

Principles of Business and Marketing (12051-36) (2024)

Demonstrating Personal Qualities and Abilities ¹

- a Demonstrate creativity and innovation. ^{1A}
- b Demonstrate critical thinking and problem solving. ^{1B}
- c Demonstrate initiative and self-direction. ^{1C}
- d Demonstrate integrity. ^{1D}
- e Demonstrate work ethic. ^{1E}

Demonstrating Interpersonal Skills ²

- a Demonstrate conflict-resolution skills. ^{2A}
- b Demonstrate listening and speaking skills. ^{2B}
- c Demonstrate respect for diversity. ^{2C}
- d Demonstrate customer service skills. ^{2D}
- e Collaborate with team members. ^{2E}

Demonstrating Professional Competencies ³

- a Demonstrate big-picture thinking. ^{3A}
- b Demonstrate career- and life-management skills. ^{3B}
- c Demonstrate continuous learning and adaptability. ^{3C}
- d Manage time and resources. ^{3D}
- e Demonstrate information-literacy skills. ^{3E}
- f Demonstrate an understanding of information security. ^{3F}
- g Maintain working knowledge of current information-technology (IT) systems. ^{3G}
- h Demonstrate proficiency with technologies, tools, and machines common to a specific occupation. ^{3H}
- i Apply mathematical skills to job-specific tasks. ^{3I}

j Demonstrate professionalism. 3J

k Demonstrate reading and writing skills. 3K

l Demonstrate workplace safety. 3L

Examining All Aspects of an Industry 4

a Examine aspects of planning within an industry/organization. 4A

b Examine aspects of management within an industry/organization. 4B

c Examine aspects of financial responsibility within an industry/organization. 4C

d Examine technical and production skills required of workers within an industry/organization. 4D

e Examine principles of technology that underlie an industry/organization. 4E

f Examine labor issues related to an industry/organization. 4F

g Examine community issues related to an industry/organization. 4G

h Examine community issues related to an industry/organization. 4H

Addressing Elements of Student Life 5

a Identify the purposes and goals of the student organization. 5A

b Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult. 5B

c Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects. 5C

d Identify Internet safety issues and procedures for complying with acceptable use standards. 5D

Exploring Work-Based Learning 6

a Identify the types of work-based learning (WBL) opportunities. 6A

b Reflect on lessons learned during the WBL experience. 6B

c Explore career opportunities related to the WBL experience. 6C

d Participate in a WBL experience, when appropriate. 6D

Understanding the Role of Economics in a Global Economy 7

a Identify the difference between needs and wants. 7A

b Distinguish among the factors of production. 7B

c Explain the relevance of scarcity to economics. 7C

d Identify the three basic economic questions answered by any economy. 7D

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- e Describe a decision-making process. 7E**

 - f Distinguish between economic systems. 7F**

 - g Identify characteristics of free enterprise. 7G**

 - h Explain supply, law of supply, demand, law of demand, and economic equilibrium. 7H**

 - i Describe the effect of supply and demand on a free enterprise system. 7I**

 - j Explain the positive and negative effects of emerging economies on the global market. 7J**

 - k Illustrate the phases of the business cycle. 7K**

 - l Identify the measures or indicators of economic activity. 7L**

 - m Describe possible outcomes and other important aspects of global trade. 7M**
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Exploring the Core Concepts of Business and Marketing 8

- a Identify the four types of businesses. 8A**

 - b Compare major types of business structures. 8B**

 - c Identify the functions of management. 8C**

 - d Explore leadership styles. 8D**

 - e Explain the marketing concept. 8E**

 - f Describe the marketing functions. 8F**

 - g Define target market. 8G**

 - h Explain market segmentation and how it is used to identify a target market. 8H**

 - i Describe the elements of the marketing mix. 8I**

 - j Describe the selling process. 8J**

 - k Explain the market research process. 8K**

 - l Create a business plan. 8L**

 - m Investigate technological trends in business and marketing. 8M**
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Exploring Interrelated Social, Environmental, and Ethical Responsibilities 9

- a Determine the social responsibilities of a business to the community and of the community to a business. 9A**

b Determine the environmental responsibilities of a business to the community and of the community to a business. 9B

c Identify ethical and unethical business practices. 9C

Developing Communication and Interpersonal Skills 10

a Describe communication tools and ways they are used in the workplace. 10A

b Demonstrate professional communication. 10B

c Explain the importance of nonverbal communication in the workplace. 10C

Making Decisions as a Consumer 11

a Identify the rights and responsibilities of consumers. 11A

b Describe how purchasing motives affect consumer choices. 11B

c Demonstrate comparison shopping. 11C

d Identify major consumer protection agencies and their purposes. 11D

e Identify the characteristics of a valid contract. 11E

f Examine product labels. 11F

Exploring Financial Concepts 12

a Label parts of a paycheck. 12A

b Identify basic banking services for individuals and businesses. 12B

c Explain taxation. 12C

d Explain the purpose of insurance. 12D

e Create financial statements. 12E

f Explain potential financial resources for businesses. 12F

Preparing for Industry Certification 13

a Describe the requirements for obtaining industry certifications related to the Principles of Business and Marketing course. 13A

b Identify testing skills and strategies for a certification examination. 13B

c Demonstrate the ability to complete selected practice examinations. 13C

d Complete an industry certification examination representative of skills learned in this course. 13D

Developing Employability Skills 14

a Assess personal interests, aptitudes, and abilities. 14A

b Identify sources of employment information. 14B

c Research business and marketing career opportunities. 14C

d Complete a job application. 14D

e Develop or update a résumé. 14E

f Write a cover letter. 14F

g Design an employment portfolio. 14G

h Describe professional behavior appropriate for a job interview. 14H

i Participate in a mock job interview. 14I

j Complete interview follow-up. 14J
