

BUSINESS CORE CONTENT STANDARDS

Content Standards	Concepts	Performance Standards/Performance Indicators
<p><u>BC-1.0</u> Students utilize oral and written communication processes to effectively and positively express ideas in solving business problems and applies the conventions and principles of communication to transfer business information.</p>	<p>✓ <u>Business Communications</u></p>	<p><u>BC-1.1</u> Practice, analyze, and evaluate interpersonal communication skills as they apply to business.</p> <ul style="list-style-type: none"> • Assess how businesses build positive relationships within their organization. <ul style="list-style-type: none"> ✓ Describe how the use of descriptive “I/We language creates a more positive environment for communicating. ✓ Focus on problem solving, not control ✓ Focus on honesty/integrity, not manipulation ✓ Demonstrate concern, equality, respect, courtesy, and tact ✓ Discuss the importance of listening and praise • Conduct and respond to a peer evaluation that discusses positive/negative behaviors in a way that will maintain positive relationships and apply it to a business situation. <ul style="list-style-type: none"> ✓ Offer constructive criticism ✓ Respond non-defensively to constructive criticism. • Analyze conflicts in business, utilize appropriate conflict management techniques to resolve disagreements, and suggest alternate techniques that could be applied to maintain positive relationships. <ul style="list-style-type: none"> ✓ Compare and contrast approaches to conflict and their appropriate application to a variety of business situations. ✓ Apply the conflict resolution process to address problems encountered in business. ✓ Conflict management techniques may include: <ul style="list-style-type: none"> ➤ Bargaining orientation ➤ Lose-lose orientation ➤ Win-win orientation ➤ Compromise <p><u>BC-1.2</u> Analyze how nonverbal cues impact business communications.</p> <ul style="list-style-type: none"> • Analyze body language and describe the messages it conveys to internal/external customers. • Identify good personal hygiene and grooming. • Select appropriate business attire. <p><u>BC-1.3</u> Utilize business technology and formatting rules to generate business correspondence.</p> <ul style="list-style-type: none"> • Express thoughts and ideas succinctly. • Record and relay information clearly and accurately. • Use acceptable grammar, mechanics, and format to compose/produce a variety of business correspondences. The business correspondences may include: <ul style="list-style-type: none"> ✓ Letters ✓ Memorandums ✓ Reports ✓ E-mail ✓ Facsimile ✓ Voice mail

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		<p><u>BC-1.4</u> Use technology to transport/transfer and enhance the effectiveness of business communication.</p> <ul style="list-style-type: none"> ✓ Operate electronic message technologies including the computer, facsimile machine, voice-mail, and e-mail to communicate business information. ✓ Use computer networks to facilitate learning and communicating. ✓ Incorporate the use of international electronic resources such as Internet to complete projects. <p><u>BC-1.5</u> Plan and deliver a presentation of a business communication concern or issue individually or as a team for an external audience of practitioners.</p> <ul style="list-style-type: none"> ✓ Develop a presentation that proposes a process that will improve communication within a business. <ul style="list-style-type: none"> • Organize the presentation in a logical way. • Adjust the presentation to suit the audience. • Select pertinent verbal, visual, and other supporting material. • Check material for accuracy and correctness. • Speak clearly, fluently, confidently, and expressively. • Respond appropriately to questions posed by practitioners and members of the audience. • Evaluate the presentation for effectiveness and identify specific revisions that would strengthen the presentation.
<p><u>BC-2.0</u> Students produce evidence that demonstrates an understanding of the impact environmental factors has on business and its ability to adapt and respond.</p>	<p>✓ <u>Business Environment</u></p>	<p><u>BC-2.1</u> Analyze business decision making relative to a firm's controllable (internal) and uncontrollable (external) variables.</p> <p>Controllable (internal) variables</p> <ul style="list-style-type: none"> Product Price Place (Distribution) Promotion (Communication) <p>Uncontrollable (external) variables</p> <ul style="list-style-type: none"> Competition Technology Socio-Cultural Values Laws/Politics Economy Natural Resources Global Marketplace

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<p><u>BC-3.0</u> Students demonstrate an understanding of individual and group behaviors within business organizations.</p>	<p>✓ <u>Organizational Behavior</u></p>	<p><u>BC-3.1</u> Analyze the ways that corporate culture influences organizational behavior.</p> <p>✓ Evaluate various leadership styles (autocratic, democratic, participative, and laissez-faire) as they impact upon the following and justify the appropriateness or inappropriateness of each for different types of organizations.</p> <ul style="list-style-type: none"> • Productivity • Employee morale • Working environment <p>Examine a new or emerging business and propose a strategy that will develop a corporate culture that contributes to the company's success.</p> <ul style="list-style-type: none"> • Research various organizations' system of shared values, beliefs, and habits. • Create vision and mission statements for an organization. • Devise strategies to communicate an organization's corporate culture to its internal and external customers. <p>**Delete all of the above - too advanced for business core – should be addressed in Management cluster. Replace with the following:</p> <p>Explain the relationship between individual/group behavior and the following:</p> <ul style="list-style-type: none"> • Teamwork • Synergy • Corporate Culture • Leadership Style • Employee Morale • Productivity
<p><u>BC-4.0</u> Students analyze the effects of technology on business and its implications for the future and select a variety of technological systems to effectively and ethically acquire, produce, process and transport business information.</p>	<p>✓ <u>Information Processing</u></p>	<p><u>BC-4.1</u> Identify and explain property, privacy, access and accuracy issues pertaining to technology and its impact on business and society.</p> <p>✓ Chronologically describe the historical development of technology and describe how these changes have impacted business.</p> <p>✓ Research and explore current, new and emerging technologies.</p> <p>✓ Hypothesize, analyze, and predict how new and emerging technologies will impact business and society.</p> <p>✓ Provide support for prediction and conclusion.</p> <p><u>BC-4.2</u> Develop a technology plan to meet specific needs of a business.</p>

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		<ul style="list-style-type: none"> ✓ Consider differences in cost and maintenance training needed, setup, hardware, benefits, specifications, appropriate software, and warranty. ✓ Research options and advantages of networking or stand-alone computers. ✓ Evaluate how computer-network systems and international electronic resources such as the Internet can be used to facilitate production and communication.
<p>BC-5.0 Students demonstrate competency in the application of customer service (service excellence).</p>	<ul style="list-style-type: none"> ✓ <u>Customer Service (Service Excellence)</u> ✓ <u>Concepts</u> 	<p>BC-5.1 Develop and demonstrate effective customer service (service excellence).</p> <ul style="list-style-type: none"> ✓ Create quality customer service strategies and selling techniques that will attract repeat customers and contribute to business success. ✓ Evaluate internal and external customers, propose strategies and support ideas to improve customer service and its effect on business success. ✓ Identify and compare the various buying behaviors customers undertake and the importance of interpersonal and human relation skills impacting behavior. <p>(Leave the following out – too difficult for high school students)</p> <ul style="list-style-type: none"> • <i>Complex buying behavior</i> • <i>Dissonance-reducing buying behavior</i> • <i>Habitual buying behavior</i> • <i>Variety-seeking buying behavior</i>
<p>BC-6.0 Students demonstrate competency in the application of basic accounting principles and procedures.</p>	<ul style="list-style-type: none"> ✓ <u>Accounting Concepts</u> 	<p>BC-6.1 Utilize information from accounting records to gather information and draw conclusions.</p> <ul style="list-style-type: none"> ✓ Analyze the importance of an accounting system. ✓ Use a chart of accounts as a framework of classifying balance sheet accounts (Assets, Liabilities, and Owner’s Equity) and income statement accounts (Revenue and Expenses). ✓ <i>Determine the financial position and profitability of a business by analyzing basic transactions using source documents and other financial statements. (Change and transfer to financial concepts section)</i>
<p>BC-7.0 Students formulate, analyze, and evaluate business financial decisions.</p>	<ul style="list-style-type: none"> ✓ <u>Financial Concepts</u> 	<p>BC-7.1 <i>Propose alternative methods for businesses to obtain capital, and evaluate the feasibility of each method for a variety of businesses.</i></p> <ul style="list-style-type: none"> ✓ <i>Research and analyze opportunities for securing start-up and growth financing. (Remove – too difficult for this level)</i> <p>Assess a company’s financial condition thorough the use of ratio analysis. (Recommend adding this to this section).</p>