

# FBLA MS Career Exploration<sup>§</sup>

## Career Readiness (10 test items)

1. Assess personal strengths and weaknesses (EI:002, LAP-EI-902) (PQ)
2. Assess personal behavior and values (EI:126, LAP-EI-126) (PQ)
3. Maintain appropriate personal appearance (PD:002, LAP-PD-002) (PQ)
4. Demonstrate systematic behavior (PD:009) (PQ)
5. Set personal goals (PD:018, LAP-PD-918) (CS)

## Critical-Thinking Skills (5 test items)

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

## Career Planning (20 test items)

1. Identify desirable personality traits important to business (EI:018, LAP-EI-918) (PQ)
2. Assess personal interests and skills needed for success in business (PD:013) (PQ)
3. Analyze employer expectations in the business environment (PD:020) (PQ)
4. Explain the rights of workers (PD:021) (PQ)
5. Identify sources of career information (PD:022) (CS)
6. Identify tentative occupational interest (PD:023) (CS)
7. Explain employment opportunities in business (PD:025, LAP-PD-025) (CS)
8. Explain career opportunities in entrepreneurship (PD:066, LAP-PD-066) (CS)

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<sup>§</sup> Sources: These learning outcomes are part of MBA Research's National Business Administration Standards.

### **Job-Search Skills (10 test items)**

1. Utilize job-search strategies (PD:026) (PQ)
2. Complete a job application (PD:027) (PQ)
3. Interview for a job (PD:028) (PQ)
4. Write a follow-up letter after job interviews (PD:029) (CS)
5. Write a cover letter (PD:030) (CS)
6. Prepare a resume (PD:031) (CS)

### **Career Advancement (5 test items)**

1. Describe techniques for obtaining work experience (e.g., volunteer activities, internships) (PD:032) (PQ)
2. Explain the need for ongoing education as a worker (PD:033) (PQ)
3. Explain the possible advancement patterns for jobs (PD:034) (PQ)

## References

- MBA Research and Curriculum Center. *National Business Administration Standards*.  
<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>
- CareerOneStop. <https://www.careeronestop.org/>
- Indeed. *Career guide*. <https://www.indeed.com/career-advice>
- U.S. Bureau of Labor Statistics. <https://www.bls.gov/k12/>

## LAP List

Objective #	LAP #*	LAP Title
<b>EI:002</b>	LAP-EI-902	Assess for Success (Assessing Personal Strengths and Weaknesses)
<b>EI:126</b>	LAP-EI-126	Assess Yourself (Assessing Your Personal Behavior and Values)
<b>PD:002</b>	LAP-PD-002	Look Good, Feel Good (Personal Appearance)
<b>PD:018</b>	LAP-PD-918	Go for the Goal (Goal Setting)
<b>PD:126</b>	LAP-PD-126	Ideas in Action (Innovation Skills)
<b>PD:017</b>	LAP-PD-017	Weigh Your Options (Decision-Making)
<b>PD:077</b>	LAP-PD-077	No Problem (Demonstrating Problem-Solving Skills)
<b>EI:018</b>	LAP-EI-918	You've Got Personality (Personality Traits in Business)
<b>PD:025</b>	LAP-PD-025	Go for It! (Careers in Business)
<b>PD:066</b>	LAP-PD-066	Own Your Own (Career Opportunities in Entrepreneurship)

\* LAP #s subject to change

## FBLA MS Exploring Accounting & Finance<sup>§</sup>

### Personal Finance (10 test items)

1. Explain the nature of tax liabilities (FI:067) (PQ)
2. Maintain financial records (FI:069) (PQ)
3. Balance a bank account (FI:070) (PQ)
4. Calculate the cost of credit (FI:782) (CS)
5. Make responsible financial decisions (FI:783) (CS)
6. Explain the need to save and invest (FI:270) (CS)
7. Set financial goals (FI:065) (CS)

### Foundational Accounting Knowledge (15 test items)

1. Describe the need for financial information (FI:579, LAP-FI-579) (CS)
2. Explain the concept of accounting (FI:085, LAP-FI-085) (CS)
3. Discuss the nature of the accounting cycle (FI:342) (CS)
4. Distinguish among types of business transactions (FI:673) (CS)
5. Distinguish among types of business documentation (FI:674) (CS)
6. Demonstrate the effects of transactions on the accounting equation (FI:378) (CS)
7. Explain the nature of accounting standards (PD:158) (CS)

### Accounting Tools (5 test items)

1. Demonstrate basic spreadsheet applications (NF:010) (PQ)
2. Use accounting applications and systems (NF:225) (CS)

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<sup>§</sup> Sources: These learning outcomes are part of MBA Research's National Business Administration Standards.

### **Principles of Money (10 test items)**

1. Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.) (FI:058) (PQ)
2. Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.) (FI:059) (PQ)
3. Describe functions of money (medium of exchange, unit of measure, store of value) (FI:060) (PQ)
4. Describe sources of income and compensation (FI:061) (CS)
5. Explain the purposes and importance of credit (FI:002, LAP-FI-002) (CS)

### **Foundational Finance Knowledge (5 test items)**

1. Explain the role of finance in business (FI:354, LAP-FI-354) (CS)
2. Describe the nature of cash flows (FI:359) (SP)
3. Describe the nature of short-term financial management (FI:513) (SP)

### **Accounting and Finance Careers (5 test items)**

1. Explain the role and responsibilities of financial management personnel (PD:215) (SP)
2. Identify career opportunities in accounting (PD:337) (SP)
3. Explain the roles and responsibilities of accounting professionals (PD:338) (SP)

## References

MBA Research and Curriculum Center. *National Business Administration Standards*.  
<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

AccountingTools. <https://www.accountingtools.com/>

Corporate Finance Institute. <https://corporatefinanceinstitute.com/>

Investopedia. <https://www.investopedia.com/>

## LAP List

Objective #	LAP #*	LAP Title
<b>FI:579</b>	LAP-FI-579	By the Numbers (The Need for Financial Information)
<b>FI:085</b>	LAP-FI-085	Show Me the Money (Nature of Accounting)
<b>FI:002</b>	LAP-FI-002	Give Credit Where Credit Is Due (Credit and Its Importance)
<b>FI:354</b>	LAP-FI-354	Money Matters (Role of Finance)

\* LAP #s subject to change

# FBLA MS Exploring Agribusiness<sup>‡</sup>

## Safety Procedures and Regulations (15 test items)

1. Follow instructions for use of equipment, tools, and machinery related to Agriculture, Food, and Natural Resources (AFNR)
2. Handle and report emergency situations (OP:010) (CS)
3. Maintain a safe work environment (OP:008) (CS)
4. Follow safety precautions (OP:007) (PQ)
5. Explain procedures for handling accidents (OP:009) (CS)
6. Describe health and safety regulations in agribusiness
7. Describe the concept of insurance for agricultural businesses

## Business Ownership (5 test items)

1. Explain types of business ownership (BL:003, LAP-BL-003) (CS)
2. Explain the concept of private enterprise (EC:009, LAP-EC-909) (CS)

## Nature of Agribusiness (5 test items)

1. Explain the role of agribusiness in society
2. Describe types of agribusiness activities
3. Identify ways that technology impacts agribusiness

## Ethics (5 test items)

1. Recognize and respond to ethical dilemmas in agribusiness
2. Take responsibility for decisions and actions (EI:075, LAP-EI-075) (PQ)

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<sup>‡</sup> Sources: These learning outcomes are based on MBA Research's National Business Administration Standards and Kentucky's Middle School Agriculture Education Standards.

### **Economic Concepts (5 test items)**

1. Identify factors affecting profits in agribusiness
2. Determine factors affecting risk in agribusiness
3. Explain the principles of supply and demand with regard to AFNR

### **Management (10 test items)**

1. Explain the concept of agribusiness management
2. Maintain inventory of supplies (OP:031) (CS)
3. Explain the concept of supply chain for agribusiness
4. Explain the concept of production in agribusiness
5. Describe marketing functions and related activities for agribusiness

### **Natural Resources and Systems (5 test items)**

1. Identify natural systems and cycles involved in production, processing, and management of food and natural resources
2. Discuss how AFNR activities impact the environment and natural resources
3. Discuss the impact of natural systems and cycles on agribusiness

## References

- AgriStuff. *Exploring agribusiness examples: A comprehensive guide*.  
<https://agristuff.com/farming/exploring-agribusiness-examples-a-comprehensive-guide/>
- Kentucky Department of Education. *Middle School Agriculture Education Standards*.  
[https://www.education.ky.gov/CTE/cter/Documents/MS\\_AgEd\\_Standards.pdf](https://www.education.ky.gov/CTE/cter/Documents/MS_AgEd_Standards.pdf)
- MBA Research and Curriculum Center. *National Business Administration Standards*.  
<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>
- Investopedia. *Agribusiness explained: What it is, challenges, and examples*.  
<https://www.investopedia.com/terms/a/agribusiness.asp>
- Chron. *Features of the market economic system*. <https://smallbusiness.chron.com/features-market-economic-system-3887.html>

## LAP List

Objective #	LAP #*	LAP Title
<b>BL:003</b>	LAP-BL-003	Own It Your Way (Types of Business Ownership)
<b>EC:009</b>	LAP-EC-909	People Power (The Private Enterprise System)
<b>EI:075</b>	LAP-EI-075	It's Up to You (Taking Responsibility for Decisions and Actions)

\* LAP #s subject to change

## FBLA MS Exploring Business Communication<sup>§</sup>

### Information Literacy (15 test items)

1. Identify sources that provide relevant, valid written material (CO:054) (PQ)
2. Extract relevant information from written materials (CO:055) (PQ)
3. Apply written directions to achieve tasks (CO:056) (PQ)
4. Assess information needs (NF:077) (CS)
5. Obtain needed information efficiently (NF:078) (CS)
6. Evaluate quality and source of information (NF:079) (CS)
7. Draw conclusions based on information analysis (NF:278) (CS)
8. Apply information to accomplish a task (NF:080) (CS)
9. Utilize note-taking strategies (CO:085) (CS)
10. Organize information (CO:086) (CS)
11. Select and use appropriate graphic aids (CO:087) (CS)

### Active Listening (5 test items)

1. Explain communication techniques that support and encourage a speaker (CO:082) (PQ)
2. Follow oral directions (CO:119) (PQ)
3. Demonstrate active listening skills (CO:017, LAP-CO-017) (PQ)

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<sup>§</sup> Sources: These learning outcomes are part of MBA Research's National Business Administration Standards.

### **Verbal Communication (15 test items)**

1. Explain the nature of effective verbal communication (CO:147) (PQ)
2. Ask relevant questions (CO:058) (PQ)
3. Interpret others' nonverbal cues (CO:059) (PQ)
4. Provide legitimate responses to inquiries (CO:060) (PQ)
5. Give verbal directions (CO:083) (PQ)
6. Employ communication styles appropriate to target audience (CO:084) (CS)
7. Defend ideas objectively (CO:061) (CS)
8. Handle phone calls in a businesslike manner (CO:114) (CS)
9. Participate in group discussions (CO:053) (CS)
10. Make oral presentations (CO:025) (SP)

### **Written Communication (10 test items)**

1. Explain the nature of effective written communications (CO:016) (CS)
2. Select and utilize appropriate formats for professional writing (CO:088) (CS)
3. Edit and revise written work consistent with professional standards (CO:089) (CS)
4. Write professional emails (CO:090) (CS)
5. Write business letters (CO:133) (CS)
6. Write informational messages (CO:039) (CS)
7. Write inquiries (CO:040) (CS)

### **Workplace Communication (5 test items)**

1. Explain the nature of effective communications (EI:007, LAP-EI-140) (PQ)
2. Explain the nature of staff communication (CO:014) (CS)
3. Choose and use appropriate channel for workplace communication (CO:092) (CS)
4. Participate in a staff meeting (CO:063) (CS)

## References

MBA Research and Curriculum Center. *National Business Administration Standards*.

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Asana. *12 tips for effective communication in the workplace*. <https://asana.com/resources/effective-communication-workplace>

Forbes. *A guide for mastering the art of business communication*.

<https://www.forbes.com/councils/forbesbusinesscouncil/2023/11/20/a-guide-for-mastering-the-art-of-business-communication/>

Indeed. *Essential business communication skills: Definitions and examples*.

<https://www.indeed.com/career-advice/resumes-cover-letters/business-communication-skills>

## LAP List

Objective #	LAP #*	LAP Title
<b>CO:017</b>	LAP-CO-017	Listen Up! (Demonstrating Active Listening Skills)
<b>EI:007</b>	LAP-EI-140	More Than Just Talk (Effective Communication)

\* LAP #s subject to change

## FBLA MS Exploring Business Concepts<sup>§</sup>

### Fundamental Economic Concepts (5 test items)

1. Distinguish between economic goods and services (EC:002, LAP-EC-902) (CS)
2. Explain the concept of economic resources (EC:003, LAP-EC-903) (CS)
3. Describe the concepts of economics and economic activities (EC:001, LAP-EC-901) (CS)
4. Explain the principles of supply and demand (EC:005, LAP-EC-905) (CS)

### Nature of Business (5 test items)

1. Explain the role of business in society (EC:070, LAP-EC-070) (CS)
2. Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)
3. Explain types of business ownership (BL:003, LAP-BL-003) (CS)

### Economic Systems (5 test items)

1. Explain the types of economic systems (EC:007, LAP-EC-907) (CS)
2. Identify the impact of small business/entrepreneurship on market economies (EC:065) (CS)
3. Identify factors affecting a business's profit (EC:010, LAP-EC-910) (CS)
4. Explain the concept of competition (EC:012, LAP-EC-912) (CS)

### Cost/Profit Relationships (5 test items)

1. Explain the concept of productivity (EC:013, LAP-EC-913) (CS)
2. Analyze impact of specialization/division of labor on productivity (EC:014, LAP-EC-914) (SP)

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<sup>§</sup> Sources: These learning outcomes are part of MBA Research's National Business Administration Standards.

## **Types of Business Activities (20 test items)**

1. Describe types of business activities (EC:071, LAP-EC-071) (CS)
2. Explain the nature of positive customer relations (CR:003, LAP-CR-003) (CS)
3. Explain the concept of accounting (FI:085, LAP-FI-085) (CS)
4. Explain the role of finance in business (FI:354, LAP-FI-354) (CS)
5. Discuss the nature of human resources management (HR:410, LAP-HR-410) (CS)
6. Explain marketing and its importance in a global economy (MK:001, LAP-MK-901) (CS)
7. Discuss the nature of information management (NF:110, LAP-NF-110) (CS)
8. Explain the nature of operations (OP:189, LAP-OP-189) (CS)
9. Explain the concept of production (OP:017, LAP-OP-017) (CS)
10. Explain the concept of management (SM:001, LAP-SM-001) (CS)

## **Career Planning (5 test items)**

1. Assess personal interests and skills needed for success in business (PD:013) (PQ)
2. Analyze employer expectations in the business environment (PD:020) (PQ)
3. Explain employment opportunities in business (PD:025, LAP-PD-025) (CS)

## **Job-Search Skills (5 test items)**

1. Complete a job application (PD:027) (PQ)
2. Interview for a job (PD:028) (PQ)
3. Write a cover letter (PD:030) (CS)
4. Prepare a resume (PD:031) (CS)

## References

MBA Research and Curriculum Center. *National Business Administration Standards*.

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Chron. *Role of government in business*. <https://smallbusiness.chron.com/role-government-business-803.html>

Investopedia. *Business economics*. <https://www.investopedia.com/terms/b/business-economics.asp>

OpenStax. *Introduction to business*. <https://openstax.org/books/introduction-business/pages/1-introduction>

## LAP List

Objective #	LAP #*	LAP Title
<b>EC:002</b>	LAP-EC-902	Get the Goods on Goods and Services (Economic Goods and Services)
<b>EC:003</b>	LAP-EC-903	Be Resourceful (Economic Resources)
<b>EC:001</b>	LAP-EC-901	Are You Satisfied? (Economics and Economic Activities)
<b>EC:005</b>	LAP-EC-905	It's the Law (Supply and Demand)
<b>EC:070</b>	LAP-EC-070	Business Connections (Business and Society)
<b>EC:008</b>	LAP-EC-016	Regulate and Protect (Government and Business)
<b>BL:003</b>	LAP-BL-003	Own It Your Way (Types of Business Ownership)
<b>EC:007</b>	LAP-EC-907	Who's the Boss? (Economic Systems)
<b>EC:010</b>	LAP-EC-910	Risk Rewarded (Factors Affecting Profit)
<b>EC:012</b>	LAP-EC-912	Ready, Set, Compete! (Competition)
<b>EC:013</b>	LAP-EC-913	Make the Most of It (Productivity)
<b>EC:014</b>	LAP-EC-914	Divide and Conquer (Specialization and Division of Labor)
<b>EC:071</b>	LAP-EC-071	Strictly Business (Business Activities)
<b>CR:003</b>	LAP-CR-003	Accentuate the Positive (Nature of Customer Relations)

<b>FI:085</b>	LAP-FI-085	Show Me the Money (Nature of Accounting)
<b>FI:354</b>	LAP-FI-354	Money Matters (Role of Finance)
<b>HR:410</b>	LAP-HR-410	People Pusher (Nature of Human Resources Management)
<b>MK:001</b>	LAP-MK-901	Have It Your Way! (Nature of Marketing)
<b>NF:110</b>	LAP-NF-110	In the Know (Nature of Information Management)
<b>OP:189</b>	LAP-OP-189	Smooth Operations (Nature of Operations)
<b>OP:017</b>	LAP-OP-017	Can You Make It? (Nature or Production)
<b>SM:001</b>	LAP-SM-001	Manage This! (Concept of Management)
<b>PD:025</b>	LAD-PD-025	Go for It! (Careers in Business)

\* LAP #s subject to change

## FBLA MS Exploring Business Ethics<sup>§</sup>

### Communication Skills (5 test items)

1. Demonstrate active listening skills (CO:017, LAP-CO-017) (PQ)
2. Explain the nature of effective communications (EI:007, LAP-EI-140) (PQ)
3. Foster open, honest communication (EI:129, LAP-EI-129) (SP)

### Self-Awareness (10 test items)

1. Describe the nature of emotional intelligence (EI:001, LAP-EI-001) (PQ)
2. Recognize and overcome personal biases and stereotypes (EI:017, LAP-EI-917) (PQ)
3. Assess personal strengths and weaknesses (EI:002, LAP-EI-902) (PQ)
4. Assess personal behavior and values (EI:126, LAP-EI-126) (PQ)
5. Assess risks of personal decisions (EI:091, LAP-EI-091) (PQ)

### Doing the Right Thing (15 test items)

1. Demonstrate honesty and integrity (EI:022, LAP-EI-138) (PQ)
2. Demonstrate responsible behavior (EI:021, LAP-EI-021) (PQ)
3. Demonstrate fairness (EI:127, LAP-EI-127) (PQ)
4. Take responsibility for decisions and actions (EI:075, LAP-EI-075) (PQ)
5. Build trust in relationships (EI:128, LAP-EI-128) (CS)
6. Describe the nature of ethics (EI:123, LAP-EI-123) (CS)
7. Explain reasons for ethical dilemmas (EI:124, LAP-EI-124) (CS)
8. Recognize and respond to ethical dilemmas (EI:125, LAP-EI-125) (CS)
9. Show empathy for others (EI:030, LAP-EI-030) (PQ)
10. Comply with the spirit and intent of laws and regulations (BL:163, LAP-BL-163) (CS)

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<sup>§</sup> Source: These learning outcomes are part of MBA Research's National Business Administration Standards.

### **Teamwork Skills (5 test items)**

1. Participate as a team member (EI:045, LAP-EI-045) (CS)
2. Treat others with dignity and respect (EI:036, LAP-EI-036) (PQ)
3. Foster positive working relationships (EI:037, LAP-EI-037) (CS)

### **Leadership Skills (10 test items)**

1. Explain the concept of leadership (EI:009, LAP-EI-909) (CS)
2. Explain the nature of ethical leadership (EI:131, LAP-EI-131) (CS)
3. Model ethical behavior (EI:132, LAP-EI-132) (CS)
4. Determine personal vision (EI:063, LAP-EI-063) (CS)
5. Inspire others (EI:133, LAP-EI-133) (CS)
6. Develop an achievement orientation (EI:027, LAP-EI-027) (CS)

### **Career Readiness (5 test items)**

1. Set personal goals (PD:018, LAP-PD-918) (CS)
2. Follow rules of conduct (PD:251, LAP-PD-251) (CS)
3. Make decisions (PD:017, LAP-PD-017) (CS)

## References

Daniels Fund. *Daniels Fund Ethics Initiative*. <https://www.danielsfund.org/ethics/overview>

MBA Research and Curriculum Center. *National Business Administration Standards*.  
<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Ethics Unwrapped. <https://ethicsunwrapped.utexas.edu>

Harvard Business School Online. *What are business ethics & why are they important?*  
<https://online.hbs.edu/blog/post/business-ethics>

Markkula Center for Applied Ethics. <https://www.scu.edu/ethics/>

## LAP List

Objective #	LAP #*	LAP Title
<b>CO:017</b>	LAP-CO-017	Listen Up! (Demonstrating Active Listening Skills)
<b>EI:007</b>	LAP-EI-140	More Than Just Talk (Effective Communication)
<b>EI:129</b>	LAP-EI-129	Can We Talk? (Fostering Open, Honest Communication)
<b>EI:001</b>	LAP-EI-001	EQ and You (Emotional Intelligence)
<b>EI:017</b>	LAP-EI-917	Don't Jump to Conclusions! (Recognizing and Overcoming Personal Biases and Stereotypes)
<b>EI:002</b>	LAP-EI-902	Assess for Success (Assessing Personal Strengths and Weaknesses)
<b>EI:126</b>	LAP-EI-126	Assess Yourself (Assessing Your Personal Behavior and Values)
<b>EI:091</b>	LAP-EI-091	Worth the Risk (Assessing Risks of Personal Decisions)
<b>EI:022</b>	LAP-EI-138	Sincerely Yours (Demonstrating Honesty and Integrity)
<b>EI:021</b>	LAP-EI-021	Make the Honor Role (Acting Responsibly)
<b>EI:127</b>	LAP-EI-127	Fair or Foul? (Demonstrating Fairness)
<b>EI:075</b>	LAP-EI-075	It's Up to You (Taking Responsibility for Decisions and Actions)
<b>EI:128</b>	LAP-EI-128	Trust in Me (Building Trust in Relationships)

<b>EI:123</b>	LAP-EI-123	Rules to Live By (Nature of Ethics)
<b>EI:124</b>	LAP-EI-124	What's the Situation? (Reasons for Ethical Dilemmas)
<b>EI:125</b>	LAP-EI-125	Make the Right Choice (Recognizing and Responding to Ethical Dilemmas)
<b>EI:030</b>	LAP-EI-030	Have a Heart (Showing Empathy for Others)
<b>BL:163</b>	LAP-BL-163	Laying Down the Law (Complying With the Spirit and Intent of Laws and Regulations)
<b>EI:045</b>	LAP-EI-045	Team Up (Participating as a Team Member)
<b>EI:036</b>	LAP-EI-036	Everyone's Worthy (Treating Others With Dignity and Respect)
<b>EI:037</b>	LAP-EI-037	Can You Relate? (Fostering Positive Working Relationships)
<b>EI:009</b>	LAP-EI-909	Lead the Way (Concept of Leadership)
<b>EI:131</b>	LAP-EI-131	Be the Change (Nature of Ethical Leadership)
<b>EI:132</b>	LAP-EI-132	Practice What You Preach (Modeling Ethical Behavior)
<b>EI:063</b>	LAP-EI-063	Picture This! (Determining Personal Vision)
<b>EI:133</b>	LAP-EI-133	A Force for Good (Inspiring Others)
<b>EI:027</b>	LAP-EI-027	High Hopes (Developing an Achievement Orientation)
<b>PD:018</b>	LAP-PD-918	Go for the Goal (Goal Setting)
<b>PD:251</b>	LAP-PD-251	Know the Code (Following Rules of Conduct)
<b>PD:017</b>	LAP-PD-017	Weigh Your Options (Decision-Making)

\* LAP #s subject to change

# FBLA MS Exploring Computer Science\*

## Coding Basics (10 test items)

1. Describe basic programming elements (e.g., variables, loops, conditionals)
2. Describe the parts of a function call
3. Predict the output of a function given its definition and input
4. Trace the value of variables through a program
5. Distinguish between runtime and compile-time errors

## Algorithmic Thinking (10 test items)

1. Identify basic search algorithms (e.g., linear, binary, two-pointers)
2. Identify basic sorting algorithms (e.g., bubble sort, heap sort, merge sort)
3. Distinguish between common data structures (e.g., lists, arrays, sets, queues)
4. Describe a solution to a problem as a series of simple steps

## Data and Artificial Intelligence Concepts (10 test items)

1. Describe modern uses of AI (e.g., chatbots, LLMs, autonomous vehicles)
2. Describe basic applications of AI concepts (e.g., image processing, perception, game playing)
3. Discuss the use of datasets for training and refining AI models
4. Describe the uses of datasets for research, analysis, and business decisions
5. Explain how relational databases are structured (e.g., tables, keys, relationships)

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\* Sources: These learning outcomes are based on content from the K-12 Computer Science Standards and Ohio's Learning Standards in Computer Science.

### **Cybersecurity Concepts (5 test items)**

1. Describe the dangers of unprotected information (e.g., identity theft, scams, doxing)
2. Identify common scams and attacks (e.g., phishing, scam emails, viruses)
3. Describe the importance and use of common digital security measures (e.g., strong passwords, password managers, multi-factor authentication, antivirus)
4. Describe common network security measures (e.g., firewalls, antivirus, permissions and account management)

### **Networks and the Internet (5 test items)**

1. Describe networks and their relevance to the modern internet
2. Describe the importance of networking protocols for communication and security
3. Identify common networking protocols (e.g., TCP/IP, UDP, SNMP)
4. Identify internet connection equipment for a home or small office

### **Hardware and Systems Concepts (10 test items)**

1. Describe computer components (e.g., CPU, motherboard, GPU)
2. Describe operating system responsibilities
3. Translate between binary and decimal number representations
4. Describe how computer hardware and software interact to process instructions

## References

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# FBLA MS Exploring Economics<sup>§</sup>

## Fundamental Economic Concepts (15 test items)

1. Distinguish between economic goods and services (EC:002, LAP-EC-902) (CS)
2. Explain the concept of economic resources (EC:003, LAP-EC-903) (CS)
3. Describe the concepts of economic and economic activities (EC:001, LAP-EC-901) (CS)
4. Determine the economic utilities created by business activities (EC:004, LAP-EC-904) (CS)
5. Explain the principles of supply and demand (EC:005, LAP-EC-905) (CS)
6. Describe the functions of prices in markets (EC:006, LAP-EC-906) (CS)

## Nature of Business (10 test items)

1. Explain the role of business in society (EC:070, LAP-EC-070) (CS)
2. Describe the types of business activities (EC:071, LAP-EC-071) (CS)
3. Describe the types of business models (EC:138) (SP)

## Government's Impact on Business (5 test items)

1. Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)
2. Describe the nature of taxes (EC:072, LAP-EC-072) (SP)

## Cost/Profit Relationships (5 test items)

1. Explain the concept of productivity (EC:013, LAP-EC-913) (CS)
2. Analyze the impact of specialization/division of labor on productivity (EC:014, LAP-EC-914) (SP)

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<sup>§</sup> Sources: These learning outcomes are part of MBA Research's National Business Administration Standards.

## **Economic Systems (15 test items)**

1. Explain the types of economic systems (EC:007, LAP-EC-907) (CS)
2. Identify the impact of small business/entrepreneurship on market economics (EC:065) (CS)
3. Explain the concept of private enterprise (EC:009, LAP-EC-909) (CS)
4. Identify factors affecting a business's profit (EC:010, LAP-EC-910) (CS)
5. Determine factors affecting business risk (EC:011, LAP-EC-911) (CS)
6. Explain the concept of competition (EC:012, LAP-EC-912) (CS)
7. Explain the nature of global trade (EC:016, LAP-EC-916) (SP)

## References

- MBA Research and Curriculum Center. *National Business Administration Standards*.  
<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>
- Council for Economic Education. <https://www.councilforeconed.org/>
- Federal Reserve Education. <https://www.federalreserveeducation.org/>
- Investopedia. *Economics*. <https://www.investopedia.com/economics-4689800>

## LAP List

Objective #	LAP #*	LAP Title
EC:002	LAP-EC-902	Get the Goods on Goods and Services (Economic Goods and Services)
EC:003	LAP-EC-903	Be Resourceful (Economic Resources)
EC:001	LAP-EC-901	Are You Satisfied? (Economics and Economic Activities)
EC:004	LAP-EC-904	Use It (Economic Utility)
EC:005	LAP-EC-905	It's the Law (Supply and Demand)
EC:006	LAP-EC-906	When More Is Less (Functions of Prices)
EC:070	LAP-EC-070	Business Connections (Business and Society)
EC:071	LAP-EC-071	Strictly Business (Business Activities)
EC:008	LAP-EC-016	Regulate and Protect (Government and Business)
EC:072	LAP-EC-072	Pay Your Share (Business Taxes)
EC:013	LAP-EC-913	Make the Most of It (Productivity)
EC:014	LAP-EC-914	Divide and Conquer (Specialization and Division of Labor)
EC:007	LAP-EC-907	Who's the Boss? (Economic Systems)
EC:009	LAP-EC-909	People Power (The Private Enterprise System)
EC:010	LAP-EC-910	Risk Rewarded (Factors Affecting Profit)

<b>EC:011</b>	LAP-EC-911	Lose, Win, or Draw (Business Risk)
<b>EC:012</b>	LAP-EC-912	Ready, Set, Compete! (Competition)
<b>EC:016</b>	LAP-EC-916	Beyond US (Global Trade)

\* LAP #s subject to change

## FBLA MS Exploring Leadership<sup>§</sup>

### Self-Awareness (10 test items)

1. Describe the nature of emotional intelligence (EI:001, LAP-EI-001) (PQ)
2. Explain the concept of self-esteem (EI:016) (PQ)
3. Recognize and overcome personal biases and stereotypes (EI:017, LAP-EI-917) (PQ)
4. Assess personal strengths and weaknesses (EI:002, LAP-EI-902) (PQ)
5. Assess personal behavior and values (EI:126, LAP-EI-126) (PQ)
6. Assess risks of personal decisions (EI:091, LAP-EI-091) (PQ)
7. Take responsibility for decisions and actions (EI:075, LAP-EI-075) (PQ)

### Ethics (10 test items)

1. Demonstrate ethical work habits (EI:004, LAP-EI-004) (PQ)
2. Describe the nature of ethics (EI:123, LAP-EI-123) (CS)
3. Explain reasons for ethical dilemmas (EI:124, LAP-EI-124) (CS)
4. Recognize and respond to ethical dilemmas (EI:125, LAP-EI-125) (CS)
5. Explain the nature of ethical leadership (EI:131, LAP-EI-131) (CS)
6. Model ethical behavior (EI:132, LAP-EI-132) (CS)

### Interpersonal Skills (10 test items)

1. Explain the nature of effective communications (EI:007, LAP-EI-140) (PQ)
2. Show empathy for others (EI:030, LAP-EI-030) (PQ)
3. Treat others with dignity and respect (EI:036, LAP-EI-036) (PQ)
4. Exhibit cultural sensitivity (EI:033, LAP-EI-033) (CS)
5. Foster positive working relationships (EI:037, LAP-EI-037) (CS)
6. Build trust in relationships (EI:128, LAP-EI-128) (CS)

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<sup>§</sup> Sources: These learning outcomes are part of MBA Research's National Business Administration Standards.

## Leadership Skills (20 test items)

1. Explain the concept of leadership (EI:009, LAP-EI-909) (CS)
2. Use appropriate assertiveness (EI:008, LAP-EI-008) (PQ)
3. Exhibit a positive attitude (EI:019, LAP-EI-019) (PQ)
4. Demonstrate self-control (EI:025, LAP-EI-025) (PQ)
5. Exhibit self-confidence (EI:023) (PQ)
6. Demonstrate fairness (EI:127, LAP-EI-127) (PQ)
7. Demonstrate honesty and integrity (EI:022, LAP-EI-138) (PQ)
8. Demonstrate responsible behavior (EI:021, LAP-EI-021) (PQ)
9. Determine personal vision (EI:063, LAP-EI-063) (CS)
10. Make decisions (PD:017, LAP-PD-017) (CS)
11. Demonstrate problem-solving skills (PD:077, LAP-PD-077) (CS)

## References

MBA Research and Curriculum Center. *National Business Administration Standards*.

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Center for Creative Leadership. *12 essential qualities of effective leadership*.

<https://www.ccl.org/articles/leading-effectively-articles/characteristics-good-leader/>

Indeed. *Leadership development*. <https://www.indeed.com/career-advice/leadership-development>

Vantage Circle. *Leadership: Fundamentals, evolution, challenges & future*.

<https://www.vantagecircle.com/en/blog/guide-to-leadership/>

## LAP List

Objective #	LAP #*	LAP Title
<b>EI:001</b>	LAP-EI-901	EQ and You (Emotional Intelligence)
<b>EI:017</b>	LAP-EI-917	Don't Jump to Conclusions! (Recognizing and Overcoming Personal Biases and Stereotypes)
<b>EI:002</b>	LAP-EI-902	Assess for Success (Assessing Personal Strengths and Weaknesses)
<b>EI:126</b>	LAP-EI-126	Assess Yourself (Assessing Your Personal Behavior and Values)
<b>EI:091</b>	LAP-EI-091	Worth the Risk (Assessing Risks of Personal Decisions)
<b>EI:075</b>	LAP-EI-075	It's Up to You (Taking Responsibility for Decisions and Actions)
<b>EI:004</b>	LAP-EI-004	Work Right (Demonstrating Ethical Work Habits)
<b>EI:123</b>	LAP-EI-123	Rules to Live By (Nature of Ethics)
<b>EI:124</b>	LAP-EI-124	What's the Situation? (Reasons for Ethical Dilemmas)
<b>EI:125</b>	LAP-EI-125	Make the Right Choice (Recognizing and Responding to Ethical Dilemmas)
<b>EI:131</b>	LAP-EI-131	Be the Change (Nature of Ethical Leadership)
<b>EI:132</b>	LAP-EI-132	Practice What You Preach (Modeling Ethical Behavior)
<b>EI:007</b>	LAP-EI-140	More Than Just Talk (Effective Communication)

<b>EI:030</b>	LAP-EI-030	Have a Heart (Showing Empathy for Others)
<b>EI:036</b>	LAP-EI-036	Everyone's Worthy (Treating Others With Dignity and Respect)
<b>EI:033</b>	LAP-EI-033	Getting To Know You (Cultural Sensitivity)
<b>EI:037</b>	LAP-EI-037	Can You Relate? (Fostering Positive Working Relationships)
<b>EI:128</b>	LAP-EI-128	Trust in Me (Building Trust in Relationships)
<b>EI:009</b>	LAP-EI-909	Lead the Way (Concept of Leadership)
<b>EI:008</b>	LAP-EI-008	Assert Yourself (Assertiveness)
<b>EI:019</b>	LAP-EI-019	Opt for Optimism (Positive Attitude)
<b>EI:025</b>	LAP-EI-025	Control Yourself! (Demonstrating Self-Control)
<b>EI:127</b>	LAP-EI-127	Fair or Foul? (Demonstrating Fairness)
<b>EI:022</b>	LAP-EI-138	Sincerely Yours (Demonstrating Honesty and Integrity)
<b>EI:021</b>	LAP-EI-021	Make the Honor Role (Acting Responsibly)
<b>EI:063</b>	LAP-EI-063	Picture This! (Determining Personal Vision)
<b>PD:017</b>	LAP-PD-017	Weigh Your Options (Decision-Making)
<b>PD:077</b>	LAP-PD-077	No Problem (Demonstrating Problem-Solving Skills)

\* LAP #s subject to change

# FBLA MS Exploring Marketing Concepts<sup>§</sup>

## Marketing Fundamentals (10 test items)

1. Describe marketing functions and related activities (MK:002, LAP-MK-002) (CS)
2. Explain marketing and its importance in a global economy (MK:001, LAP-MK-901) (CS)
3. Explain the concept of market and market identification (MP:003, LAP-MP-003) (CS)
4. Explain the concept of marketing strategies (MP:001, LAP-MP-001) (CS)
5. Explain employment opportunities in marketing (PD:024, LAP-PD-024) (CS)

## Product/Service Management (5 test items)

1. Explain the nature and scope of the product/service management function (PM:001, LAP-PM-001) (SP)
2. Describe the uses of grades and standards in marketing (PM:019, LAP-PM-019) (CS)
3. Explain warranties and guarantees (PM:020, LAP-PM-920) (CS)

## Channel Management (5 test items)

1. Explain the nature and scope of channel management (CM:001, LAP-CM-001) (CS)
2. Explain the nature of channels of distribution (CM:003, LAP-CM-003) (CS)

## Marketing-Information Management (5 test items)

1. Describe the need for marketing data (IM:012, LAP-IM-012) (CS)
2. Identify data monitored for marketing decision making (IM:184, LAP-IM-184) (SP)
3. Explain the nature and scope of the marketing-information management function (IM:001, LAP-IM-001) (SP)

## Pricing (5 test items)

1. Explain the nature and scope of the pricing function (PI:001, LAP-PI-001) (SP)
2. Explain factors affecting pricing decisions (PI:002, LAP-PI-902) (SP)

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<sup>§</sup> Sources: These learning outcomes are part of MBA Research's National Business Administration Standards.

### **Promotion (5 test items)**

1. Explain the role of promotion as a marketing function (PR:001, LAP-PR-901) (CS)
2. Explain the types of promotion (i.e., institutional, product) (PR:002, LAP-PR-902) (CS)
3. Identify the elements of the promotional mix (PR:003, LAP-PR-903) (SP)

### **Selling (15 test items)**

1. Explain the nature and scope of the selling function (SE:017, LAP-SE-017) (CS)
2. Explain the selling process (SE:048, LAP-SE-048) (CS)
3. Explain the role of customer service as a component of selling relationships (SE:076, LAP-SE-076) (CS)
4. Acquire product information for use in selling (SE:062, LAP-SE-062) (CS)
5. Acquire knowledge of client's products/brands (SE:360) (CS)
6. Explain company selling policies (SE:932, LAP-SE-932) (CS)

## References

- MBA Research and Curriculum Center. *National Business Administration Standards*.  
<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>
- Hubspot. *What is marketing, and what's its purpose?* <https://blog.hubspot.com/marketing/what-is-marketing#what-is-marketing>
- Investopedia. *Understanding marketing in business: Key strategies and types*.  
<https://www.investopedia.com/terms/m/marketing.asp>
- Wolters Kluwer. *Business success depends upon successful marketing*.  
<https://www.wolterskluwer.com/en/expert-insights/business-success-depends-upon-successful-marketing>

## LAP List

Objective #	LAP #*	LAP Title
<b>MK:002</b>	LAP-MK-002	Work the Big Seven (Marketing Functions)
<b>MK:001</b>	LAP-MK-901	Have It Your Way! (Nature of Marketing)
<b>MP:003</b>	LAP-MP-003	Have We Met? (Market Identification)
<b>MP:001</b>	LAP-MP-001	Pick the Mix (Nature of Marketing Strategies)
<b>PD:024</b>	LAP-PD-024	Career Opportunities in Marketing
<b>PM:001</b>	LAP-PM-001	Serving Up Products (Nature of Product/Service Management)
<b>PM:019</b>	LAP-PM-019	Raise the Bar (Grades and Standards)
<b>PM:020</b>	LAP-PM-920	Promises, Promises (Warranties and Guarantees)
<b>CM:001</b>	LAP-CM-001	Chart Your channels (Channel Management)
<b>CM:003</b>	LAP-CM-003	Channel It (Channels of Distribution)
<b>IM:012</b>	LAP-IM-012	Data Do It (Need for Marketing Data)
<b>IM:184</b>	LAP-IM-184	Data Diving (Identifying Marketing Data)

<b>IM:001</b>	LAP-IM-001	Get the Facts Straight (Marketing-Information Management)
<b>PI:001</b>	LAP-PI-001	The Price is Right (Nature of Pricing)
<b>PI:002</b>	LAP-PI-902	Make Cents (Factors Affecting Selling Price)
<b>PR:001</b>	LAP-PR-901	Razzle Dazzle (Nature of Promotion)
<b>PR:002</b>	LAP-PR-902	Know Your Options (Product and Institutional Promotion)
<b>PR:003</b>	LAP-PR-903	Spread the Word (Nature of the Promotional Mix)
<b>SE:017</b>	LAP-SE-017	Sell Away (The Nature and Scope of Selling)
<b>SE:048</b>	LAP-SE-048	Set Your Sales (The Selling Process)
<b>SE:076</b>	LAP-SE-076	Go Beyond the Sale (Customer Service in Selling)
<b>SE:062</b>	LAP-SE-062	Get Informed (Acquiring Product Information for Use in Selling)
<b>SE:932</b>	LAP-SE-932	Sell Right (Selling Policies)

\* LAP #s subject to change

## FBLA MS Exploring Personal Finance<sup>§</sup>

### Principles of Money (15 test items)

1. Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.) (FI:058) (PQ)
2. Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.) (FI:059) (PQ)
3. Describe functions of money (medium of exchange, unit of measure, store of value) (FI:060) (PQ)
4. Describe sources of income and compensation (FI:061) (CS)
5. Explain the time value of money (FI:062) (CS)
6. Explain the purposes and importance of credit (FI:002, LAP-FI-002) (CS)
7. Explain legal responsibilities associated with consumer financial products and services (FI:063) (CS)

### Financial Needs and Goals (5 test items)

1. Explain the need to save and invest (FI:270) (CS)
2. Set financial goals (FI:065) (CS)
3. Develop personal budget (FI:066) (CS)
4. Determine personal net worth (FI:562) (CS)

### Financial-Services Providers (5 test items)

1. Describe types of financial-services providers (FI:075) (CS)
2. Discuss considerations in selecting a financial-services provider (FI:076) (CS)
3. Explain types of investments (FI:077, LAP-FI-077) (CS)
4. Describe the concept of insurance (FI:081) (CS)

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<sup>§</sup> Sources: These learning outcomes are part of MBA Research's National Business Administration Standards.

## Financial Literacy (25 test items)

1. Explain the nature of tax liabilities (FI:067) (PQ)
2. Interpret a pay stub (FI:068) (PQ)
3. Write checks (FI:560) (PQ)
4. Maintain financial records (FI:069) (PQ)
5. Balance a bank account (FI:070) (PQ)
6. Explain the nature of charitable giving (FI:567) (PQ)
7. Manage online accounts (FI:830) (CS)
8. Calculate the cost of credit (FI:782) (CS)
9. Demonstrate the wise use of credit (FI:071) (CS)
10. Validate credit history (FI:072) (CS)
11. Make responsible financial decisions (FI:783) (CS)
12. Protect against identity theft (FI:073) (CS)
13. Prepare personal income tax forms (FI:074) (CS)
14. Control debt (FI:568) (CS)

## References

MBA Research and Curriculum Center. *National Business Administration Standards*.

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Investopedia. *Personal finance*. <https://www.investopedia.com/personal-finance-4427760>

Practical Money Skills. <https://www.practicalmoneyskills.com/en/learn.html>

The Balance. *Understanding investing risk*. <https://www.thebalancemoney.com/understanding-risk-3141268>

## LAP List

Objective #	LAP #*	LAP Title
<b>FI:002</b>	LAP-FI-002	Give Credit Where Credit Is Due (Credit and Its Importance)
<b>FI:077</b>	LAP-FI-077	Invest for Success (Types of Investments)

\* LAP #s subject to change

# FBLA MS Exploring Technology\*

## Computer Literacy (10 test items)

1. Use browsers to navigate the web
2. Troubleshoot common computer problems (e.g., freezing, overheating, Wi-Fi connection)
3. Discuss the importance of software updates, patches, and security
4. Discuss file management
5. Identify basic computer components (e.g., CPU, GPU, RAM, SSD)
6. Discuss common software applications (e.g., word processing, spreadsheet, editing)
7. Identify basic security features (e.g., firewall, permissions, antivirus)

## Computational Thinking (10 test items)

1. Discuss the purpose of functions
2. Interpret basic blocks of code
3. Write algorithms in English to solve basic problems
4. Use abstraction to simplify complex problems

## Digital Citizenship, Ethics, and Safety (10 test items)

1. Describe the responsible use of social media
2. Discuss ethical considerations in online environments
3. Describe basic digital security measures (e.g., passwords, authentication, VPNs)
4. Identify common scams and attacks (e.g., phishing, scam emails, viruses)
5. Discuss basic media literacy skills (e.g., locating credible sources, creating responsible content, identifying misinformation)

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\* Sources: These learning outcomes are based on content from the K-12 Computer Science Standards, ISTE Standards: For Students, Ohio's Learning Standards for Technology, and Exploring Technology Education.

## **Networks and the Internet (10 test items)**

1. Describe the basic architecture of the internet
2. Describe the equipment needed to connect to the internet
3. Describe how devices connect over a network
4. Interpret binary and hexadecimal numbers
5. Explain the importance of encryption in networking

## **Modern Technologies (10 test items)**

1. Identify the uses of AI in business
2. Discuss the use of big data in business
3. Discuss the use of cloud services (e.g., AWS, SaaS, Google Drive)
4. Explain ethical concerns related to AI

## References

- Computer Science Teachers Association. *K-12 Computer Science Standards*.  
<https://members.csteachers.org/documents/en-us/46916364-83ab-4f51-85fb-06b3b25b417c/1/>
- ISTE. *ISTE Standards: For Students*. <https://iste.org/standards/students>
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- Ohio Department of Education. *Ohio's Learning Standards for Technology*.  
<https://education.ohio.gov/getattachment/Topics/Learning-in-Ohio/Technology/Ohios-Learning-Standards-for-Technology/The-2017-Ohio-Learning-Standards-in-Technology.pdf.aspx?lang=en-US>
- West Virginia Department of Education. *Exploring Technology Education*. <https://wvde.us/wp-content/uploads/2021/04/Exploring-Technology-Education.pdf>
- Code. <https://code.org/en-US/students>

## FBLA MS Interpersonal Communication

Knowledge Area A: Accountability	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. Define accountability.	EI:021 Demonstrate responsible behavior (PQ)	MS Ethical Leadership Package: Taking Ownership (Responsibility) Module LAP-EI-021 Make the Honor Role (Acting Responsibly)
2. Explain how effective leaders are accountable for their actions.	EI:075 Take responsibility for decisions and actions (PQ)	MS Ethical Leadership Package: Taking Ownership (Responsibility) Module LAP-EI-075 It's Up to You (Taking Responsibility for Decisions and Actions)
3. Explain tenants of accountability (goals, expectations, successes, failures).	EI:021 Demonstrate responsible behavior (PQ)	MS Ethical Leadership Package: Taking Ownership (Responsibility) Module LAP-EI-021 Make the Honor Role (Acting Responsibly)
4. Describe how accountability is the key to great communication.	EI:021 Demonstrate responsible behavior (PQ)	MS Ethical Leadership Package: Taking Ownership (Responsibility) Module LAP-EI-021 Make the Honor Role (Acting Responsibly)

\*\* = Available exclusively through the MBA Research Learning Center

5. Explain why accountability of all team members is important for success.	EI:021 Demonstrate responsible behavior (PQ)	MS Ethical Leadership Package: Taking Ownership (Responsibility) Module LAP-EI-021 Make the Honor Role (Acting Responsibly)
6. Explain how personal accountability serves as a role model for other members of a team.	EI:132 Model ethical behavior (CS)	LAP-EI-132 Practice What You Preach (Modeling Ethical Behavior)
7. Describe how improving communication in the workplace counts toward transparency and accountability.	EI:129 Foster open, honest communication (SP)	MS Ethical Leadership Package: Let Me Be Clear (Transparency) Module LAP-EI-129 Can We Talk? (Fostering Open, Honest Communication)
<b>Knowledge Area B: Verbal &amp; Nonverbal Communication</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. List examples of effective verbal communication skills.	CO:147 Explain the nature of effective verbal communications (PQ)	MS Career Exploration Package: On the Same Page (Communication Skills) Module
2. Explain the importance of active listening.	CO:017 Demonstrate active listening skills (PQ)	MS Career Exploration Package: On the Same Page (Communication Skills) Module LAP-CO-017 Listen Up! (Demonstrating Active Listening Skills)
3. Define open-ended questions.	CO:058 Ask relevant questions (PQ)	

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<p>4. Emphasize the importance of speaking clearly and concisely.</p>	<p>EI:007 Explain the nature of effective communications (PQ)</p>	<p>MS Career Exploration Package: On the Same Page (Communication Skills) Module LAP-EI-140 More Than Just Talk (Effective Communication)</p>
<p>5. Describe how humor can enhance communication.</p>		
<p>6. Explain how open-ended questions gain greater insights.</p>	<p>CO:058 Ask relevant questions (PQ)</p>	
<p>7. Explain how asking for clarification can improve communication.</p>	<p>CO:058 Ask relevant questions (PQ)</p>	
<p>8. Define verbal communication.</p>	<p>CO:147 Explain the nature of effective verbal communications (PQ)</p>	<p>MS Career Exploration Package: On the Same Page (Communication Skills) Module</p>
<p>9. List the steps for effective verbal communication (strong, confident speaking voice, active listening, avoid filler words).</p>	<p>CO:147 Explain the nature of effective verbal communications (PQ)</p>	<p>MS Career Exploration Package: On the Same Page (Communication Skills) Module</p>
<p>10. List examples of nonverbal communication.</p>	<p>CO:059 Interpret others' nonverbal cues (PQ)</p>	<p>MS Career Exploration Package: On the Same Page (Communication Skills) Module</p>
<p>11. Define nonverbal communication.</p>	<p>CO:059 Interpret others' nonverbal cues (PQ)</p>	<p>MS Career Exploration Package: On the Same Page (Communication Skills) Module</p>
<p>12. Give examples of effective visual communication for different audiences.</p>	<p>CO:087 Select and use appropriate graphic aids (CS)</p>	<p>**Just for You! CO:087, Select and use appropriate graphic aids</p>

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<p>13. Explain how to refine written communication skills (review written communications for accuracy, keep a file of writing you find effective or enjoyable).</p>	<p>CO:089 Edit and revise written work consistent with professional standards (CS)</p>	
<p>14. List and define forms of communication (verbal, written, nonverbal).</p>	<p>EI:007 Explain the nature of effective communications (PQ)</p>	<p>MS Career Exploration Package: On the Same Page (Communication Skills) Module LAP-EI-140 More Than Just Talk (Effective Communication)</p>
<p>15. Describe types of nonverbal communication (proximity, body movements, posture, touch, facial expressions, eye contact).</p>	<p>CO:059 Interpret others' nonverbal cues (PQ)</p>	<p>MS Career Exploration Package: On the Same Page (Communication Skills) Module</p>
<p>16. List reasons why eye contact is important.</p>	<p>CO:147 Explain the nature of effective verbal communications (PQ)</p>	<p>MS Career Exploration Package: On the Same Page (Communication Skills) Module</p>
<p>17. Explain the relationship between effective communication and self-confidence.</p>	<p>EI:023 Exhibit self-confidence (PQ)</p>	
<p>18. Define the benefits of self-confidence (improves problem-solving skills, improves company communication, overcomes workplace obstacles and challenges, improves overall work performance).</p>	<p>EI:023 Exhibit self-confidence (PQ)</p>	

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Knowledge Area C: Diverse Cultures	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. Explain the importance of communicating effectively with people from other cultures.	CR:019 Adapt communication to the cultural and social differences among clients (CS)	
2. Explain why it is important to learn about different cultures before meeting someone.	CR:019 Adapt communication to the cultural and social differences among clients (CS)	
3. Understand how cultures are impacted by hierarchies.	CR:019 Adapt communication to the cultural and social differences among clients (CS)	
4. Describe obstacles that must be overcome when communicating with individuals from other cultures.	CR:019 Adapt communication to the cultural and social differences among clients (CS)	
5. Explain the roles of respect and tolerance when communicating with people from other cultures.	CR:019 Adapt communication to the cultural and social differences among clients (CS)	
6. Define high-context cultures (heavily nonverbal).	CR:019 Adapt communication to the cultural and social differences among clients (CS)	
7. Define low-context cultures (depend largely on words).	CR:019 Adapt communication to the cultural and social differences among clients (CS)	
8. Describe how eye contact, touch, gestures, physical distance, facial expressions, appearance, posture, paralanguage, and context impact cultural communication.	CR:019 Adapt communication to the cultural and social differences among clients (CS)	
Knowledge Area D: Teamwork	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. Explain the use of teams in organizations.	EI:045 Participate as a team member (CS)	LAP-EI-045 Team Up (Participating as a Team Member)
2. Explain the difference between a group and a team.	EI:045 Participate as a team member (CS)	LAP-EI-045 Team Up (Participating as a Team Member)

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3. Explain advantages and disadvantages of teamwork.	EI:045 Participate as a team member (CS)	LAP-EI-045 Team Up (Participating as a Team Member)
4. Describe characteristics of effective teams and the role of leadership.	EI:045 Participate as a team member (CS)	LAP-EI-045 Team Up (Participating as a Team Member)
5. Contrast characteristics of different teams (functional, cross-functional, self-managed).	EI:045 Participate as a team member (CS)	LAP-EI-045 Team Up (Participating as a Team Member)
6. Describe the difference between leader-centered and group-centered decision making.	EI:045 Participate as a team member (CS)	LAP-EI-045 Team Up (Participating as a Team Member)
7. Explain the difference between individual and team decision making.	EI:045 Participate as a team member (CS)	LAP-EI-045 Team Up (Participating as a Team Member)
8. Explain how successful teams build relationships that thrive.	EI:045 Participate as a team member (CS)	LAP-EI-045 Team Up (Participating as a Team Member)
9. Explain how effective teamwork involves openly communicating ideas without the fear of outrage.	EI:045 Participate as a team member (CS)	LAP-EI-045 Team Up (Participating as a Team Member)
10. Explain the importance of respecting team members' ideas for effective communication.	EI:045 Participate as a team member (CS)	LAP-EI-045 Team Up (Participating as a Team Member)
11. Explain how effective teams create workplace satisfaction.	EI:045 Participate as a team member (CS)	LAP-EI-045 Team Up (Participating as a Team Member)
12. Explain how effective teams increase employee engagement and foster a more productive and talented workforce.	EI:045 Participate as a team member (CS)	LAP-EI-045 Team Up (Participating as a Team Member)

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13. Describe how effective teams create a safe place for people to think creatively.	EI:045 Participate as a team member (CS)	LAP-EI-045 Team Up (Participating as a Team Member)
<b>Knowledge Area E: Collaboration</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Define collaborative communication.	EI:130 Collaborate with others (SP)	LAP-EI-130 Genius Is a Team Sport (Collaborating With Others)
2. List skills that contribute to successful collaboration.	EI:130 Collaborate with others (SP)	LAP-EI-130 Genius Is a Team Sport (Collaborating With Others)
3. Explain how successful collaboration depends on the ability to get along with people, be able to listen, and be open-minded.	EI:130 Collaborate with others (SP)	LAP-EI-130 Genius Is a Team Sport (Collaborating With Others)
4. Describe how the roles of compromise, ability to see the big picture, and problem-solving abilities have a direct relationship to collaboration.	EI:130 Collaborate with others (SP)	LAP-EI-130 Genius Is a Team Sport (Collaborating With Others)
5. Explain the role of conflict negotiation for groups.	EI:015 Use conflict-resolution skills (CS)	LAP-EI-915 Stop the Madness (Conflict Resolution)
6. List essential skills for successful collaborators and project managers.	EI:130 Collaborate with others (SP)	LAP-EI-130 Genius Is a Team Sport (Collaborating With Others)
7. Define brainstorming.		
8. Describe the need for commitment and enthusiasm for effective collaboration.	EI:130 Collaborate with others (SP)	LAP-EI-130 Genius Is a Team Sport (Collaborating With Others)

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Knowledge Area F: Personal Appearance	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. Describe how personal appearance affects communication.	PD:002 Maintain appropriate personal appearance (PQ)	LAP-PD-002 Look Good, Feel Good (Personal Appearance)
2. Explain how personal appearance is nonverbal communication.	PD:002 Maintain appropriate personal appearance (PQ)	LAP-PD-002 Look Good, Feel Good (Personal Appearance)
3. Explain why personal appearance is important in the workplace.	PD:002 Maintain appropriate personal appearance (PQ)	LAP-PD-002 Look Good, Feel Good (Personal Appearance)
4. Describe assumptions individuals make based upon a person’s appearance.	PD:002 Maintain appropriate personal appearance (PQ)	LAP-PD-002 Look Good, Feel Good (Personal Appearance)
5. Describe the elements (choice of color, clothing, hairstyles, and other factors) of personal appearance,	PD:002 Maintain appropriate personal appearance (PQ)	LAP-PD-002 Look Good, Feel Good (Personal Appearance)
6. Describe how personal appearance provides the visual and video modes of human communication.	PD:002 Maintain appropriate personal appearance (PQ)	LAP-PD-002 Look Good, Feel Good (Personal Appearance)
7. Explain stereotyping based upon personal appearance.	PD:002 Maintain appropriate personal appearance (PQ)	LAP-PD-002 Look Good, Feel Good (Personal Appearance)

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Knowledge Area G: Decision Making	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. List the steps of the decision-making process (identify the decision, gather relevant information, identify alternatives, weigh the evidence, select an alternative).	PD:017 Make decisions (CS)	LAP-PD-017 Weigh Your Options (Decision-Making)
2. Identify the four stages of the decision-making process (intelligence, design, choice, implementing).	PD:017 Make decisions (CS)	LAP-PD-017 Weigh Your Options (Decision-Making)
3. Describe an autocratic leader.	EI:037 Foster positive working relationships (CS)	LAP-EI-037 Can You Relate? (Fostering Positive Working Relationships)
4. Describe a democratic leader	EI:037 Foster positive working relationships (CS)	LAP-EI-037 Can You Relate? (Fostering Positive Working Relationships)
5. Describe how decisions are based upon past personal experiences.	PD:017 Make decisions (CS)	LAP-PD-017 Weigh Your Options (Decision-Making)
6. Explain why it is important to evaluate decisions.	PD:017 Make decisions (CS)	LAP-PD-017 Weigh Your Options (Decision-Making)
7. Explain how decisions are based upon precedent.	PD:017 Make decisions (CS)	LAP-PD-017 Weigh Your Options (Decision-Making)
Knowledge Area H: Values	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. Define values.	EI:126 Assess personal behavior and values (PQ)	LAP-EI-126 Assess Yourself (Assessing Your Personal Behavior and Values)
2. Explain how interpersonal communication is impacted by personal values.	EI:037 Foster positive working relationships (CS)	LAP-EI-037 Can You Relate? (Fostering Positive Working Relationships)

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3. Explain how different values can result in a breakdown of communication.	EI:037 Foster positive working relationships (CS)	LAP-EI-037 Can You Relate? (Fostering Positive Working Relationships)
4. Explain the importance of respecting individuals who have different values.	EI:037 Foster positive working relationships (CS)	LAP-EI-037 Can You Relate? (Fostering Positive Working Relationships)
5. Explain the high value placed upon free speech.		
6. Understand that workplace teams will have individuals with differing values.	EI:037 Foster positive working relationships (CS)	LAP-EI-037 Can You Relate? (Fostering Positive Working Relationships)
<b>Knowledge Area I: Positive Attitude</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Explain the relationship between positive attitude and open communication.	EI:019 Exhibit a positive attitude (PQ)	LAP-EI-019 Opt for Optimism (Positive Attitude)
2. Explain how effective communication depends on the ability to read the attitudes of other persons or groups.	EI:037 Foster positive working relationships (CS)	LAP-EI-037 Can You Relate? (Fostering Positive Working Relationships)
3. Explain how attitude can affect business communication in both positive and negative ways.	EI:019 Exhibit a positive attitude (PQ)	LAP-EI-019 Opt for Optimism (Positive Attitude)
4. Define the four types of attitudes (passive, passive aggressive, aggressive, and assertive).	EI:019 Exhibit a positive attitude (PQ)	LAP-EI-019 Opt for Optimism (Positive Attitude)
5. Explain how your emotions and your awareness of others' emotions could improve your communication.	EI:001 Describe the nature of emotional intelligence (PQ)	LAP-EI-001 EQ and You (Emotional Intelligence)
6. Explain how pleasant, respectful, upbeat, attitudes throughout an office improve upward and downward communication, which increases morale, productivity, and sales.	EI:019 Exhibit a positive attitude (PQ)	LAP-EI-019 Opt for Optimism (Positive Attitude)

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Knowledge Area J: Time Management	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. Define time management.	PD:019 Use time-management skills (SP)	MS Career Exploration Package: It's About Time (Time Management) Module LAP-PD-019 About Time (Time Management)
2. Explain how time management involves setting priorities.	PD:019 Use time-management skills (SP)	MS Career Exploration Package: It's About Time (Time Management) Module LAP-PD-019 About Time (Time Management)
3. Describe how time management involves goal setting.	PD:019 Use time-management skills (SP)	MS Career Exploration Package: It's About Time (Time Management) Module LAP-PD-019 About Time (Time Management)
4. List time management skills (organization, prioritization, goal setting, communication, planning, delegation).	PD:019 Use time-management skills (SP)	MS Career Exploration Package: It's About Time (Time Management) Module LAP-PD-019 About Time (Time Management)
5. Define delegation of duties.	HR:386 Delegate work to others (SU)	
6. Describe time saving techniques.	PD:019 Use time-management skills (SP)	MS Career Exploration Package: It's About Time (Time Management) Module LAP-PD-019 About Time (Time Management)
7. Explain why it is important to evaluate project end results to improve time management.		

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Knowledge Area K: Ethics	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. Explain the fundamentals of ethical communication.	EI:129 Foster open, honest communication (SP)	MS Ethical Leadership Package: Let Me Be Clear (Transparency) Module LAP-EI-129 Can We Talk? (Fostering Open, Honest Communication)
2. Describe how interpersonal communication ethics are different from other forms of communication ethics.	EI:129 Foster open, honest communication (SP)	MS Ethical Leadership Package: Let Me Be Clear (Transparency) Module LAP-EI-129 Can We Talk? (Fostering Open, Honest Communication)
3. Explain how interpersonal communication is the ethical mandate to protect and promote the good of the relationship.	EI:129 Foster open, honest communication (SP) EI:037 Foster positive working relationships (CS)	MS Ethical Leadership Package: Let Me Be Clear (Transparency) Module LAP-EI-129 Can We Talk? (Fostering Open, Honest Communication) LAP-EI-037 Can You Relate? (Fostering Positive Working Relationships)
4. List the fundamentals of ethical communication (transparency, consideration of potential roadblocks, development of relationship).	EI:129 Foster open, honest communication (SP)	MS Ethical Leadership Package: Let Me Be Clear (Transparency) Module LAP-EI-129 Can We Talk? (Fostering Open, Honest Communication)

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<p>5. List the principles of ethical communication (truthful and honest, active listening, speaking non-judgmentally, speak from your own experience, consider the receiver’s preferred communication channel).</p>	<p>EI:129 Foster open, honest communication (SP) CO:017 Demonstrate active listening skills (PQ)</p>	<p>MS Ethical Leadership Package: Let Me Be Clear (Transparency) Module LAP-EI-129 Can We Talk? (Fostering Open, Honest Communication) LAP-CO-017 Listen Up! (Demonstrating Active Listening Skills)</p>
<p>6. Explain how ethical communication strives to understand, avoids a negative tone, does not interrupt others, respects privacy and confidentiality, and accepts responsibility.</p>	<p>EI:129 Foster open, honest communication (SP)</p>	<p>MS Ethical Leadership Package: Let Me Be Clear (Transparency) Module LAP-EI-129 Can We Talk? (Fostering Open, Honest Communication)</p>
<p>7. List examples of businesses directly involved with ethical issues (medical, education, real estate).</p>		

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