

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)	<i>*LAP-EI-140 More Than Just Talk (Effective Communication)</i>
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)	<i>*LAP-CO-017 Listen Up! (Demonstrating Active Listening Skills)</i> <i>*LAP-EI-129 Can We Talk? (Fostering Open, Honest Communication)</i>

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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.	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)	<i>*LAP-CO-017 Listen Up! (Demonstrating Active Listening Skills)</i> <i>**LAP-QS-029 Put In Your Two Cents (Participating in Group Discussions)</i>
4. Examine communication barriers and ways to eliminate them.	EI:007 Explain the nature of effective communications (PQ)	<i>*LAP-EI-140 More Than Just Talk (Effective Communication)</i>
5. Write internal and external analytical reports (reports that examine a problem/issue and recommend an action).	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)	
6. Examine potential communication challenges in international business.	EC:045 Discuss the impact of cultural and social environments on global trade (SP)	LAP-EC-045 On Top of the World (Impact of Culture on Global Trade)
7. Apply appropriate strategies to manage and resolve conflicts in work situations.	EI:015 Use conflict-resolution skills (CS)	<i>*LAP-EI-915 Stop the Madness (Conflict Resolution)</i>
8. Plan and facilitate an effective meeting (e.g., agenda, handouts, etc.).	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)	

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9. Make an oral presentation with appropriate media and aids to an audience.	CO:025 Make oral presentations (SP) CO:087 Select and use appropriate graphic aids (CS)	<i>*LAP-CO-025 Well Said! (Making Oral Presentations)</i> **Just for You! CO:087, Select and use appropriate graphic aids
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)	**Just for You! CO:087, Select and use appropriate graphic aids
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)	

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15. Use database, spreadsheet, presentation, scheduling, and integrated software packages to organize, prepare, manipulate, manage, and present information.	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)	
16. Use computer networks (e.g., Internet, online databases, and e-mail) to facilitate collaborative or individual learning and communication.	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)	
17. Operate electronic mail applications to communicate within a workplace.	NF:004 Demonstrate basic e-mail functions (PQ)	
18. Employ collaborative/groupware applications to facilitate group work.	NF:011 Demonstrate collaborative/groupware applications (CS)	

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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)	**Just for You! HR:356, Select and hire new employees
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)	

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<p>6. Discuss factors and outline the procedures used in employee performance documentation, promotion, and termination including grievance processes.</p>	<p>HR:367 Assess employee performance (SU) HR:366 Handle employee complaints and grievances (SU)</p>	<p>**Just for You! HR:366, Handle employee complaints and grievances</p>
<p>7. Identify legislation affecting the recruitment and selection process (e.g., affirmative action, right to privacy, and Americans with Disabilities Act).</p>	<p>BL:007 Explain the nature of human resources regulations (SU) BL:008 Explain the nature of workplace regulations (including OSHA, ADA) (SU)</p>	
<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>**Just for You! HR:360, Orient new employees **Just for You! HR:362, Explain the role of training and human resources development</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>

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12. Resolve staff issues/problems to enhance productivity and improve employee/employer relationships.	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)	**Just for You! HR:366, Handle employee complaints and grievances
13. Explain the role of labor unions and management, the collective bargaining process, and advantages and disadvantages of union membership.	EC:015 Explain the concept of organized labor and business (SP)	LAP-EC-915 Get United (Organized Labor)
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)	

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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)	**Just for You! Fi:031, Explain sources of financial assistance
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)	**Just for You! Fi:102, Interpret financial statements
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)	**Just for You! Fi:358, Determine relationships among total revenue, marginal revenue, output, and profit **Just for You! Fi:102, Interpret financial statements
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)	**Just for You! Fi:102, Interpret financial statements
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)	**Just for You! Fi:102, Interpret financial statements

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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-911 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.		

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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)	<i>*LAP-PD-017 Weigh Your Options (Decision-Making)</i>
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)	

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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)	<i>*LAP-PD-019 About Time (Time Management)</i>
10. Utilize organizational and project management skills to improve workflow, minimize costs, and monitor and evaluate business projects.	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)	
11. Maintain property and equipment necessary for ongoing business activities.	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)	
12. Manage purchasing activities to obtain the best service/product at the least cost.	OP:160 Manage the bid process in purchasing (SP) OP:488 Develop purchasing guidelines (MN)	
13. Use appropriate technology tools and computer-based equipment (containing embedded computers or processors) to control devices and for business applications.	OP:064 Maintain data security (CS) OP:442 Comply with policies and procedures for use of property and equipment (CS)	

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14. Plan physical layout, furnishings, and equipment for a business environment and analyze for maximum efficiency.	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)	**Just for You! NF:091, Establish specifications for selecting hardware/software systems **Just for You! NF:012, Determine venture's information technology needs
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)	**Just for You! SM:011, Explain external planning considerations
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)

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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)	
9. Analyze leadership and management styles and their characteristics, benefits, and limitations in a variety of business situations.	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)	*LAP-EI-909 <i>Lead the Way (Concept of Leadership)</i> LAP-HR-493 Take the Lead! (Leadership in Organizations) LAP-SM-001 Manage This! (Concept of Management)
10. Identify stressors in the business environment and employ strategies for dealing with stress.	EI:028 Explain the nature of stress management (SP)	LAP-EI-028 Keep Your Cool (Stress Management)
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.	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)	LAP-EC-104 Stretch Your Boundaries (The Global Business Environment)

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Competency F: Business Ownership and Law	MBA Research Performance Indicators	LAPs
Tasks		
1. Compare the characteristics, advantages, and disadvantages of different types of business ownership and organization in both service- and product-based businesses.	BL:003 Explain types of business ownership (CS)	LAP-BL-003 Own It Your Way (Types of Business Ownership)
2. Analyze ownership change transactions (e.g., mergers, acquisitions, hostile takeovers, and restructuring).	FI:347 Compare mergers and acquisitions (SP) FI:536 Explain the nature of hostile takeovers (SP) FI:540 Discuss the nature of restructurings (MN)	
3. Identify management levels and describe the interaction between and among management levels.	SM:001 Explain the concept of management (CS)	LAP-SM-001 Manage This! (Concept of Management)
4. Describe the types of organizational structures and identify the factors that influence an organization's structure.	EC:103 Explain the organizational design of businesses (SP)	LAP-EC-103 Designed to Work (Organizational Design of Businesses)
5. Identify current laws and regulations affecting the establishment and operation of businesses.	BL:001 Describe legal issues affecting businesses (SP)	
6. Explain the purpose, list the parts of a business plan, and develop an effective business plan.	SM:007 Explain the nature of business plans (MN) SM:013 Develop business plan (ON)	LAP-SM-007 Plan Now, Succeed Later (Nature of Business Plans) LAP-SM-013 Plan for Success (Creating a Business Plan)
7. List and explain components of a legally enforceable contract.	BL:002 Describe the nature of legally binding contracts (SP)	

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8. Analyze the impact and relationship of government regulations and community involvement on business management decisions.	EC:008 Determine the relationship between government and business (CS)	LAP-EC-016 Regulate and Protect (Government and Business)
9. Analyze the relationships among contract law, law of sales, consumer law, agency law, and environmental law.	BL:002 Describe the nature of legally binding contracts (SP) BL:001 Describe legal issues affecting businesses (SP) BL:074 Discuss the role of administrative law (SP) BL:073 Discuss the nature of environmental law (SP)	
10. Describe the role of organized labor and its influences on government and business.	EC:015 Explain the concept of organized labor and business (SP)	LAP-EC-915 Get United (Organized Labor)
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)	

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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)	**Just for You! SM:010, Conduct an organizational SWOT 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)	

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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) <i>*LAP-EC-106 On the Up and Up (Business Ethics)</i>

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<p>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>	<p>EI:123 Describe the nature of ethics (CS) EI:103 Maintain the confidentiality of others (CS) OP:441 Explain information privacy, security, and confidentiality considerations in business (CS) HR:411 Explain the role of ethics in human resources management (SP) SM:002 Explain the nature of managerial ethics (MN) PD:262 Utilize an established professional code of ethics (MN)</p>	<p><i>*LAP-EI-123 Rules to Live By (Nature of Ethics)</i> **Just for You! EI:103, Maintain the confidentiality of others **Just for You! OP:441, Explain information privacy, security, and confidentiality considerations in business <i>*LAP-HR-411 Moral Mediators (Ethics in Human Resources Management)</i></p>
<p>4. Identify the impact of unethical behavior on a business.</p>	<p>EC:106 Explain the nature of business ethics (SP)</p>	<p><i>*LAP-EC-106 On the Up and Up (Business Ethics)</i></p>
<p>5. Identify ethical considerations resulting from various situations (e.g., technological advances, international competition, employer-employee relationships, and consumer relations).</p>	<p>EI:124 Explain reasons for ethical dilemmas (CS) NF:111 Explain the role of ethics in information management (SP) HR:411 Explain the role of ethics in human resources management (SP)</p>	<p><i>*LAP-EI-124 What's the Situation? (Reasons for Ethical Dilemmas)</i> <i>*LAP-NF-111 FYI (Ethics in Information Management)</i> <i>*LAP-HR-411 Moral Mediators (Ethics in Human Resources Management)</i></p>
<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>	<p>EC:070 Explain the role of business in society (CS) SM:082 Explain the nature of corporate social responsibility (SP)</p>	<p>LAP-EC-070 Business Connections (Business and Society) **Just for You! SM:082, Explain the nature of corporate social responsibility</p>

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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)

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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-904 Use It (Economic Utility)</p> <p>LAP-EC-905 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-909 People Power (The Private Enterprise System)</p>

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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)

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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)	**Just for You! PD:028, Interview for a job **Just for You! PD:030, Write a letter of application **Just for You! PD:031, Prepare a resume
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)	

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