

Learning Standards for the Business and Management Program of Study

Mt. Hood CTE Consortium

(The following list was created/edited by teachers at the secondary and post-secondary level in conjunction with local industry partners. These learning standards represent the common core that all teachers in the region will be responsible for teaching during the entire high school program of study.)

A DEMONSTRATE MARKETING CONCEPTS

- A 01 Explain marketing terminology and concepts (target market, marketing mix/4Ps, customer satisfaction, ecommerce, market segmentation, etc.)
- A 02 Compare internal and external markets
- A 03 Explain a marketing plan
- A 04 Predict how changes in sales volume, unit costs and unit sales pricing affect net income
- A 05 Describe how businesses compete for market share in identified markets
- A 06 Explain the impact marketing research has on the success of a business

B DEMONSTRATE RESPONSIBILITY AND ACCOUNTABILITY ACTIVITIES CONSISTENT WITH ESTABLISHED ORGANIZATIONAL GOALS

- B 01 Set goals to plan and organize work
- B 02 Solicit employee feedback
- B 03 Describe socially responsible, ethical, and legal practices in business
- B 04 Identify and demonstrate positive work practices,
e.g., appropriate dress code for the workplace, personal grooming, punctuality, time management, organization, communication, respect, and teamwork

C DEMONSTRATE GENERAL MANAGEMENT PRACTICES

- C 01 Explain management terminology and concepts (total quality management, planning, organizing, coordination, leadership, etc.)
- C 02 Compare and contrast management structures in organizations
- C 03 Explain the role of top, middle, and supervisory levels of management
- C 04 Understand the essential elements of a contract
- C 05 Prepare reports in a timely manner
- C 06 Identify effective time management techniques
- C 07 Describe health and safety regulations in business

E PERFORM OPERATIONS MANAGEMENT FUNCTIONS

- E 01 Identify analytical and statistical tools used in project planning
- E 02 Analyze and prioritize needs of an organization
- E 03 Determine quality measures and countermeasures
- E 04 Develop project plans and timelines

E 05 Analyze data to make adjustments to project data and records

F USE ACCOUNTING INFORMATION TO MAKE BUSINESS DECISIONS

F 01 Identify accounting principles and procedure that affect business decisions

F 02 Understand accounts receivable

F 03 Understand accounts payable

F 04 Understand purchasing for an organization

F 05 Analyze and understand how to prepare budgets for an organization

F 06 Understand organizational payrolls

G PERFORM FINANCIAL ANALYSESTO MAKE BUSINESS DECISIONS

G 01 Identify accounting principles and procedure that affect business decisions

G 02 Understand accounts receivable

G 03 Understand accounts payable

H USE COMPUTERIZED INFFORMATION SYSTEMS AND TECHNOLOGY

H 01 Explain information technology terms and concepts (networking, local area network, multimedia, software, etc.)

H 02 Utilize appropriate hardware, software, and integrated application packages to generate business communications and reports (word processing, spreadsheet, database, graphics, etc.)

H 03 Use multimedia software to generate presentations and reports

H 04 Research business issues using electronic mediums

H 05 Identify and explain potential abuse and unethical uses of computers and networks

H 06 Identify netiquette including the use of email, social networking, blogs, texting, and chatting

I PERFORM ORGANIZATIONALCOMMUNICATIONS FUNCTIONS

I 01 Select, prepare, edit, and utilize appropriate formats for professional writing

I 02 Utilize communication styles appropriate to target audience

I 03 Understand the impact of quality business communications

J PERFORM CUSTOMER SERVICE FUNCTIONS

J 01 Identify components of quality customer service and mindset

J 02 Identify business policies to respond appropriately to customer inquiries

J 03 Explain management's role in customer relations

J 04 Identify and resolve customer relations issues

K RECOGNIZE GLOBAL TRADES IMPACT ON BUSINESS ACTIVITIES

K 01 Describe the determinants of exchange rates and their effects on the domestic economy

K 02 Discuss the impact of globalization on business

K 03 Explain labor issues associated with global trade

- K 04 Explain cultural considerations and social environments that impact global business relations
- K 05 Explain the impact of major trade alliances on business activities
- K 06 Describe the impact of the political environment on world trade
- K 07 Explain the impact of geography on world trade
- K 08 Describe the impact of a country's history and economic health on world trade

L PERFORM ENTREPRENEURIAL FUNCTIONS

- L 01 Explain and evaluate the characteristics of a successful entrepreneur
- L 02 Identify the costs and benefits of choosing to become an entrepreneur
- L 03 Research venture start-up requirements and risks
- L 04 Assess global trends and opportunities for business ventures
- L 05 Understand forms of business ownership