

## Colorado CTE Course – Scope and Sequence

Course Name	Business and Marketing Essentials		Course Details	1.0 (yearlong) or .5	
			Course = 0.50 Carnegie Unit Credit		
<b>Course Description</b>	Business and Marketing Essentials (Standard), an introductory business and marketing course, enables students to acquire a realistic understanding of business processes and activities. Students examine fundamental economic concepts, the business environment, and primary business activities. They develop an understanding of and skills in such areas as customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management. Throughout the course, students are presented ethical dilemmas and problem-solving situations for which they must apply academic and critical-thinking skills.				
<b>Note</b>	This is a suggested scope and sequence for the course content. If locally adapted, make sure all competency/performance indicators are covered. (This course has been adapted from the MBA research course guide- Bus_Mktg Essentials 2017)				
SCED Identification #	12055	Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at <a href="https://www.cde.state.co.us/standardsandinstruction/essentialskills">https://www.cde.state.co.us/standardsandinstruction/essentialskills</a>					
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
<b>Understanding Ethics</b>					
<b>What is Ethics?</b>	3 days	Apply ethics to demonstrate trustworthiness.	Describe the nature of ethics	a. Define the following terms: ethics, ethical principles, ethical situation, integrity, trust, accountability, transparency, fairness, respect, rule of law, and viability. b. Discuss the value of following ethical principles consistently. c. Describe the role of ethical principles in decision making. d. Discuss ethical principles that aid in making wise choices and ethical decisions (i.e., integrity, trust, accountability, transparency, fairness, respect, rule of law, and viability).	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to Business, Introduction to Business Procedures,



				e. Describe consequences of acting unethically.	Journalism, Management Decision Making, Sports & Entertainment Management  DECA: Business Law and Ethics
<b>How can you behave ethically?</b>	5 days		Explain reasons for ethical dilemmas	a. Define the following terms: dilemma and ethical dilemma. b. Distinguish between ordinary dilemmas and ethical dilemmas. c. Identify common causes of ethical dilemmas (e.g., pressure from others, desire to prove yourself, conflicting values, greed, bad role models, lack of consequences).	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to Business, Introduction to Business  DECA: Business Law and Ethics
			Recognize and respond to ethical dilemmas	a. Define the term ethical dilemma. b. Discuss characteristics of ethical dilemmas. c. Explain reasons to recognize and respond to ethical dilemmas. d. Discuss things to consider when determining if a problem is an ethical dilemma. e. Demonstrate techniques for recognizing and responding to ethical dilemmas.	FBLA: Business Ethics, Accounting I, Accounting II, Insurance & Risk Management, Introduction to Business, Introduction to Business
<b>The Business Environment</b>					



<p><b>What is business's role in Society?</b></p>	<p>3 days</p>	<p>Understand the nature of business to show its contributions to society.</p>	<p>Explain the role of business in society</p>	<p>a. Define the following terms: social responsibility, producers, raw-goods producers, manufacturers, builders, trade industries, retailers, wholesalers, and service businesses.                  b. Identify two categories of social responsibility.                  c. Identify ways in which businesses demonstrate social responsibility by maximizing their profits.                  d. Identify ways in which businesses contribute to public interests.                  e. List individuals, groups, or agencies to which retailers are socially responsible.                  f. Categorize types of producers in our society.                  g. Identify examples of retailers.                  h. Identify examples of wholesalers.                  i. Distinguish between retailers and wholesalers.                  j. Describe factors that differ among trade industries.                  k. Describe classifications of service businesses found in our society.                  l. Explain the importance of service businesses in our society.</p>	<p>DECA- Principles of Business Event</p> <p>FBLA: Introduction to Business, Management Decision Making, Management Information Systems, Organizational Leadership, Economics</p>
			<p>Describe types of business activities</p>	<p>a. Define the following terms: business, accounting, customer relations, finance, human resources management, information management, management, marketing, operations, and production.                  b. Identify types of primary business activities.                  c. Explain the importance of primary business activities.                  d. Explain the interrelationship of business activities.</p>	<p>DECA: Principles events</p> <p>FBLA: Introduction to Business, Management Decision Making, Management Information Systems, Organizational Leadership</p>



<p><b>What is economics?</b></p>	<p>15 days</p>	<p>Understand fundamental economic concepts to obtain a foundation for employment in business.</p>	<p>Distinguish between economic goods and services</p>	<p>a. Define the following terms: want, economic want, noneconomic wants, goods, services, consumer goods, and industrial goods.                  b. Distinguish between economic and noneconomic wants.                  c. Identify the characteristics of goods.                  d. Identify the characteristics of services.                  e. Distinguish between consumer and industrial goods and services.                  f. Classify consumer goods.                  g. Classify industrial goods.                  h. Explain why consumers cannot have everything that they want.                  i. Explain how consumers affect the decision of what goods and services will be produced.</p>	<p>DECA: Principles events</p> <p>FBLA: Economics, Personal Finance, Global Business, Introduction to Business, Introduction to Business Procedures</p>
		<p>Understand fundamental economic concepts to obtain a foundation for employment in business.</p>	<p>Explain the concept of economic resources</p>	<p>a. Define the following terms: economic resources, natural resources, capital goods, human resources, and factors of production.                  b. List reasons that economic resources are important for business.                  c. Explain why natural resources are limited.                  d. Describe ways that businesses respond to limited natural resources.                  e. Explain why human resources are limited.                  f. Describe ways that businesses respond to limited human resources.                  g. Explain why capital goods are limited.                  h. Describe ways that businesses respond to limited capital goods.</p>	<p>DECA: Principles events</p> <p>FBLA: Economics, Management Decision Making, Marketing, Sports &amp; Entertainment Management</p>
		<p>Understand fundamental economic</p>	<p>Describe the concepts of economics and economic activities</p>	<p>a. Define the following terms: economics, scarcity, economizing, opportunity cost, tradeoffs,</p>	<p>DECA: Principles events</p>



		concepts to obtain a foundation for employment in business.		consumption, consumer, production, producer, exchange, and distribution. b. Explain why wants are considered unlimited. c. Discuss why scarcity exists. d. Describe the three economic questions that all societies must answer. e. Explain the importance of decision making in economics. f. Describe four economic activities. g. Discuss three factors that affect the value of money payments in a market economy.	FBLA: Economics, Management Decision Making, Marketing, Sports & Entertainment Management, Introduction to Business
		Understand fundamental economic concepts to obtain a foundation for employment in business.	Determine economic utilities created by business activities	a. Define the following terms: utility, form utility, place utility, time utility, and possession utility. b. Identify ways in which a product's utility can vary. c. Cite an example of each type of utility. d. Describe how marketing affects each type of utility.	FBLA: Economics, Management Decision Making, Marketing, Sports & Entertainment Management, Introduction to Business  DECA: Principles events
		Understand fundamental economic concepts to obtain a foundation for employment in business.	Explain the principles of supply and demand	a. Define the following terms: demand, law of demand, supply, and law of supply, law of supply and demand, buyer's market, seller's market, elasticity, elastic demand, and inelastic demand. b. List the conditions required for demand to exist. c. Describe how the law of supply and demand affects businesses. d. Identify factors that affect elasticity. e. Explain the importance of understanding elasticity. f. Describe factors that affect demand. g. Describe factors that affect supply.	FBLA: Economics, Advertising, Global Business  DECA: Principles events



		Understand fundamental economic concepts to obtain a foundation for employment in business.	Describe the functions of prices in markets	<p>a. Define the following terms: price, relative prices, substitution effect, rationing, equilibrium price, excess supply, excess demand, and market price.</p> <p>b. Explain the importance of price in business.</p> <p>c. Explain the significance of relative prices to businesses and to consumers.</p> <p>d. Identify an example of the change in relative prices of two products.</p> <p>e. Identify an example of the change in prices that does not result in a change in relative prices.</p> <p>f. Explain how customers react to changes in relative price.</p> <p>g. Discuss the relationship of relative prices to the three economic questions.</p> <p>h. Describe the functions of relative prices.</p> <p>i. Explain the use of relative prices in making purchase decisions.</p> <p>j. Explain how prices are determined.</p> <p>k. Explain how producers respond to excess supply.</p> <p>l. Explain how producers respond to excess demand.</p>	<p>DECA: Principles events</p> <p>FBLA: Economics Any marketing role-play event</p>
<b>How do different economies work?</b>	14 days	Understand economic systems to be able to recognize the environments in which businesses function	Explain the types of economic systems	:	<p>FBLA: Economics, American Enterprise Project, Business Law, Introduction to Business, Management Decision Making</p> <p>DECA: Principles events</p>



			<p>Explain the concept of private enterprise</p>	<p>a. Define the term private enterprise. b. Describe the characteristics of a private enterprise system. c. Discuss the advantages and disadvantages of private enterprise. d. Explain the economic freedoms found in a private enterprise system. e. Describe the limits to freedom in a private enterprise system.</p>	<p>FBLA: Economics, American Enterprise Project, Business Financial Plan, Introduction to FBLA</p> <p>DECA: Principles Events</p>
			<p>Identify the impact of small business/ entrepreneurship on market economies</p>	<p>a. Define the terms small business and entrepreneurship. b. Explain the relationship between small business and entrepreneurship. c. Describe barriers to small business/entrepreneurial success. d. Discuss reasons for the growth of small business. e. Identify ways that small business has contributed to society.</p>	<p>DECA: Any Entrepreneurship event</p> <p>FBLA: Economics, Entrepreneurship, Global Business, Hospitality Management, Management Decision Making, Business Plan, Business Financial Plan</p>
			<p>Determine factors affecting business risk</p>	<p>a. Define the following terms: business risk, economic risks, natural risks, human risks, pure risks, speculative risks, guarantees, and warranties. b. Classify business risks. c. List types of economic risks. d. Identify examples of natural risks. e. Identify examples of human risks. f. Distinguish between pure and speculative risks.</p>	<p>FBLA: Insurance and Risk Management, Advertising, Business Plan, Business Financial Plan</p> <p>DECA: Principles Events</p>



				<p>g. Describe ways that businesses can prevent or control risks.                  h. Describe ways that businesses can transfer risks.                  i. Describe reasons that businesses retain risks.                  j. Explain ways that businesses can avoid risks.</p>	
			<p>Explain the concept of competition</p>	<p>a. Define the following terms: competition, direct competition, indirect competition, price competition, non-price competition, monopoly, oligopoly, perfect competition, and regulated monopolies.                  b. Cite examples of direct competition.                  c. Cite examples of indirect competition.                  d. List examples of price competition.                  e. List examples of non-price competition.                  f. Distinguish among market structures of businesses.                  g. Describe characteristics of pure competition.                  h. Explain characteristics of pure monopoly.                  i. Discuss characteristics of monopolistic competition.                  j. Describe characteristics of oligopolies.                  k. Describe government legislation affecting competition.                  l. Explain ways that competition affects producers.                  m. Describe how consumers benefit from competition.                  n. Explain how our society benefits from competition.</p>	<p>DECA: Competitive Events                  FBLA: Business Plan, Business Financial Plan, Political Science, Business Law, American Enterprise Project</p>





				o. Support the need for competition in a private enterprise economy.	
<b>How do businesses function?</b>	27 days		Describe types of business activities		DECA: Principles Events FBLA: Business Plan, Introduction to Business, Introduction to Business Procedures, Business Financial Plan, Management Decision Making
			Explain the concept of management		DECA: Business Management and Administration Events FBLA: Advertising, Agribusiness, Banking & Financial Systems, Entrepreneurship, Global Business,
<b>Human Resources Management</b>		Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.	Discuss the nature of human resources management	a. Describe activities included in human resources management (i.e., employee benefits, employee relations, compensation, selection and staffing, and performance management and appraisal). b. Explain the importance of human resources management to business effectiveness. c. Discuss reasons that the human resources management function is changing/evolving. d. Describe the role of human resources management in strategic management	DECA: Human Resources Management Series FBLA: Global Business, Hospitality Management, Management Decision Making, Sports & Entertainment Management, Introduction to Business
<b>Marketing</b>		Understand marketing's role	Explain marketing and its importance in a	a. Define the following terms: marketing and marketing concept.	FBLA: Advertising,



		and function in business to facilitate economic exchanges with customers.	global economy	<ul style="list-style-type: none"> <li>b. Identify marketing activities.</li> <li>c. Categorize items that are marketed.</li> <li>d. Explain where marketing occurs.</li> <li>e. Explain the elements of the marketing concept.</li> <li>f. Explain the role of marketing in a private enterprise system.</li> <li>g. Describe ways in which consumers and businesses would be affected if marketing did not exist.</li> <li>h. Explain how marketing benefits our society.</li> </ul>	Entrepreneurship, Global Business, Hospitality Management, Management Decision Making, Marketing, Social Media Campaign, Sports & Entertainment Management DECA: Any Marketing event
		Foster positive relationships with customers to enhance company image.	Explain the nature of positive customer relations	<ul style="list-style-type: none"> <li>a. Explain what it means to have positive customer relations.</li> <li>b. Identify factors that affect customer relations.</li> <li>c. Discuss the importance of positive customer relations.</li> <li>d. Describe techniques for building positive customer relations.</li> </ul>	DECA: Role-Play Events FBLA: Introduction to Business, Help Desk, Hospitality Management, Social Media Campaign, Website Design
<b>Financial Analysis</b>		Acquire a foundational knowledge of accounting to understand its nature and scope.	Describe the need for financial information	<ul style="list-style-type: none"> <li>a. Discuss characteristics of useful financial information (e.g., credible, transparent, timely, understandable, comparable, reliable, etc.).</li> <li>b. Describe the usefulness of financial information in identifying trends.</li> <li>c. Explain how managers use financial information (e.g., in planning strategies, executing strategies, and feedback from execution of the strategy).</li> <li>d. Discuss the usefulness of financial information in contracts.</li> <li>e. Discuss how analysis of financial data aids in understanding accounting treatment.</li> <li>f. Describe how analysis of financial data aids in verifying information.</li> </ul>	DECA: Finance Category Events FBLA: Accounting I, Accounting II, Agribusiness, Future Business Leader, Business Financial Plan



				<p>g. Explain how analysis of financial data aids in determining variance.</p> <p>h. Discuss how analysis of financial data guides financial decision-making.</p>	
		<p>Acquire a foundational knowledge of accounting to understand its nature and scope.</p>	<p>Explain the concept of accounting</p>	<p>a. Define the following terms: accounting, accounting system, cash accounting method, accrual accounting method, cost accounting, and managerial accounting.</p> <p>b. Identify purposes of accounting.</p> <p>c. Explain who uses accounting data.</p> <p>d. Describe requirements that an accounting system should fulfill.</p> <p>e. Explain the need for accounting standards.</p> <p>f. Differentiate between cash accounting method and accrual accounting.</p> <p>g. Explain the nature of managerial accounting.</p> <p>h. Discuss the nature of cost accounting.</p> <p>i. Explain the flow of financial data from customer transaction to financial information users.</p>	<p>FBLA: Accounting I &amp; II, Agribusiness, Future Business Leader, Business Financial Plan</p> <p>DECA: Accounting Applications Series</p>
		<p>Acquire a foundational knowledge of finance to understand its nature and scope.</p>	<p>Explain the role of finance in business</p>	<p>a. Distinguish between accounting and finance.</p> <p>b. Discuss the primary finance activities.</p> <p>c. Explain the contributions of finance to business operations.</p> <p>d. Discuss the relationship of finance with other business functions.</p> <p>e. Distinguish between capital investment decisions and working capital management.</p> <p>f. Describe the decisions that make up capital investment decisions.</p>	<p>DECA: Principles of Finance Event</p> <p>FBLA: Global Business, Introduction to Business Procedures, Introduction to Financial Math, Business Financial Plan</p>



				<p>g. Explain the use of cash conversion cycles in managing working capital.</p> <p>h. Discuss the use of return on capital in managing working capital.</p>	
<b>Operations</b>		Understand operation's role and function in business to value its contribution to a company.	Explain the nature of operations	<p>a. Explain activities that make up the operations function (i.e., purchasing, inventory control, quality control, storage, logistics and evaluations).</p> <p>b. Discuss the impact of a business's product on operations.</p> <p>c. Describe how operations principles apply to service businesses.</p> <p>d. Explain the impact of operations on other business functions.</p> <p>e. Discuss the impact of technology on operations</p>	<p>FBLA: Introduction to Business Procedures, Banking &amp; Financial Systems, Business Plan, Hospitality Management, Introduction to Business, Management Decision Making</p> <p>DECA: Buying and Merchandising Operations Research</p>
			Identify ways that technology impacts business		FBLA: Introduction to Business Procedures
			Discuss the nature of information management		FBLA: Introduction to Information Technology, Management Decision Making, Management Information Systems
<b>Doing Research</b>					
<b>What is the research process? Information Management</b>	11 days	Use information literacy skills to increase workplace efficiency and effectiveness.	Assess information needs	<p>a. Distinguish among factual information, criticism, and opinions.</p> <p>b. Explain how information needs evolve through discussion and research.</p>	FBLA: Introduction to Business Procedures, Introduction to Information Technology,



				<p>c. Discuss how existing information can be combined to create new information.</p> <p>d. Describe a variety of types and formats of information sources (e.g., formality of information, disciplines, current vs. historical, primary vs. secondary, etc.)</p> <p>e. Discuss the nature of criteria that can be used to make information decisions and choices.</p> <p>f. Explain the need to evaluate the cost and benefits associated with obtaining information.</p> <p>g. Demonstrate procedures for assessing the nature and extent of needed information.</p>	<p>Management Decision Making, Management Information Systems, Sports &amp; Entertainment Management</p> <p>DECA: Operations Research events</p>
			Obtain needed information efficiently	<p>a. Explain investigative methods/techniques that can be used to obtain or retrieve information.</p> <p>b. Discuss the advantages/disadvantages of each investigative method/ technique.</p> <p>c. Describe the use of search strategies that are applied to obtain information.</p> <p>d. Implement a search strategy to obtain needed information.</p> <p>e. Retrieve needed information from online sources.</p> <p>f. Identify the main idea/point in a document.</p> <p>g. Demonstrate procedures for obtaining information.</p>	<p>FBLA: Introduction to Business Procedures, Introduction to Information Technology, Management Decision Making, Management Information Systems, Sports &amp; Entertainment Management,</p> <p>DECA: Operations Research events</p>
			Evaluate quality and source of information	<p>a. Identify factors that should be evaluated when assessing information's quality (e.g., validity, reliability, accuracy, timeliness, and bias).</p> <p>b. Explain how to detect bias or prejudice in information sources.</p>	<p>FBLA: Journalism, Management Decision Making, Organizational Leadership, Business Ethics,</p>



				<p>c. Discuss how context impacts the interpretation of information.</p> <p>d. Describe how to detect contradictory information.</p> <p>e. Demonstrate procedures for evaluating the quality and source of information.</p>	<p>Entrepreneurship, Advertising</p> <p>DECA: Operations Research events</p>
			Apply information to accomplish a task	<p>a. Explain ways to organize information to support the purpose and format needed for a task (e.g., outlines, drafts, storyboards, proposals, summaries, etc.).</p> <p>b. Discuss ways to integrate existing information, data, or images into a new product or performance (e.g., quoting, summarizing, copying, manipulating, etc.).</p> <p>c. Describe the need to modify the information-development process in order to use the information in a new product or process.</p> <p>d. Identify communications media that can be used to inform others about a product or process.</p> <p>e. Explain the need to consider the intended audience for a product before communicating information to them.</p> <p>f. Determine appropriate information technology to apply to a task.</p> <p>g. Demonstrate procedures for applying information to accomplish a task.</p>	<p>FBLA: 3-D Animation, Journalism, Introduction to Business, Introduction to Business Procedures, Social Media Campaign, Advertising, Introduction to Information Technology,</p> <p>DECA: Operations Research events</p>
<b>Business Technology</b>			Store information for future use	<p>a. Identify occasions when information should be stored or recorded.</p> <p>b. Discuss advantages of storing/recording information (e.g., documentation, audit trail, personal files, heritage preservation, etc.).</p>	<p>FBLA: Health Care Administration, Business Calculations, Introduction to Business Procedures</p>



				<p>c. Explain negative results of storing/recording information (e.g., obsolescence of format or medium, security of information, etc.).</p> <p>d. Compare virtual vs. physical storage/recording of information.</p> <p>e. Discuss electronic vs. manual storage/recording of information.</p> <p>f. Describe problems that might arise from storage of information (e.g., recordkeeping, storage space, filing systems, employer analysis, etc.).</p> <p>g. Demonstrate procedures for storing/recording information for future use.</p>	
<b>What technology do businesses use?</b>	28 days	Utilize information-technology tools to manage and perform work responsibilities.	Explain the role of information systems	<p>a. Define the term information system.</p> <p>b. Discuss purposes of information systems (e.g., store, retrieve, manage, etc.).</p> <p>c. Differentiate between information systems and information technology.</p> <p>d. Explain types of information systems (e.g., intranets, databases, etc.).</p>	FBLA: Introduction to Information Technology, Management Information Systems, Database Design & Application, Spreadsheet Applications, Network Design
			Discuss principles of computer systems	<p>a. Define the term computer system.</p> <p>b. Describe components of computer systems (e.g., monitor, keyboard, mouse, motherboard, central processing unit, etc.).</p> <p>c. Identify types of computer systems (e.g., desktop computers, laptop computers, smart phones, etc.).</p> <p>d. Explain the advantages and drawbacks of different computer systems.</p>	FBLA: Computer Problem Solving, Introduction to Information Technology, Management Information Systems, Network Design
		Utilize information-	Use basic operating systems	a. Explain purposes of operating systems.	FBLA: Computer Problem Solving,



		technology tools to manage and perform work responsibilities.		<ul style="list-style-type: none"> <li>b. Describe the relationship between computer systems and operating systems.</li> <li>c. Identify types of operating systems.</li> <li>d. Discuss the advantages and drawbacks of different operating systems.</li> <li>e. Demonstrate procedures for using basic operating systems.</li> </ul>	Introduction to Information Technology, Management Information Systems, Network Design
		Utilize information-technology tools to manage and perform work responsibilities.	Describe the scope of the Internet	<ul style="list-style-type: none"> <li>a. Explain the hierarchical structure of domain names.</li> <li>b. Discuss the role of organizations in administration of Internet activities.</li> <li>c. Explain the role of Internet Service Providers (ISPs).</li> <li>d. Describe types of resources that can be accessed through the Internet (e.g., web pages, USENET Newsgroups, list serves, files and programs, email, etc.).</li> <li>e. Discuss the use of bookmarks.</li> <li>f. Explain how to organize bookmarks.</li> <li>g. Describe tools useful in navigating the Internet.</li> </ul>	FBLA: Advertising, Introduction to Information Technology, Management Information Systems, Network Design, Website Design
		Utilize information-technology tools to manage and perform work responsibilities.	Demonstrate basic web-search skills	<ul style="list-style-type: none"> <li>a. Define the following terms: world wide web (WWW), uniform resource locators (URL), browsers, and gophers, search engines, file transfer protocol (FTP), newsgroups, and list serves.</li> <li>b. Identify the components in a URL.</li> <li>c. Explain the importance of search engines in locating information.</li> <li>d. Locate specified topics on the web.</li> <li>e. Access specified topics through links on a web page.</li> <li>f. Download information to a disk.</li> </ul>	FBLA: Advertising, Introduction to Information Technology, Management Information Systems, Network Design, Business Communication
			Demonstrate basic email functions	<ul style="list-style-type: none"> <li>a. Explain the features (capabilities) of email.</li> </ul>	DECA: Principles Events





				<ul style="list-style-type: none"> <li>b. Discuss email etiquette (netiquette).</li> <li>c. Write and send an email message.</li> <li>d. Reply to an email message.</li> <li>e. Forward an email message.</li> <li>f. Add signature file.</li> <li>g. Open attachments.</li> <li>h. Save attachments to hard drive.</li> <li>i. Append attachments.</li> <li>j. Label messages.</li> <li>k. Add names to address book.</li> <li>l. Set up distribution list.</li> <li>m. Put message in outbox.</li> <li>n. Sort mail.</li> <li>o. Search for messages.</li> <li>p. Use email shortcuts (i.e., cut, copy, paste).</li> <li>q. Use auto-responder (mailbox).</li> <li>r. Post a message on a listserv.</li> <li>s. Create new email folder.</li> <li>t. Store email messages in folders.</li> </ul>	<p>FBLA: Business Communication, Introduction to Business Communication, Computer Problem Solving, Cyber Security, Introduction to Information Technology, Word Processing</p>
			Demonstrate personal information management/productivity applications	<ul style="list-style-type: none"> <li>a. Discuss the capabilities of personal information management/productivity applications.</li> <li>b. Use the address book application.</li> <li>c. Use the calculator.</li> <li>d. Use the notes application.</li> <li>e. Use the scheduler application.</li> <li>f. Use the to-do application.</li> <li>g. Use the global search application.</li> </ul>	<p>FBLA: Business Communication, Introduction to Business Communication, Computer Problem Solving, Introduction to Information Technology, Word Processing, Computer Applications</p>
			Demonstrate basic word processing skills	<ul style="list-style-type: none"> <li>a. Identify capabilities of word-processing software.</li> <li>b. Enter and store text in a word-processing software program.</li> </ul>	<p>FBLA: Business Communication, Introduction to Business Communication, Computer Problem</p>



				<p>c. Search for and replace text in a document stored in a word-processing software program.</p> <p>d. Retrieve, edit, and print a document stored in a word-processing software program.</p> <p>e. Cut and paste information from one text document into another in a word-processing software program.</p> <p>f. Create a text document containing columns in a word-processing software program.</p> <p>g. Insert and print a graph in a word-processing document.</p> <p>h. Utilize the page numbering feature.</p>	<p>Solving, Introduction to Information Technology, Word Processing, Computer Applications</p>
			<p>Demonstrate basic presentation applications</p>	<p>a. Identify capabilities of presentation software programs.</p> <p>b. Describe characteristics of effective presentation software documents.</p> <p>c. Enter and store text into a presentation software document.</p> <p>d. Import graphics into a presentation software document.</p> <p>e. Develop builds and transitions for screens in a presentation software document.</p> <p>f. Retrieve and edit presentation software screens.</p> <p>g. Add/Delete screens from a presentation software package.</p>	<p>FBLA: Business Communication, Introduction to Business Communication, Computer Problem Solving, Introduction to Information Technology, Word Processing, Computer Applications</p>
			<p>Demonstrate basic spreadsheet applications</p>		<p>FBLA: Computer Application, Spreadsheet Applications</p>
			<p>Demonstrate basic database applications</p>	<p>a. Identify capabilities of database software.</p> <p>b. Create a database structure.</p> <p>c. Construct queries.</p>	<p>FBLA: Database Design &amp; Applications, Computer Applications</p>



				<p>d. Enter and store data in a database software program.</p> <p>e. Retrieve and modify data in a database software program.</p> <p>f. Delete database records.</p> <p>g. Sort data in a database given predetermined criteria.</p> <p>h. Output data in a report format.</p> <p>i. Create a chart or graph using information in a database file.</p> <p>j. Print labels from a database.</p> <p>k. Print database list/report.</p> <p>l. Ensure data integrity.</p> <p>m. Validate data.</p> <p>n. Eliminate data redundancy (i.e., normalize data).</p>	
<b>Finding and getting a Job</b>					
<b>What do employers want? Professional Development</b>	10 days	Participate in career planning to enhance job-success potential	Assess personal interests and skills needed for success in business	<p>a. Define the following personal characteristics: realistic, investigative, artistic, social, enterprising, and conventional.</p> <p>b. Identify aspects of an individual that should be examined in order to determine strengths and weaknesses.</p> <p>c. Explain reasons for assessing personal interests and skills.</p> <p>d. Discuss the importance of objectivity in personal assessments.</p> <p>e. Describe steps for assessing personal interests and skills.</p>	<p>DECA: All Role-Play events</p> <p>FBLA: Job Interview, Electronic Career Portfolio</p>
		Participate in career planning to enhance job-success potential	Analyze employer expectations in the business environment	<p>a. Describe characteristics and actions employers expect of employees.</p> <p>b. Explain ways of maintaining positive working relationships with others.</p> <p>c. Determine employer's expectations.</p>	<p>FBLA: Organizational Leadership, Management Decision Making, Introduction to Business Procedures</p>



		Understand and follow company rules and regulations to maintain employment.	Adhere to company protocols and policies	<ul style="list-style-type: none"> <li>a. Define the following terms: protocol, policy, procedure.</li> <li>b. Discuss types of company protocols, policies, and procedures (e.g., employee conduct, discipline, ethics, health and safety, etc.).</li> <li>c. Explain purposes of company protocols, policies, and procedures.</li> <li>d. Describe benefits of company protocols, policies, and procedures.</li> <li>e. Discuss the importance of adhering to company protocols and policies.</li> <li>f. Demonstrate techniques for adhering to company protocols and policies.</li> </ul>	FBLA: Organizational Leadership, Management Decision Making, Introduction to Business Procedures
		Understand and follow company rules and regulations to maintain employment.	Follow chain of command	<ul style="list-style-type: none"> <li>a. Discuss the importance of following the chain of command.</li> <li>b. Discuss the use of the chain of command to resolve issues or problems.</li> <li>c. Explain possible consequences of failing to follow the chain of command.</li> <li>d. Describe situations in which bypassing the chain of command is appropriate.</li> <li>e. Explain techniques used to work through the chain of command.</li> <li>f. Demonstrate techniques used to follow a chain of command</li> </ul>	FBLA: Organizational Leadership, Management Decision Making, Introduction to Business Procedures
<b>What rights do you have?</b>	3 days	Participate in career planning to enhance job-success potential	Explain the rights of workers	<ul style="list-style-type: none"> <li>a. Describe the employee right to a safe working environment.</li> <li>b. Discuss the employee right to form unions.</li> <li>c. Explain the employee right to fair treatment.</li> <li>d. Describe the employee's right to expect criticism.</li> <li>e. Explain the employee right to expect recognition.</li> </ul>	FBLA: Introduction to Business Procedures



<p><b>What job do you want?</b></p>		<p>Participate in career planning to enhance job-success potential</p>	<p>Identify sources of career information</p>	<p>a. Identify information that can be obtained at libraries about careers.                  b. Identify non print sources of career information.                  c. Identify career-information guides provided by the U.S. Department of Labor.                  d. Identify databases that provide career information.                  e. Identify career information that can be obtained on the Internet.                  f. Describe how school counselors can assist in providing career information.                  g. Explain the importance of discussing career opportunities with workers who are employed in jobs in which you are interested.</p>	<p>FBLA: Job Interview, Electronic Career Portfolio</p>
		<p>Participate in career planning to enhance job-success potential</p>	<p>Identify tentative occupational interest</p>	<p>a. Define the terms interests and aptitudes.                  b. Explain reasons for selecting occupations that match one's interests and aptitudes.                  c. Describe the importance of comparing and evaluating information about occupations.                  d. Explain the reasons for narrowing the choice of occupations when developing a career path.</p>	<p>FBLA: Job Interview, Electronic Career Portfolio</p>
		<p>Participate in career planning to enhance job-success potential</p>	<p>Explain employment opportunities in business</p>	<p>a. Identify types of careers in business.                  b. Describe traits and skills needed for success in business careers.                  c. Explain educational requirements for business careers.</p>	<p>DECA: Principles of Business                  FBLA: Job Interview, Electronic Career Portfolio</p>
<p><b>How do you get a job?</b></p>	<p>20 days</p>	<p>Participate in career planning to enhance job-success potential</p>	<p>Utilize job-search strategies</p>	<p>a. Identify procedures for conducting a self-analysis.                  b. Identify sources of job information.                  c. Describe the steps in conducting a job search.                  d. Implement job-search strategies.</p>	<p>DECA: Principles of Business                   FBLA: Job Interview,</p>



					Electronic Career Portfolio
<b>Professional Development</b>		Implement job-seeking skills to obtain employment.	Prepare a résumé	<ul style="list-style-type: none"> <li>a. Identify information needed to prepare a résumé.</li> <li>b. Explain the uses of résumés.</li> <li>c. Explain the importance of keeping a specific personal file of work, education history and references.</li> <li>d. Discuss the value of neat appearance for résumés.</li> <li>e. Discuss the value of accurate information, spelling, punctuation, and grammar in résumés.</li> <li>f. Describe procedures for preparing résumés.</li> <li>g. Prepare a résumé.</li> </ul>	<p>DECA: Principles of Business</p> <p>FBLA: Job Interview, Electronic Career Portfolio</p>
		Implement job-seeking skills to obtain employment.	Write a letter of application	<ul style="list-style-type: none"> <li>a. Identify the purpose of the letter of application.</li> <li>b. Explain when a letter of application is to be used.</li> <li>c. Explain the importance of the letter's appearance.</li> <li>d. Describe procedures for writing letters of application.</li> <li>e. Write an application letter for a job of interest</li> </ul>	<p>DECA: Principles of Business</p> <p>FBLA: Job Interview, Electronic Career Portfolio</p>
		Participate in career planning to enhance job-success potential	Complete a job application	<ul style="list-style-type: none"> <li>a. List factors that employers consider when evaluating job application forms.</li> <li>b. Identify the information required on the application.</li> <li>c. Describe procedures for completing job application forms.</li> <li>d. Complete a job application form.</li> </ul>	<p>DECA: Principles of Business</p> <p>FBLA: Job Interview, Electronic Career Portfolio</p>
		Acquire self-development skills to enhance relationships	Maintain appropriate personal appearance	<ul style="list-style-type: none"> <li>a. Define the following terms: personal appearance, nutrition, and posture.</li> <li>b. Describe the relationship between personal appearance and self-image.</li> </ul>	DECA: Principles of Business



		and improve efficiency in the work environment.		<p>c. Discuss the importance of first impressions.</p> <p>d. Explain why employers are concerned about the appearance of job applicants.</p> <p>e. Describe the importance of personal appearance in the workplace.</p> <p>f. Discuss factors which affect overall personal appearance.</p> <p>g. Describe guidelines for personal grooming.</p> <p>h. Explain procedures for dressing appropriately for work.</p>	FBLA: Job Interview, Electronic Career Portfolio, Introduction to Business Procedures
		Participate in career planning to enhance job-success potential	Interview for a job	<p>a. Identify appropriate attire for job interviews.</p> <p>b. Describe the use of questions in job interviews.</p> <p>c. Identify appropriate questions to ask during job interviews.</p> <p>d. Describe appropriate behavior during job interviews.</p> <p>e. Explain procedures for interviewing for a job.</p> <p>f. Interview for a job of interest.</p>	<p>DECA: Principles of Business</p> <p>FBLA: Job Interview</p>
		Participate in career planning to enhance job-success potential	Write a follow-up letter after job interviews	<p>a. Describe reasons for writing follow-up letters after job interviews.</p> <p>b. Explain content that should be included in follow-up letters after job interviews.</p> <p>c. Demonstrate procedures for writing a follow-up letter after a job interview.</p>	
		Utilize career-advancement activities to enhance professional development.	Describe techniques for obtaining work experience (e.g., volunteer activities, internships)	<p>a. Define the term internship.</p> <p>b. Identify reasons that employers often choose to hire experienced workers.</p> <p>c. Identify activities that can be valued as work experience.</p>	FBLA: Job Interview, Electronic Career Portfolio



				d. Explain ways to obtain experiences that can substitute for workplace skills.	
<b>How do you advance in a job?</b>	5 days	Implement job-seeking skills to obtain employment.	Explain the need for ongoing education as a worker	<p>a. Explain the benefits associated with the ongoing education of employees.</p> <p>b. Identify training provided by companies for their employees.</p> <p>c. Identify external sources of employee training.</p> <p>d. Explain the types of external training available to employees.</p> <p>e. Describe occasions when employees need training.</p>	<p>DECA: Principles of Business</p> <p>FBLA: Electronic Career Portfolio</p>
		Implement job-seeking skills to obtain employment.	Explain possible advancement patterns for jobs	<p>a. Define the following terms: job, career, occupation, job promotion, and seniority.</p> <p>b. Distinguish among occupations, jobs, and careers.</p> <p>c. Explain the value of entry-level job positions for beginning workers.</p> <p>d. Identify reasons promotion opportunities arise.</p> <p>e. Explain why a job change may be necessary for workers to advance.</p> <p>f. Describe the role of seniority in job advancement.</p> <p>g. Compare and contrast promotion opportunities among occupations and industries.</p>	FBLA: Job Interview, Electronic Career Portfolio