) CO:052 Conduct planning meetings (SU) OP: 233 Plan meetings (SP)</p>	
<p>9. Make an oral presentation with appropriate media and aids to an audience.</p>	<p>CO:025 Make oral presentations (SP) CO:087 Select and use appropriate graphic aids (CS)</p>	<p>LAP-CO-025 Well Said! (Making Oral Presentations)</p>

10. Evaluate the impact of liaisons with community, governmental, and professional organizations on the business environment.	EC:008 Determine the relationship between government and business (CS)	LAP-EC-016 Regulate and Protect (Government and Business)
11. Read and comprehend technical and nontechnical reading related to job performance.	CO:055 Extract relevant information from written materials (PQ) CO:057 Analyze company resources to ascertain policies and procedures (CS) PD:036 Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors) (SP)	
12. Interpret data on graphs, charts, diagrams, and tables commonly used in this industry/occupation.	CO:087 Select and use appropriate graphic aids (CS)	
13. Use correct grammar, punctuation, and terminology, and communication skills to produce and edit clearly written traditional and electronic documents.	CO:088 Select and utilize appropriate formats for professional writing (CS) CO:089 Edit and revise written work consistent with professional standards (CS)	
14. Select and use word processing software and accompanying features to enhance written business communications.	NF:007 Demonstrate basic word processing skills (PQ) NF:122 Demonstrate advanced word-processing skills (SP)	

<p>15. Use database, spreadsheet, presentation, scheduling, and integrated software packages to organize, prepare, manipulate, manage, and present information.</p>	<p>NF:009 Demonstrate basic database applications (PQ) NF:010 Demonstrate basic spreadsheet applications (PQ) NF:008 Demonstrate basic presentation applications (PQ) NF:005 Demonstrate personal information management/productivity applications (PQ) NF:088 Use an integrated business software application package (CS) NF:123 Demonstrate advanced presentation applications (SP) NF:124 Demonstrate advanced database applications (SP)</p>	
<p>16. Use computer networks (e.g., Internet, online databases, and e-mail) to facilitate collaborative or individual learning and communication.</p>	<p>NF:004 Demonstrate basic e-mail functions (PQ) NF:006 Demonstrate basic web-search skills (PQ) NF:141 Access information in the database system (SP) NF:121 Demonstrate advanced web-search skills (SP)</p>	
<p>17. Operate electronic mail applications to communicate within a workplace.</p>	<p>NF:004 Demonstrate basic e-mail functions (PQ)</p>	
<p>18. Employ collaborative/groupware applications to facilitate group work.</p>	<p>NF:011 Demonstrate collaborative/groupware applications (CS)</p>	

Competency B: Human Resource Management	MBA Research Performance Indicators	LAPs
Tasks		
1. Identify important human relation skills needed by managers.	SM:066 Discuss managerial considerations in directing (SP)	LAP-SM-066 Take Action (Managerial Considerations in Directing)
2. Develop a staffing plan and prioritize staffing needs to minimize costs while maximizing business contribution.	HR:353 Determine hiring needs (SU) HR:422 Develop a staffing plan (MN)	
3. Analyze the impact of outsourcing on businesses.	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.) (SP)	
4. Identify methods/procedures for recruiting employees, publicizing job openings, interviewing, and selecting applicants for employment.	HR:498 Recruit new employees (SU) HR:355 Interview job applicants (SU) HR:356 Select and hire new employees (SU) HR:521 Write and post job announcements (MN)	
5. Recognize the benefits and challenges in managing a diverse workforce.	HR:515 Discuss issues associated with workplace diversity (e.g., ethnic, generational, religious, gender) (SP) HR:367 Ensure equitable opportunities for employees (SU)	
6. Discuss factors and outline the procedures used in employee performance documentation, promotion, and termination including grievance processes.	HR:367 Assess employee performance (SU) HR:366 Handle employee complaints and grievances (SU)	
7. Identify legislation affecting the recruitment and selection process (e.g., affirmative action, right to privacy, and Americans with Disabilities Act).	BL:007 Explain the nature of human resources regulations (SU) BL:008 Explain the nature of workplace regulations (including OSHA, ADA) (SU)	

<p>8. Review legal issues (e.g., harassment, employee rights, privacy, drug testing, labor disputes, discrimination, and substance abuse) and the potential impact to the business.</p>	<p>HR:452 Explain labor-relations issues (SP) HR:515 Discuss issues associated with workplace diversity (e.g., ethnic, generational, religious, gender) (SP) BL:001 Describe legal issues affecting businesses (SP)</p>	
<p>9. Investigate and evaluate the elements of an employee compensation package and benefit plan.</p>	<p>HR:390 Discuss employee compensation (SU) HR:475 Explain the nature of benefit plans (e.g., health insurance, life insurance, educational assistance, health club membership, etc.) (SP) HR:467 Explain components of total rewards system (SP)</p>	
<p>10. Explain the purpose and characteristics of orientation programs for new employees, staff development, and other training and continuing education programs.</p>	<p>HR:360 Orient new employees (CS) HR:361 Orient new employees (management's role) (SU) HR:362 Explain the role of training and human resources development (SU)</p>	
<p>11. Investigate the impact of new technology on the workforce.</p>	<p>NF:003 Identify ways that technology impacts business (PQ)</p>	<p>LAP-NF-003 TECH-tastic (Technology's Impact on Business)</p>
<p>12. Resolve staff issues/problems to enhance productivity and improve employee/employer relationships.</p>	<p>HR:366 Handle employee complaints and grievances (SU) HR:544 Manage employee issues (e.g., attendance, workplace harassment, workplace violence) (SU) HR:545 Resolve disputes internally (MN)</p>	
<p>13. Explain the role of labor unions and management, the collective bargaining process, and advantages and disadvantages of union membership.</p>	<p>EC:015 Explain the concept of organized labor and business (SP)</p>	<p>LAP-EC-915 Get United (Organized Labor)</p>

14. Compare various motivation theories and explain their importance for understanding employee behavior including job rotation, job enlargement, and job enrichment.	SM:080 Explain motivation theories and their applications (MN)	
15. Explain the concept of authority, delegation, responsibility, and accountability as a requirement of any managerial position.	SM:001 Explain the concept of management (CS)	LAP-SM-001 Manage This! (Concept of Management)
16. Develop, interpret, and explain written organizational policies and procedures to help employees perform their jobs according to employer rules and expectations.	HR:385 Assist employees with prioritizing work responsibilities (SU)	
17. Organize work teams and schedule employee work assignments.	HR:387 Coordinate efforts of cross-functional teams to achieve project/company goals (SU)	
18. Develop company health and safety programs to ensure compliance with regulations and employee protection.	HR:554 Set up company's safety training program (MN) HR:486 Set up company's injury/occupational illness prevention programs (MN)	
Competency C: Financial Management	MBA Research Performance Indicators	LAPs
Tasks		
1. Describe methods of obtaining capital, and explore differences among various sources of capital.	Fi:031 Explain sources of financial assistance (ON)	
2. Discuss investment instruments and the stock market and its impact on business decisions.	Fi:077 Explain types of investments (CS)	LAP-FI-077 Invest for Success (Types of Investments)
3. Compare the types of financial service providers, and describe common banking services.	Fi:075 Describe types of financial-services providers (CS)	
4. Analyze cost/profit relationships and other financial data to guide business decision making.	Fi:102 Interpret financial statements (MN)	
5. Monitor results of revenue and explain its impact on inventory, personnel, insurance, and promotion.	Fi:358 Determine relationships among total revenue, marginal revenue, output, and profit (MN) Fi:102 Interpret financial statements (MN)	

6. Manage the cash flow of the business including identifying the cost of operations, the ways that companies can control costs, and sales/production records.	FI:102 Interpret financial statements (MN)	
7. Analyze basic financial statements and reports (e.g., cash flow, income statement, and balance sheet) and apply to business decisions.	FI:102 Interpret financial statements (MN)	
8. Identify and assess business risks, select risk-management strategies, and develop and evaluate a risk-management plan.	SM:075 Explain the nature of risk management (SP) EC:011 Determine factors affecting business risk (CS)	LAP-SM-075 Prepare for the Worst; Expect the Best (Nature of Risk Management) LAP-EC-003 Lose, Win, or Draw (Business Risk)
9. Forecast future budgetary needs and prepare a budget to include short- and long-term expenditures.	FI:099 Develop company's/department's budget (MN)	LAP-FI-099 Build Your Game Plan (Developing a Company/Department Budget)
10. Describe types of records needed and implement suitable internal accounting controls to ensure the proper recording of financial transactions.	NF:001 Describe the nature of business records (SP)	LAP-NF-001 Record It (Business Records)
11. Describe credit plans, credit cards, credit policies, credit ratings, credit agencies, collection procedures, and credit analysis.	FI:002 Explain the purposes and importance of credit (CS) FI:023 Explain the purposes and importance of obtaining business credit (ON)	LAP-FI-002 Give Credit Where Credit Is Due (Credit and Its Importance)
12. Identify reasons for taxes, types of taxes, and the effects taxes have on business decisions.	EC:072 Describe the nature of taxes (SP)	LAP-EC-072 Pay Your Share (Business Taxes)
13. Describe the purpose of insurance and the types of insurance for business.	FI:081 Describe the concept of insurance (CS)	
14. Analyze the components of a financial plan.		

Competency D: Business Operations	MBA Research Performance Indicators	LAPs
Tasks		
1. Identify, interpret, analyze, and synthesize information used in decision making in the business environment.	PD:017 Make decisions (CS) EN:029 Use creative problem-solving in business activities/decisions (ON)	LAP-PD-017 Weigh Your Options (Decision-Making)
2. Develop and manage quality-control processes to minimize errors, maximize operational effectiveness, and to expedite workflow.	OP:163 Identify quality-control measures (SP) QM:005 Develop a plan/program for quality achievement (MN)	LAP-OP-163 Take Control (Quality-Control Measures)
3. Implement personal and jobsite safety rules and regulations to maintain safe and healthful working conditions and environments.	OP:012 Establish safety policies and procedures (MN)	
4. Develop and implement security policies/procedures to protect employees and to minimize chance for loss.	OP:157 Establish policies and procedures to maintain physical security of the work environment (MN)	
5. Identify methods and tools to design or redesign products.	PM:241 Explain new product-development processes (SP)	
6. Evaluate the effectiveness and efficiency of a production schedule.	OP:257 Evaluate the effectiveness and efficiency of a production schedule (MN)	
7. Identify factors considered when selecting suppliers (e.g., quality, price, and reliable delivery).	OP:161 Select vendors (SP)	
8. Define inventory control and evaluate a system for maintaining inventory control.	OP:413 Describe inventory control systems (CS)	
9. Employ planning and time management skills and tools to monitor, plan, and control day-to-day activities required to enhance results and complete work tasks.	PD:019 Use time-management skills (SP) OP:464 Determine the components of operational control procedures for a business (MN) OP:465 Maintain operational controls (MN)	LAP-PD-019 About Time (Time Management)

<p>10. Utilize organizational and project management skills to improve workflow, minimize costs, and monitor and evaluate business projects.</p>	<p>OP:228 Organize and prioritize work (CS) PD:257 Monitor progress in achieving organizational goals (MN) HR:387 Coordinate efforts of cross-functional teams to achieve project/company goals (SU) OP:177 Manage cross-functional projects (MN)</p>	
<p>11. Maintain property and equipment necessary for ongoing business activities.</p>	<p>OP:442 Comply with policies and procedures for use of property and equipment (CS) OP:006 Follow instructions for use of equipment, tools, and machinery (PQ) OP:032 Identify routine activities for maintaining business facilities and equipment (SP)</p>	
<p>12. Manage purchasing activities to obtain the best service/product at the least cost.</p>	<p>OP:160 Manage the bid process in purchasing (SP) OP:488 Develop purchasing guidelines (MN)</p>	
<p>13. Use appropriate technology tools and computer-based equipment (containing embedded computers or processors) to control devices and for business applications.</p>	<p>OP:064 Maintain data security (CS) OP:442 Comply with policies and procedures for use of property and equipment (CS)</p>	
<p>14. Plan physical layout, furnishings, and equipment for a business environment and analyze for maximum efficiency.</p>	<p>NF:091 Establish specifications for selecting hardware/software systems (MN) NF:012 Determine venture's information technology needs (MN) OP:403 Select appropriate storage equipment (MN) OP:404 Plan storage space (MN)</p>	

Competency E: Management Functions and Environment	MBA Research Performance Indicators	LAPs
Tasks		
1. Describe current and emerging trends in business (e.g., acquisition/downsizing, e-commerce, data mining, labor market, and social issues).	NF:013 Describe current business trends (SP) HR:543 Describe talent management issues associated with organizational changes (e.g., right-sizing, downsizing, talent relocation, organizational restructuring or redesign) (SP) NF:148 Discuss the nature of data mining (CS) HR:452 Explain labor-relations issues (SP)	
2. Describe the impact of demographic issues on business.	SM:011 Explain external planning considerations (MN)	
3. Define the four functions of management and describe management roles, functions, skills, and values.	SM:001 Explain the concept of management (CS)	LAP-SM-001 Manage This! (Concept of Management)
4. Compare and contrast the planning function to other management functions.	SM:063 Discuss the nature of managerial planning (SP)	
5. Explain the importance of organizing in business.	SM:064 Explain managerial considerations in organizing (SP)	LAP-SM-064 Put It All Together (Managerial Considerations in Organizing)
6. Describe how organization provides accountability by delegating authority and assigning responsibility.	SM:064 Explain managerial considerations in organizing (SP)	LAP-SM-064 Put It All Together (Managerial Considerations in Organizing)
7. Describe the nature of managerial control (e.g., control process, types of control, and what is controlled).	SM:004 Describe the nature of managerial control (control process, types of control, what is controlled) (SP)	LAP-SM-400 Measure Up! (Managerial Control)
8. Determine the evaluating/controlling strategy for a given business situation.	SM:074 Select and apply metrics for measuring organizational success (MN)	

<p>9. Analyze leadership and management styles and their characteristics, benefits, and limitations in a variety of business situations.</p> <p>10. Identify stressors in the business environment and employ strategies for dealing with stress.</p>	<p>EI:009 Explain the concept of leadership (CS) HR:493 Explain the nature of leadership in organizations (SU) SM:001 Explain the concept of management (CS)</p> <p>EI:028 Explain the nature of stress management (SP)</p>	<p>LAP-EI-909 Lead the Way (Concept of Leadership) LAP-HR-493 Take the Lead! (Leadership in Organizations) LAP-SM-001 Manage This! (Concept of Management)</p> <p>LAP-EI-028 Keep Your Cool (Stress Management)</p>
<p>11. Define forms of global partnering (e.g., licensing, joint ventures, exporting, importing, and franchising) and analyze business situations to determine opportunities for global partnering.</p>	<p>EC:104 Discuss the global environment in which businesses operate (SP) EC:109 Discuss the impact of globalization on business (SP) EN:041 Describe small-business opportunities in international trade (SP) EN:122 Select market-entry strategies for conducting business internationally (ON)</p>	<p>LAP-EC-104 Stretch Your Boundaries (The Global Business Environment)</p>
<p>Competency F: Business Ownership and Law</p>	<p>MBA Research Performance Indicators</p>	<p>LAPs</p>
<p>Tasks</p>		
<p>1. Compare the characteristics, advantages, and disadvantages of different types of business ownership and organization in both service- and product-based businesses.</p>	<p>BL:003 Explain types of business ownership (CS)</p>	<p>LAP-BL-003 Own It Your Way (Types of Business Ownership)</p>
<p>2. Analyze ownership change transactions (e.g., mergers, acquisitions, hostile takeovers, and restructuring).</p>	<p>FI:347 Compare mergers and acquisitions (SP) FI:536 Explain the nature of hostile takeovers (SP) FI:540 Discuss the nature of restructurings (MN)</p>	
<p>3. Identify management levels and describe the interaction between and among management levels.</p>	<p>SM:001 Explain the concept of management (CS)</p>	<p>LAP-SM-001 Manage This! (Concept of Management)</p>

<p>4. Describe the types of organizational structures and identify the factors that influence an organization's structure.</p> <p>5. Identify current laws and regulations affecting the establishment and operation of businesses.</p>	<p>EC:103 Explain the organizational design of businesses (SP)</p> <p>BL:001 Describe legal issues affecting businesses (SP)</p>	<p>LAP-EC-103 Designed to Work (Organizational Design of Businesses)</p>
<p>6. Explain the purpose, list the parts of a business plan, and develop an effective business plan.</p>	<p>SM:007 Explain the nature of business plans (MN)</p> <p>SM:013 Develop business plan (ON)</p>	<p>LAP-SM-007 Plan Now, Succeed Later (Nature of Business Plans)</p> <p>LAP-SM-013 Plan for Success (Creating a Business Plan)</p>
<p>7. List and explain components of a legally enforceable contract.</p>	<p>BL:002 Describe the nature of legally binding contracts (SP)</p>	
<p>8. Analyze the impact and relationship of government regulations and community involvement on business management decisions.</p>	<p>EC:008 Determine the relationship between government and business (CS)</p>	<p>LAP-EC-016 Regulate and Protect (Government and Business)</p>
<p>9. Analyze the relationships among contract law, law of sales, consumer law, agency law, and environmental law.</p>	<p>BL:002 Describe the nature of legally binding contracts (SP)</p> <p>BL:001 Describe legal issues affecting businesses (SP)</p> <p>BL:074 Discuss the role of administrative law (SP)</p> <p>BL:073 Discuss the nature of environmental law (SP)</p>	
<p>10. Describe the role of organized labor and its influences on government and business.</p>	<p>EC:015 Explain the concept of organized labor and business (SP)</p>	<p>LAP-EC-915 Get United (Organized Labor)</p>

Competency G: Strategic Management	MBA Research Performance Indicators	LAPs
Tasks		
1. Identify examples of strategic plans, tactical plans, and operational plans.	SM:063 Discuss the nature of managerial planning (SP)	
2. Describe the strategic planning process within an organization.	SM:063 Discuss the nature of managerial planning (SP) SM:040 Describe the strategic planning process in an organization (MN)	
3. Use planning tools (business and action plans, company goals and objectives, SWOT, benchmarks) to guide an organization's activities.	SM:008 Develop company goals/objectives (ON) SM:010 Conduct an organizational SWOT (ON) SM:027 Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.) (MN) SM:012 Develop action plans (ON) SM:013 Develop business plan (ON)	LAP-SM-013 Plan for Success (Creating a Business Plan)
4. Develop business plans to meet company needs (e.g., company vision, goals, objectives, and management plan).	SM:008 Develop company goals/objectives (ON) SM:013 Develop business plan (ON) SM:047 Develop company vision (ON) SM:049 Develop company's management plan (ON)	LAP-SM-013 Plan for Success (Creating a Business Plan)
5. Identify major management tasks involved in implementing the work of an organization.	SM:001 Explain the concept of management (CS)	LAP-SM-001 Manage This! (Concept of Management)
6. Organize business activities related to a company's vision, mission, and values to achieve established action plans.	SM:009 Define business mission (ON) SM:042 Develop strategies for achieving company vision (MN)	

7. Control an organization's/department's activities to monitor business activities and to make business decisions.	SM:074 Select and apply metrics for measuring organizational success (MN) SM:005 Analyze operating results in relation to budget/industry (MN) SM:006 Track performance of business plan (MN) OP:030 Use budgets to control operations (MN)	
8. Discuss benchmarking and discuss the importance of benchmarking in evaluating company performance.	SM:027 Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.) (MN)	
9. Adjust growth projections impacting facilities and equipment to foster profitable operations.	SM:043 Determine alternative actions to take when goals are not being met (MN)	
Competency H: Ethics and Social Responsibility	MBA Research Performance Indicators	LAPs
Tasks		
1. Display characteristics of an acceptable work ethic (e.g., attendance, and attire).	EI:004 Demonstrate ethical work habits (PQ)	LAP-EI-004 Work Right (Demonstrating Ethical Work Habits)
2. Differentiate social, ethical, and environment issues facing business.	EC:045 Discuss the impact of cultural and social environments on global trade (SP) HR:515 Discuss issues associated with workplace diversity (e.g., ethnic, generational, religious, gender) (SP) EC:106 Explain the nature of business ethics (SP)	LAP-EC-045 Team Up (Participating as a Team Member) LAP-EC-106 On the Up and Up (Business Ethics)

3. Demonstrate knowledge of ethical behavior in a business environment (e.g., confidentiality of information, employee right to know, hiring practices, plagiarism, copyright violations, sexual harassment, mission statement, code of ethics, etc.).	<p>EI:123 Describe the nature of ethics (CS)</p> <p>EI:103 Maintain the confidentiality of others (CS)</p> <p>OP:441 Explain information privacy, security, and confidentiality considerations in business (CS)</p> <p>HR:411 Explain the role of ethics in human resources management (SP)</p> <p>SM:002 Explain the nature of managerial ethics (MN)</p> <p>PD:262 Utilize an established professional code of ethics (MN)</p>	<p>LAP-EI-123 Rules to Live By (Nature of Ethics)</p> <p>LAP-HR-411 Moral Mediators (Ethics in Human Resources Management)</p>
4. Identify the impact of unethical behavior on a business.	EC:106 Explain the nature of business ethics (SP)	LAP-EC-106 On the Up and Up (Business Ethics)
5. Identify ethical considerations resulting from various situations (e.g., technological advances, international competition, employer-employee relationships, and consumer relations).	<p>EI:124 Explain reasons for ethical dilemmas (CS)</p> <p>NF:111 Explain the role of ethics in information management (SP)</p> <p>HR:411 Explain the role of ethics in human resources management (SP)</p>	<p>LAP-EI-124 What's the Situation? (Reasons for Ethical Dilemmas)</p> <p>LAP-HR-411 Moral Mediators (Ethics in Human Resources Management)</p>
6. Identify ways in which a business organization demonstrates social responsibility (e.g., providing jobs, paying taxes, and contributing to special community projects).	<p>EC:070 Explain the role of business in society (CS)</p> <p>SM:082 Explain the nature of corporate social responsibility (SP)</p>	LAP-EC-070 Business Connections (Business and Society)
Competency I: Marketing	MBA Research Performance Indicators	LAPs
Tasks		
1. Explain the role of marketing in the economy.	MK:001 Explain marketing and its importance in a global economy (CS)	LAP-MK-901 Have It Your Way! (Nature of Marketing)
2. Analyze marketing information/research to make informed decisions.	NF:080 Apply information to accomplish a task (CS)	

3. Explain marketing concepts and identify and apply the components of the marketing mix.	MK:002 Describe marketing functions and related activities (CS) MP:001 Explain the concept of marketing strategies (CS)	LAP-MK-002 Work the Big Seven (Marketing Functions) LAP-MP-001 Pick the Mix (Nature of Marketing Strategies)
4. Describe promotional strategies (e.g., telemarketing and e-commerce).	PR:001 Explain the role of promotion as a marketing function (CS)	LAP-PR-901 Razzle Dazzle (Nature of Promotion)
5. Analyze the impact of e-business on profitability.		
6. Describe different pricing strategies and the importance of price.	PI:001 Explain the nature and scope of the pricing function (SP)	LAP-PI-001 The Price Is Right (Nature of Pricing)
7. Discuss ways to maintain product and service quality and customer satisfaction.	CR:003 Explain the nature of positive customer relations (CS)	LAP-CR-003 Accentuate the Positive (Nature of Customer Relations)
8. Explain the importance of packaging and branding in relation to customer/sales satisfaction.	PM:021 Explain the nature of product/service branding (SP)	LAP-PM-021 It's a Brand, Brand, Brand World! (Nature of Product Branding)
9. Discuss the channels of distribution, distribution transportation, and product handling.	CM:001 Explain the nature and scope of channel management (CS) CM:003 Explain the nature of channels of distribution (CS)	LAP-CM-001 Chart Your Channels (Channel Management) LAP-CM-003 Channel It (Channels of Distribution)

Competency J: Economic Concepts	MBA Research Performance Indicators	LAPs
Tasks		
<p>1. Identify basic micro and macro economic concepts (i.e., supply and demand, leading economic indicators, business cycle, and economic cycle).</p>	<p>EC:002 Distinguish between economic goods and services (CS)</p> <p>EC:003 Explain the concept of economic resources (CS)</p> <p>EC:001 Describe the concepts of economics and economic activities (CS)</p> <p>EC:004 Determine economic utilities created by business activities (CS)</p> <p>EC:005 Explain the principles of supply and demand (CS)</p> <p>EC:081 Discuss the measure of consumer spending as an economic indicator (SP)</p> <p>EC:083 Describe the economic impact of inflation on business (SP)</p> <p>EC:017 Explain the concept of Gross Domestic Product (GDP) (SP)</p> <p>EC:082 Discuss the impact of a nation's unemployment rates (SP)</p> <p>EC:084 Explain the economic impact of interest-rate fluctuations (SP)</p> <p>EC:018 Determine the impact of business cycles on business activities (SP)</p>	<p>LAP-EC-902 Get the Goods on Goods and Services (Economic Goods and Services)</p> <p>LAP-EC-903 Be Resourceful (Economic Resources)</p> <p>LAP-EC-901 Are You Satisfied? (Economics and Economic Activities)</p> <p>LAP-EC-013 Use It (Economic Utility)</p> <p>LAP-EC-011 It's the Law (Supply and Demand)</p> <p>LAP-EC-083 Up, Up, and Away (Inflation)</p> <p>LAP-EC-917 Measure Up? (Gross Domestic Product)</p> <p>LAP-EC-082 Help Wanted? (Impact of Unemployment Rates)</p> <p>LAP-EC-918 Boom or Bust (Impact of Business Cycles)</p>
<p>2. Compare and contrast basic economic systems, free markets, and economic-political systems.</p>	<p>EC:007 Explain the types of economic systems (CS)</p> <p>EC:009 Explain the concept of private enterprise (CS)</p>	<p>LAP-EC-907 Who's the Boss? (Economic Systems)</p> <p>LAP-EC-015 People Power (The Private Enterprise System)</p>

3. Describe the current economic environment and its effect on business.	EC:104 Discuss the global environment in which businesses operate (SP)	LAP-EC-104 Stretch Your Boundaries (The Global Business Environment)
4. Describe economic indicators impacting financial decision making and use them to detect economic trends and conditions.	EC:081 Discuss the measure of consumer spending as an economic indicator (SP) EC:083 Describe the economic impact of inflation on business (SP) EC:017 Explain the concept of Gross Domestic Product (GDP) (SP) EC:082 Discuss the impact of a nation's unemployment rates (SP) EC:084 Explain the economic impact of interest-rate fluctuations (SP) EC:018 Determine the impact of business cycles on business activities (SP)	LAP-EC-083 Up, Up, and Away (Inflation) LAP-EC-917 Measure Up? (Gross Domestic Product) LAP-EC-082 Help Wanted? (Impact of Unemployment Rates) LAP-EC-918 Boom or Bust (Impact of Business Cycles)
5. Describe the importance of international trade and how global competition has affected how American businesses operate.	EC:104 Discuss the global environment in which businesses operate (SP) EC:016 Explain the nature of global trade (SP)	LAP-EC-104 Stretch Your Boundaries (The Global Business Environment) LAP-EC-916 Beyond US (Global Trade)
6. Identify various forms of competition (e.g., pure competition, monopolistic competition, oligopoly, and monopoly).	EC:012 Explain the concept of competition (CS)	LAP-EC-912 Ready, Set, Compete! (Competition)

Competency K: Careers	MBA Research Performance Indicators	LAPs
Tasks		
1. Develop a career plan in business management.	PD:297 Discuss employment opportunities in business management and administration (CS)	LAP-PD-297 Career Opportunities in Business Management and Administration
2. Demonstrate skills related to seeking and applying for employment to find and obtain a desired job.	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)	
3. Identify the steps to follow in resigning from a position.		
4. Identify the characteristics of a successful supervisor/manager.	PD:297 Discuss employment opportunities in business management and administration (CS)	LAP-PD-297 Career Opportunities in Business Management and Administration
5. Continue professional development to keep current on relevant trends and information within the industry and for career advancement.	PD:036 Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors) (SP) PD:258 Identify continuing education courses or programs available to enhance management skills (SP)	