CAREER & TECHNICAL EDUCATION

HIGH SCHOOL BUSINESS MANAGEMENT 1

ACADEMIC & PROFESSIONAL SKILLS STANDARDS

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

STANDARDS FOR BUSINESS MANAGEMENT
BUSINESS MANAGEMENT 1

Business Management 1 prepares students for business and marketing careers in the 21st century. Students develop critical thinking and communication skills for use in the global business community. The course provides career exploration in essential business management and marketing skills, problem solving, leadership, critical thinking, communication, and resource management skills. Students will apply computerized information systems, applications, and other technology in relevant and rigorous industry simulations as a sound basis for business and marketing, entrepreneurship, and employability. Class projects will further advance collaborative and systemic thinking skills used in business management and leadership professions.

MANAGEMENT – GENERAL MANAGEMENT PRACTICES

- BM1.1.1 Analyze general management practices.
    - o Evaluate an organization's structure and alignment for deficiencies.
    - o Evaluate the advantages and potential disadvantages of vertical and horizontal management structures and alignments.
    - o Demonstrate and provide examples of management's role in leadership, motivation, conflict resolution, and workplace efficiency.
    - o Assess how a business' social responsibility affects business decisions (i.e., stakeholders, community activities, environment, etc.).
        - Explain the role of senior, middle, and entry levels of management.
            - o Generate a chain of command for an organization.
        - Plan for the amelioration of externalities and impacts of business cycle corrections.
        - Establish a mission & vision statement that effectively communicates an organizations sense of social responsibility relevant to their target market.

FINANCE – BUSINESS FINANCIAL PRACTICES

- BM1.2.1 Analyze business financial practices.
    - o Analyze economic principles (e.g., scarcity, factors of production, productivity, production possibilities curve, opportunity costs, and tradeoffs) and their impact on financial decisions.
    - o Describe factors that affect economic decision-making (e.g., supply, demand, taxes, inflation, interest rates, exchange rates, scarcity, incentives, competition, productivity, surplus, and shortage).
    - o Describe ways in which credit history and other factors affect credit scores (e.g., payment history, debt-to-credit ratio, length of credit history, new credit, and amount of credit available).
    - o Explain accounts receivable and accounts payable and how they impact day-to-day business operations, including cash flow.
    - o Describe financing sources for a business (i.e., credit, venture capital, cash, crowdfunding, etc.).
        - Generate marketing plans that leverage current economic concepts prevalent in the public's mind.
        - Analyze, in writing, the relationship between a form of business competition and a given business's success within that paradigm.
        - Evaluate the impact of creditworthiness on business funding decisions and efficacy.
        - Establish financial projections as part of a funding pitch.
        - Analyze and explain common funding options for businesses.
        - Explain the methodology behind meeting the expectations of each funding option.
        - Design a pitch to appeal to a funding provider.

MARKETING – MARKETING CONCEPTS

- BM1.3.1 Analyze marketing concepts.
    - o Analyze the role of market planning and segmentation (i.e., geographic, demographic, and psychographic data collection evaluation and segmentation).
    - o Forecast the impact of pricing, market share, and advertising/marketing on consumer decisions.
        - ▪ estimate marketing/advertising costs for a given market
        - ▪ evaluate effective modes of marketing/advertising for a given market
    - o Explain the importance of protecting intellectual property (IP) for the individual and the business (e.g., protecting an idea or concept and protecting patents, copyrights, trademarks, and trade secrets).
        - • Conduct market analysis and establish profiles for demographic, psychographic, and geographic segments.
        - • Explain the purpose and fundamental elements of a marketing plan.
        - • Differentiate between marketing and advertising.
        - • Create effective, targeting marketing/advertising elements.
        - • Generate a comprehensive marketing mix (consumer profile, product, placement, price, and promotional plan).
        - • Identify and implement the appropriate and effective protection models for business assets and IP.
        - • Evaluate existing pricing plans for market relevance and effectiveness.
            Generate an effective pricing plan for their organization's sales and market share goals.

HUMAN RESOURCES – HUMAN RESOURCE FUNCTIONS

- BM1.4.1 Analyze human resource functions.
    - o Explain different types of employees (i.e., full time, contractors, consultants, part time, interns, etc.)
    - o Discuss the content of a job description and a job profile.
    - o Explain the characteristics and importance of professionalism in the workplace.
        - • Follow protocols and procedures related to behavior, appearance, and other expectations.
        - • Describe factors that may affect staffing over time (i.e., promotion policy, future growth plans, technology used by business, gig economy, etc.).
        - • Create industry and market appropriate job description(s) for a business that will leverage current mediums for identifying potential candidates.

HUMAN RESOURCES – PROJECT MANAGEMENT FUNCTIONS

- BM1.4.2 Analyze project management functions.
    - o Explain the importance of scheduling in project management and what it includes [e.g., resources (money, people, materials), goals and tasks, timeline with start and end dates and milestones].
    - o Describe factors used to evaluate progress in meeting project goals (i.e., monitoring, tracking, weekly/monthly meetings, workflow charts, etc.).
    - o Describe project risks (i.e., purpose is not well defined, deliverables are incomplete, no control over staffing priorities, scheduling conflicts, etc.). and methods to manage those risks (i.e., well defined and reasonable scope of work, costs, time, technology, and resources are in line with scope of project, SWOT analysis to assess project strengths, weaknesses, opportunities, threats, etc.).
        - • Determine and generate realistic SMART goals (specific, measurable, realistic, time-bound) goals for specific projects.
        - • Generate meaningful and measurable (quantifiable or qualifiable) project benchmarks, objectives, timelines, and metrics for measurement.

- Establish progress evaluation criteria and strategic plans for mitigating issues that may arise.
  - Evaluate project progress toward goals.
- Generate case study-based and personal business SWOT analysis.
- Establish and maintain a project timeline with deliverables, progress reports, and academically sound written reflective analysis post completion.

COMMUNICATION – TECHNOLOGY AND WEB-BASED TOOLS

- BM1.5.1 Analyze technology and web-based tools.
  - Describe how technology benefits consumers (i.e., responsive services, convenience, enhanced experiences, decision-making support, etc.) and how it impacts business (I.e., efficiency, work performance, customer experience, etc.).
  - Evaluate how e-commerce and other electronic methods impact the global marketplace (i.e., online portals [marketplace, trading, and discussion], etc.])
  - Establish a proactive cybersecurity plan with policy and procedural expectations for a business entity.
    - Identify and describe current issues and regulations affecting computers, other devices, the internet, and information privacy (i.e., HIPAA, COPPA, CISPA, FERPA, PCI, GDPR, data brokers, etc.).
    - Generate effective social media and web-based marketing and advertising content.
    - Evaluate the effects of a digital footprint on an individual and on an organization (i.e., encryption, archiving data, etc.).
    - Describe common computer threats in the current business environment (e.g., viruses, phishing, suspicious email, social engineering, spoofing, identity theft, and spamming).

COMMUNICATION – CUSTOMER SERVICE AND ORGANIZATIONAL COMMUNICATION

- BM1.5.2 Analyze customer service and organizational communication.
  - Write and speak in the workplace language, using industry terminology when appropriate.
  - Describe the elements of customer service and their impact on a business (e.g., availability, courtesy, consistency, accuracy, responsiveness, and efficiency).
  - Evaluate how communicating in person, sending an email, and texting a message affect the quality of communication (i.e., consider body language, choice of words, relying on autofill, etc.).
  - Describe how electronic communication is used in the workplace (e.g., cell phone, text messaging, and social networking).
    - Use multimedia and desktop publishing applications as intended to generate business and market communications and devices (e.g., presentations, charts/graphs, infographics, etc.).
    - Proof and edit all publishable materials based on industry standards.
    - Verify the accuracy of information and authority of web sources.
    - Use professional etiquette and resources for web-, email-, and media-based communications.
    - Use web resources to vet and obtain accurate information.
    - Format communications for the purpose, audience, and medium/media
    - Use editing and proofing skills and check spelling when reviewing communications.
    - Explain options for virtual engagements (i.e., meetings, conferences, and workshops in TEAMs, Zoom, Skype, etc.).
    - Explain how intellectual property can be violated through email (e.g., sender uses wrong email address, recipient forwards the email, an Excel attachment contains hidden content in a tab, data is forwarded to personal email account).
    - Use networking and relationships for the success of various teams in various scenarios.

PROFESSIONAL SKILLS: PROFESSIONALISM & ORGANIZATIONAL CULTURE

- BM1.6.1 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.

- BM1.6.2 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."

- BM1.6.3 Demonstrate respect for personal and professional boundaries.
    - Distinguish between personal and work-related matters.

- BM1.6.4 Interact respectfully with others (cross-cultural, intergenerational, individuals with disabilities); act with integrity.
    - Address challenges with sensitivity.

- BM1.6.5 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.

- BM1.6.6 Take initiative to develop skills and improve work performance.
    - Identify and apply strategies to improve my performance.

PROFESSIONAL SKILLS: LEGAL AND ETHICAL PRACTICES

- BM1.7.1 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.

- BM1.7.2 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.

- BM1.7.3 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)

- BM1.8.1 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.

- BM1.8.2 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.

- BM1.8.3 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.

- BM1.8.4 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.

- BM1.8.5 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

- BM1.9.1 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.

- BM1.9.2 Adapt to organizational changes and expectations while maintaining productive and cooperative relationships with colleagues.
  - Monitor progress/productivity and self-correct during the learning process.

- BM1.9.3 Select and use appropriate technologies to increase productivity.
  - Use appropriate technology tools and resources to create and deliver a product.

- BM1.9.4 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

- BM1.10.1 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.

- BM1.10.2 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.

- BM1.10.3 Transfer knowledge/skills from one situation/context to another.
  - Apply knowledge and skills in new contexts.

PROFESSIONAL SKILLS: COLLABORATION

- BM1.11.1 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.

- BM1.11.2 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.
- BM1.11.3 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.

- BM1.11.4 Submit high-quality products that meet the specifications for the assigned task.
  - Critique and reflect on individual and collaborative strengths and weaknesses.