CAREER & TECHNICAL EDUCATION

HIGH SCHOOL BUSINESS MANAGEMENT 2 (BUSINESS DEVELOPMENT AND ADMINISTRATION)

ACADEMIC & PROFESSIONAL SKILLS STANDARDS

CATALINA FOOTHILLS SCHOOL DISTRICT
Approved by the Governing Board
December 12, 2023

STANDARDS FOR BUSINESS MANAGEMENT

BUSINESS MANAGEMENT 2: BUSINESS DEVELOPMENT AND ADMINISTRATION

Business Management 2: Business Development and Administration is designed to prepare students for business or entrepreneurial endeavors or employment. A thorough knowledge of applied economics, advanced project management, and human resource management will offer additional opportunities in 21st century business careers. The practical application of business and economics affords students opportunities to develop into socially responsible and culturally competent leaders. Through a combination of collaborative and self-directed projects, students will analyze, synthesize, and apply their business acumen toward relevant analysis of current market/industry trends. Business Management 2 students are encouraged to pursue industry recognized Rise Up-Retail Industry certification.

MANAGEMENT – GENERAL MANAGEMENT PRACTICES

- BM2.1.1 Analyze general management practices.
    - o Describe leadership styles (e.g., roles of leadership [direct, coach, support, and delegate]).
    - o Describe the impact of cultural and social environments on domestic, international, and global trade.
    - o Examine the impact of business cycles on the economy and business activities.
        - Explain and forecast the impact of the business cycle on organizational decisions.
        - Create case studies on current industry leaders to identify, define, and evaluate the efficacy of their management style.
        - Generate strategic plans based on common trends in the U.S. Government and State policies and legal framework for trade.
        - Forecast business decisions based on current economic, political, and social trends and indicators.

FINANCE – BUSINESS FINANCIAL PRACTICES

- BM2.2.1 Analyze business financial practices.
    - o Compare types of financial statements used in a business financial report (i.e., balance sheet, income statement, cash flow statement, budget vs. actual, etc.).
    - o Analyze financial measures of performance used in business decision-making (i.e., cost-benefit analysis, marginal analysis, return on investment [ROI], etc.).
    - o Describe the types and benefits of insurance (e.g., life, health, property, liability, and debt protection).
        - Identify types of business financial services [i.e., merchant services, credit lines, types of accounts, digital banking services, online payment services (Apple Pay, Venmo, Cash App, Zelle, etc.].
        - Evaluate the efficacy and issues with current implementations of business customer facing and internal financial services.
        - Establish strategic action plans based on financial statements form existing operational businesses.
        - Generate cost-benefit analysis, marginal analysis, and return on investment (ROI) reports for existing operational businesses based on supplied data.
        - Evaluate the insurance needs for an organization based on industry and geographic needs.

HUMAN RESOURCES – HUMAN RESOURCE FUNCTIONS

- BM2.3.1 Analyze human resource functions.
    - o Analyze a local business and define its organizational culture.
    - o Discuss the hiring process (i.e., interview process/documents, résumé, cover letter, in person and/or virtual presentation, background, skills, certifications, licensures, etc.).

- o Describe the new-hire onboarding/orientation process including organizational policies and procedures, job roles and responsibilities, employee benefits, and employee rights.
- o Evaluate the current models in use for the process of monitoring and evaluating employee performance (i.e., 30/60/90-day, annual, semi-annual, etc.).
- o Evaluate established industry trends in disciplinary actions and dismissal procedures (i.e., performance improvement plan, etc.).
  - Describe the importance of workplace culture (i.e., what it is, why it matters, etc.).
  - Forecast staffing needs as an organization based on specific case study scenarios.
  - Evaluate and explain the hiring process for a local organization.
  - Evaluate an existing business's new-hire onboarding/orientation, monitoring and evaluation, disciplinary and dismissal policies and procedures.
  - Establish a plan and parameters/criteria for improving a business's new-hire onboarding/orientation, monitoring and evaluation, and disciplinary actions and dismissal procedures based on that organization's needs and current market conditions (e.g., labor force, social, and political changes/expectations, market requirements, etc.).

HUMAN RESOURCES – PROJECT MANAGEMENT FUNCTIONS

- BM2.3.2 Analyze project management functions.
  - o Describe project management tools used to management work tasks and document outcomes (e.g., GANTT, project management timeline, project network diagram, Kanban board, scrum board, cross-functional flowchart, checklist, and regression analysis).
  - o Describe process automation tools and describe their uses (i.e., Asana, Zapier, Spatial.io, etc.).
    - Explain options for enterprise automation of management function.
    - Evaluate automation options and select the appropriate tool for specific scenarios.
    - Establish, implement, and revise a GANTT chart for a project.
    - Establish and utilize a project timeline and network diagram for a team-based project.
    - Create and facilitate a project scrum board and project checklist.

COMMUNICATION – TECHNOLOGY AND WEB-BASED TOOLS

- BM2.4.1 Analyze technology and web-based tools.
- BM2.4.2 Evaluate an existing organization's hardware/software implementation plan for effectiveness in their business operations.
  - o Apply web search skills to research industry best practices, challenges, opportunities, etc. (e.g., SWOT).
  - o Explain the effects of a digital footprint on an individual and on an organization (i.e., encryption, archiving data, etc.).
    - Describe hardware used to generate business communications and reports (i.e., smart devices [phones, tablets] Internet of Things [IOT], Augmented Reality [AR], etc.).
    - Generate a technology hardware/software implementation plan for a new organization.
    - Create a hardware/software improvement plan for an existing business.
    - Identify and evaluate potentially effective emergent technology for business operations and management.

PROFESSIONAL SKILLS: PROFESSIONALISM & ORGANIZATIONAL CULTURE

- BM2.5.1 Represent the school [organization] in a positive manner, demonstrating the school's [or organization's] mission and core values.
  - Communicate the mission and core values of the school [or organization].
  - Perform my work with a positive attitude.

- BM2.5.2 Demonstrate professionalism in the workplace (being on time, proper dress, courteousness).
  - Follow protocol(s) related to behavior, appearance, and other expectations.
  - Explain the importance of "dress for success."

- BM2.5.3 Demonstrate respect for personal and professional boundaries.
  - Distinguish between personal and work-related matters.

- BM2.5.4 Interact respectfully with others (cross-cultural, intergenerational, individuals with disabilities); act with integrity.
  - Address challenges with sensitivity.

- BM2.5.5 Produce high-quality work that reflects professional pride and organizational values, and contributes to organizational success.
  - Create work products in a timely manner that are high quality and positively represent the organization.

- BM2.5.6 Take initiative to develop skills and improve work performance.
  - Identify and apply strategies to improve my performance.

PROFESSIONAL SKILLS: LEGAL AND ETHICAL PRACTICES

- BM2.6.1 Describe current legal issues in the field of business management.
  - Explain current legal issues in the field of business management and their implications in the workplace.

- BM2.6.2 Observe laws, rules, and ethical practices in the workplace.
  - Comply with required laws and regulations in the workplace, including employment laws and policies.
  - Apply policies and procedures of the organization based on organizational training(s).
  - Manage and use organizational resources prudently and responsibly.
  - Protect the organization's intellectual and physical property.

- BM2.6.3 Follow industry safety standards in the classroom to maintain a safe work environment.
  - Demonstrate safety standards in the classroom.
  - Apply procedures for reporting unsafe and hazardous conditions in the workplace.

PROFESSIONAL SKILLS: COMPLEX COMMUNICATION (TRADITIONAL AND DIGITAL)

- BM2.7.1 Communicate effectively in a diverse work environment (i.e., style, format, and medium appropriate to audience/culture/generation, purpose and context; accuracy; use of appropriate technical/industry language; to resolve conflicts; address intergenerational differences/challenges; persuade others).
  - Use appropriate verbal and nonverbal modes of communication.
  - Address communications in a style that is appropriate to the audience and situation.
  - Respond in a timely manner to communications.

- BM2.7.2 Writes and speaks using language(s) required by the employer.
  - Present and deliver content accurately and confidently.
  - Proof and edit all communications based on [organizational] standards.
  - Use documentation (e.g., itineraries and schedules) to plan for and meet client needs.

- BM2.7.3 Use appropriate technologies and social media to enhance or clarify communication.
  - Use professional etiquette and follow applicable laws and regulations for web-, email-, and social media-based communications.
  - Verify the accuracy of information and authority of sources.

- BM2.7.4 Use a variety of interpersonal skills, including tone of voice and appropriate physical gestures (e.g., eye contact, facing the speaker, active listening) during conversations and discussions to build positive rapport with others.
  - Demonstrate appropriate active listening skills.

- BM2.7.5 Pose and respond to questions, building upon others' ideas in order to enhance the discussion; clarify, verify, or challenge ideas and conclusions with diplomacy.
  - Ask questions to obtain accurate information.

PROFESSIONAL SKILLS: INITIATIVE AND SELF-DIRECTION

- BM2.8.1 Apply the skills and mindset of self-direction/self-regulation to accomplish a project.
  - Establish priorities and set challenging, achievable goals.
  - Create a plan with specific timelines for completion to achieve the goals.
  - Take initiative to select strategies, resources and/or learning opportunities to accomplish the task(s) in the plan.
  - Identify the success criteria/metrics to determine the effectiveness of the outcome for each goal.

- BM2.8.2 Adapt to organizational changes and expectations while maintaining productive and cooperative relationships with colleagues.
  - Monitor progress/productivity and self-correct during the learning process.

- BM2.8.3 Select and use appropriate technologies to increase productivity.
  - Use appropriate technology tools and resources to create and deliver a product.

- BM2.8.4 Employ leadership skills that build respectful relationships and advance the organization (e.g., recognize and engage individual strengths, plan for unanticipated changes, pursue solutions/improvements).
  - Reflect upon learning (strengths and weaknesses) and use feedback to modify work or improve performance.
  - Persist when faced with obstacles or challenges.

PROFESSIONAL SKILLS: CRITICAL THINKING AND INNOVATION

- BM2.9.1 Identify problems and use strategies and resources to innovate and/or devise plausible solutions.
  - Use relevant criteria to eliminate ineffective solutions or approaches and select those that are plausible; put selected alternatives through trials to determine their helpfulness or benefit.

- BM2.9.2 Take action or make decisions supported by evidence and reasoning.
  - Evaluate sources of evidence, the accuracy and relevance of information, and the strengths of arguments.
  - Demonstrate ethical reasoning and judgment by clearly sharing multiple perspectives on why the proposed course of action is ethically the best decision.
  - Explain why a proposed course of action is ethically the best decision.

- BM2.9.3 Transfer knowledge/skills from one situation/context to another.
  - Apply knowledge and skills in new contexts.

PROFESSIONAL SKILLS: COLLABORATION

- BM2.10.1 Take responsibility for any role on a team and accurately describe and perform the duties of each role, including leadership.
  - Assess project needs and work with a team in a positive manner to create a final project.
  - Build team relationships.

- BM2.10.2 Integrate diverse ideas, opinions, and perspectives of the team and negotiate to reach workable solutions.
  - Contribute personal strengths to a project.
  - Respect the contributions of others.
  - Utilize technologies that promote collaboration and productivity, as appropriate or needed.
- BM2.10.3 Prioritize and monitor individual and team progress toward goals, making sufficient corrections and adjustments when needed.
  - Proactively solicit feedback; accept and show appreciation for constructive feedback.
  - Act upon feedback to achieve team goals.
  - Develop a plan for improving individual participation and group productivity.

- BM2.10.4 Submit high-quality products that meet the specifications for the assigned task.
  - Critique and reflect on individual and collaborative strengths and weaknesses.