

Business Essentials (2011): Grades 9, 10, 11, 12

Adopted 2011

Business Law

Describe the nature of legally binding contracts

Identify regulatory agencies and regulatory legislation

Understand the civil foundations of the legal environment of business to demonstrate knowledge of contracts

Identify types of business ownership

Communication Skills

Apply verbal skills to obtain and convey information

Participate in group discussions

Make oral presentations

Organize information

Select and use appropriate graphic aids

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

Identify the elements of effective written communications

Prepare simple written reports

Utilize appropriate etiquette in written communications

Customer Relations

Understands the techniques and strategies used to foster positive-ongoing relationships with customers

Explain a customer-service mindset

Respond to customer inquiries and complaints

Interpret business policies to customers/clients

	Understand the nature of customer relationship management
	Explain the role of ethics in customer relationship
Introduction to Economics	Understand the nature of business to show its contributions to society
	Identify the concept of economic resources
	Describe the concepts of economics and economic activities
	Identify the principles of supply and demand
	Identify the role of business in society
	Describe types of business activities
	Identify the characteristics of private enterprise
	Identify factors affecting a business's profit
	Determine factors affecting business risk
	Identify the concept of productivity
	Identify the concept of Gross Domestic Product
	Identify and describe business cycles
	Identify types of Economic Systems
Emotional Intelligence	Develop personal traits to foster career advancement
	Identify desirable personality traits important to business
	Discuss ethics, responsibility, honest, integrity, and work habits
	Exhibit cultural sensitivity
	Explain the nature of effective communications
	Implement teamwork techniques to accomplish goals
	Participate as a team member
Entrepreneurship	Discuss entrepreneurial discovery strategies to generate feasible ideas for business ventures
	Explain the need for entrepreneurial discovery

	Discuss entrepreneurial discovery processes
	Assess global trends and opportunities for business ventures
	Describe entrepreneurial planning considerations
Financial Analysis	Explain forms of financial exchange
	Explain the time value of money
	Explain the purposes and importance of credit
	Manage personal finances to achieve financial goals with savings and investing
	Develop personal budget
	Interpret a pay stub
	Read and reconcile bank statements
	Maintain financial records
	Describe sources of income -- wages/salaries, interest, rent, dividends, transfer payments, etc.
Information Management	Use information literacy skills to increase workplace efficiency and effectiveness
	Assess information needs
	Evaluate quality and source of information
	Utilize information-technology tools to manage and perform work responsibilities
	Identify ways that technology impacts business
	Explain the role of information systems
	Demonstrate basic email functions
	Demonstrate basic research skills
	Demonstrate basic database applications
	Demonstrate basic spreadsheet applications
Marketing	Understand marketing's role and function in business to facilitate economic exchanges with customers
	Explain marketing and its importance in global economy

Describe marketing functions and related activities

Acquire foundational knowledge of customer, client, and business behavior to understand what motivates decision-making

Explain customer, client, business buying behavior

Identify elements of the marketing mix

**Professional
Development**

Discuss appropriate personal appearance

Set personal goals

Utilize critical-thinking skills to determine best options/outcomes

Demonstrate problem-solving skills

Use time-management skills

Understands concepts tools and strategies used to explore, obtain, and develop in a business career (ex. Kansas Career Pipeline)