Arkansas CTE

Business and Marketing Technology: Survey of Business

Recognize and discuss the academic and professional benefits of participating in a CTSO. 1.1	1 **Research the Career and Technical Student Organizations and draw connections between participation and success. Identify and discuss successful professionals and their involvement in either FBLA or DECA.** 1.1.1
	2 **Discuss and evaluate CTSO activities which reinforce and connect real world application to the curriculum taught in the classroom. Research CTSO competitive events and identify sources to help prepare for success in competitive events.** 1.1.2
Develop employability skills for success in business careers (soft skills). 1.2	1 **Demonstrate effective communication skills through writing, speaking, listening and reading** 1.2.1
	2 **Comprehend and explain the importance of punctuality and attendance.** 1.2.2
	3 **Describe integrity, ethical leadership, and the importance of these in one's career and business; evaluate real-world scenarios and discuss the ethical considerations involved in those situations.** 1.2.3
	4 **Understand the concept of teamwork in the workplace.** 1.2.4
	5 **Participate in quarterly work skills evaluations (Evaluations should be similar to employee performance reviews used in the workplace)** 1.2.5
	6 **Understand, explain, and demonstrate the concept and importance of digital presence.** 1.2.6
Develop a plan for marketing yourself. 1.3	1 **Prepare career-oriented documents and practice related activities, such as a letter of application, resume, follow-up letter, job interview strategies, digital portfolio, etc. Explore and utilize online resume builders and apps.** 1.3.1
Demonstrate effective and safe online practices wi[illegible] bu[illegible] pr[illegible]	1 **Understand and explain the risk (economic and security) viruses and malware, hacking, phishing, and identity theft.** 2.2.1
	xplain digital citizenship and contrast good and bad digital citizenship. 2.2.2

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Accounting, Banking, Entrepreneurship, Hospitality and Tourism, Management, Marketing, Office Administration, Medical Office Administration, Social Media and Communications, Web Technologies, and Securities, Investments, Risk and Insurance. 2.2	**3** Describe cyber bullying and discuss ways to prevent it 2.2.3
Use the features of the operating system for efficient file management and to increase productivity in the workplace. 2.3	**1** Explain the importance of efficient and organized file management. 2.3.1
	2 Create, delete, sort, copy, move, search, and maintain folders, paying attention to hierarchy of main folders and subfolders. 2.3.2
	3 Move, copy, delete, sort and search for files. 2.3.3
	4 Discuss and utilize primary operating system functions: date/time, notification area, printer status notification, connectivity notification, print screen, calculator, snipping tool (if available), etc. 2.3.4
Develop professional word processing skills. 3.1	**1** Apply document formatting such as page numbering, columns, breaks, page alignments, headers & footers, orientations, page size, margins, page setup, themes. 3.1.1
	2 Apply document formatting such as page numbering, columns, breaks, page alignments, headers & footers, orientations, page size, margins, page setup, themes. 3.1.2
	3 Demonstrate save, save as, save as alternative file types, print all parts of a document; assign file properties, use different document views. 3.1.3
Revise and enhance documents using basic features. 3.2	**1** Demonstrate editing features such as cut, copy and paste; drag and drop; find and replace; spelling and grammar check; thesaurus; show/hide formatting marks; keyboard shortcuts. 3.2.1
	2 Manipulate a document using images, text boxes, graphics, symbols, special characters. 3.2.2
Create business documents in appropriate format that would be used in the bu pr Accounting, Banking,	**1** Apply word processing skills to create business documents (e.g., block style business letters, memos, reports, resumes, and cover letters). 3.3.1

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Entrepreneurship, Hospitality and Tourism, Management, Marketing, Office Administration, Medical Office Administration, Social Media and Communications, Web Technologies, and Securities, Investments, Risk and Insurance. 3.3	**2** Practice desktop publishing skills to prepare business documents (e.g., newsletters, flyers, brochures, business cards, invoice, receipt, greeting card, press release, order form, bill of sale, meeting minutes, etc.) applicable to business and marketing programs of study. 3.3.2
	3 Create a template from a blank document and use it to create subsequent documents. 3.3.3
	4 Create, format and print envelopes and mailing labels, name tags, inventory tags, etc. 3.3.4
Employ advanced word processing features. 3.4	**1** Apply advanced formatting in documents: hyperlinks, captions, watermarks, borders and shading to paragraphs and documents, citations, protect documents, endnotes/footnotes, bookmarks; add alternative titles/text. 3.4.1
	2 Create and format tables: apply borders and shading, convert text to tables, convert tables to text, use formulas, merge/split cells, etc. 3.4.2
	3 Produce documents using mail merge (expert level). 3.4.3
Develop fundamental spreadsheet skills. 4.1	**1** Identify and locate the parts of the spreadsheet (rows, columns, cells, ranges, worksheets, workbooks) 4.1.1
	2 Categorize the types of data in a spreadsheet (labels, values) 4.1.2
	3 Employ basic formatting such as font, font size, font style and color, format painter, format numbers, cell styles, insert/delete cells, wrap text, cell alignment, etc. 4.1.3
	4 Design and arrange a worksheet by utilizing formatting features such as insert/delete rows and columns, adjust height and width, merge cells, hide/unhide rows and columns, headers and footers, rename tabs, change worksheet tab color, add/delete a worksheet, copy/move worksheets, views, split and freeze panes. 4.1.4
	5 Demonstrate save, save as, saving alternative file types; file properties. 4.1.5
	6 Use print features such as print all or part of a workbook (print area, print selection, etc.) print titles, print scaling, and page setup. 4.1.6
Revise and enchance a spreadsheet. 4.2	**1** Demonstrate editing features such as cut, copy, and paste; drag and drop; find and replace; spelling and grammar check; autofill series. 4.2.1
	2 Design a worksheet that contains pictures and other graphics; format pictures and graphics in the worksheet. 4.2.2
	3 Insert and format charts such as adding/modifying chart elements, adding additional data series, move charts, apply chart layouts and styles. 4.2.3

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Incorporate basic functions and formulas into spreadsheets that could be used in the business and marketing programs of study: Accounting, Banking, Entrepreneurship, Hospitality and Tourism, Management, Marketing, Office Administration, Medical Office Administration, Social Media and Communications, Web Technologies, and Securities, Investments, Risk and Insurance. 4.3	**1** Distinguish between operators and operands. 4.3.1
	2 Explain and practice the mathematical order of operations and utilize it in creating spreadsheet formulas. 4.3.2
	3 Devise formulas using relative and absolute cell referencing; autofill formulas. 4.3.3
	6 Create spreadsheets as they would be used in each of the business and marketing programs of study, (e.g., income statements, balance sheets, payroll registers, inventory logs, stock portfolio tracking, etc.) 4.3.6
Develop basic database skills. 5.1	**1** Identify and locate the parts of a database (e.g., tables, forms, queries, reports, data types, fields, records, primary key). 5.1.1
	4 Import and export data from and into a database. 5.1.4
	6 Identify information needs specific to each business and marketing program of study. Discuss ethical, privacy, and even financial concerns involved in managing data. 5.1.6
Incorporate basic database features 5.2	**1** Construct queries to find specific information (use AND, OR, , =). 5.2.1
	2 Generate reports displaying information in a usable format. 5.2.2
Use productivity software for communication purposes. 6.1	**1** Use an email application, such as Microsoft Outlook, to create and format email messages in a variety of text formats (e.g. RTF, HTML, Plain Text). 6.1.1
	2 Use productivity software to manage contacts, create distribution lists, and schedule email messages to be sent at a later date. 6.1.2
	3 Compose email messages that contain attachments. 6.1.3
Develop basic presentation skills. 7.1	**1** Employ basic slide formatting features using slide layouts; apply formatting and styles to text; create bulleted and numbered lists; format into columns; insert text boxes, images, and graphics; format background; apply templates; change slide size; alignment, reorder slides. 7.1.1
	2 'Itilize save, save as, save as different file types; file properties 7.1.2

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	3 Create presentations using integration features such as import slides from an outline and other presentations, create a presentation from an outline in a word processing program, link to a spreadsheet graph, etc. 7.1.3
	4 Manage and customize file properties. 7.1.4
	5 Use various view and print options; normal view, slide show view, slide sorter view, presenter view; print slides, handouts, notes, outlines, print in color, grayscale, black and white. 7.1.5
Create professional presentations in deliverable format. 7.2	1 Demonstrate consistency and simplicity by incorporating the 7x7 rule, professional style fonts, and appropriate backgrounds to effectively communicate the presentation's purpose. 7.2.1
	2 Create slide shows that employ appropriate transitions and animations and that use automatic and rehearsed timings. 7.2.2
Employ advanced presentation software skills to create presentations that would be used in the business and marketing programs of study: Accounting, Banking, Entrepreneurship, Hospitality and Tourism, Management, Marketing, Office Administration, Medical Office Administration, Social Media and Communications, Web Technologies, and Securities, Investments, Risk and Insurance. 7.3	1 Use the slide master feature to modify slides. Complete the appropriate lessons/activities in the GCFGlobal PowerPoint Tutorial 7.3.1
	2 Insert slide headers, footers, and page numbers. 7.3.2
	3 Create presentations with hyperlinks that link to other slides and to external files and/or web pages. 7.3.3
	4 Organize and enhance the planning of presentations using features such as create and rename sections, create and modify slide layouts, modify handout and notes master, insert and review comments, inspect and protect a presentation, export to other formats, configure slide show options, create custom slide shows, reorder animations, and hide/unhide slides. 7.3.4
	5 Create slideshow with multimedia and graphics such as audio and video, images, charts and tables. 7.3.5
	6 Configure playback options for audio and video. 7.3.6
	7 Manage images and objects by changing the order/stacking, aligning and group objects. 7.3.7
Develop effective presentation skills that would be used in the business and marketing programs of study: Accounting, Banking, Entrepreneurship, Ho Ma Marketing, Office	1 Deliver effective presentations using proper body language and verbal and written communication techniques. 7.4.1
	3 Prepare a presentation so that it can be presented effectively without the use of a projector, sound, etc. (i.e. know the content, know the audience, be prepared with handouts of presentation) 7.4.3

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Administration, Medical Office Administration, Social Media and Communications, Web Technologies, and Securities, Investments, Risk and Insurance. 7.4	
Explore cloud-computing applications as they relate to word processing, spreadsheets, database, and presentations. 8.1	**1** Discuss and use available cloud computing applications (e.g., Google, Office 365, Prezi, etc.). 8.1.1
	2 Create various projects using cloud applications. 8.1.2
	3 Collaborate with a team to create a cloud based project. 8.1.3
Utilize various cloud storage options that would be used in the business and marketing programs of study: Accounting, Banking, Entrepreneurship, Hospitality and Tourism, Management, Marketing, Office Administration, Medical Office Administration, Social Media and Communications, Web Technologies, and Securities, Investments, Risk and Insurance. 8.2	**1** Compare and contrast cloud storage options such as Google Drive, OneDrive, and Dropbox. 8.2.1
	5 Identify apps that can be used to manage time, tasks, and projects. 8.2.5
	6 Explain the pros and cons of cloud computing and discuss potential security and privacy concerns especially with regards to syncing devices. 8.2.6