Arkansas CTE

Introduction to Business (2025)

Survey of Business

1 **Determine and discuss the value of professionalism and involvement in professional, academic, and leadership activities, and identify the career clusters related to business and marketing.** 1.0

1 Recognize and discuss the academic and professional benefits of participating in a CTSO. 1.1

1 Research the Career and Technical Student Organizations (CTSO) 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

2 **Apply key concepts, tools, and strategies related to digital technology (i.e. Microsoft Office, iWorks, Google Workspace) to gain an encompassing overview of its applications in the business world.** 2.0

1 Create and manage folders for saving and organizing documents. 2.1

1 Create folders for storage of documents. 2.1.1

2 Understand how to open folders, edit folder names, save items to a folder, move items form one folder to another. 2.1.2

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2. Demonstrate proficiency in word processing software (i.e., Microsoft Word, Pages, Docs) to create, edit, and publish professional business documents. 2.2
    1. Apply basic editing and formatting tools to text within a document. 2.2.1
    2. Apply document themes and style sets in word processing applications. 2.2.2
    3. Format and edit paragraphs using options in word processing applications. 2.2.3
    4. Create and modify a table within a document and apply table styles. 2.2.4
    5. Create and modify lists using formatting to enhance document style. 2.2.5
    6. Create a research paper and report including title or cover page, table of content, in-text citations, footnotes, endnotes, work cited, headers, footers, page numbers, and printing the documents. 2.2.6
    7. Insert graphic objects (WordArt, Shapes, SmartArt, and Pictures) within a document and apply formatting to those graphics. Resize, crop, and wrap text around graphic objects. 2.2.7
    8. Produce and edit business letters using word processing technology and proper formatting. Such as font, font size, line spacing, paragraph spacing, alignment, block format, enclosure notifications, carbon copy, etc. 2.2.8
    9. Generate a variety of business publications, with and without templates, using desktop publishing software. Examples: newsletters, flyers, invitations, business cards, brochures, catalogs, letterheads, informational forms, greeting cards, and calendars. 2.2.9

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3. Create, manage, and navigate through industry-appropriate worksheets in spreadsheet software (i.e., Excel, Numbers, Sheets). 2.3
    1. Design and arrange a worksheet by utilizing formatting features such as: 2.3.1
        1. cut/copy/paste 2.3.1.1
        2. wrap text 2.3.1.2
        3. drag and drop 2.3.1.3
        4. find and replace 2.3.1.4
        5. autofill series 2.3.1.5
        6. spelling and grammar check 2.3.1.6
        7. insert/delete rows and columns 2.3.1.7
        8. adjust height and width of rows and columns 2.3.1.8
        9. merge cells 2.3.1.9
        10. hide/unhide rows and columns 2.3.1.10
        11. headers and footers 2.3.1.11
        12. rename tabs 2.3.1.12
        13. change worksheet tab color 2.3.1.13
        14. add/delete a worksheet 2.3.1.14
        15. copy/move worksheets 2.3.1.15
        16. hide/unhide worksheets 2.3.1.16
        17. views, split and freeze panes 2.3.1.17
        18. apply/modify document styles to cells and tables 2.3.1.18
        19. apply text and number formatting search cell data 2.3.1.19
    2. Utilize formulas, functions, and fill to perform mathematical processes in spreadsheet applications (i.e., Excel), including percentages and decimals, order of operations, estimation, prediction of patterns of data, sum, average, max, min, count, round, etc. Use Absolute and relative cell reference. 2.3.2
    3. Examine spreadsheet data through sorting and filters. 2.3.3
    4. Demonstrate save, save as, saving alternative file types; file properties. (.csv, .pdf worksheet only, .pdf workbook, etc). 2.3.4
    5. Use print features such as print all or part of a workbook (print area, print selection, etc.), print titles, print scaling, and page setup. 2.3.5
    6. Design a worksheet that contains pictures and other graphics; format pictures and graphics in the worksheet. 2.3.6
    7. Create, insert, edit, and format charts such as adding/modifying chart elements, adding additional data series, moving charts, applying chart layouts and styles. 2.3.7

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4 Create and manage industry-appropriate slideshows using presentation software (i.e., PowerPoint, Keynote, Slides). 2.4

1 Apply suitable design elements for professional business presentations. 2.4.1

2 Insert hyperlinks and action buttons in presentations. 2.4.2

3 Apply custom animation effects and transitions in presentations. 2.4.3

4 Edit and customize master slide options in presentation software (i.e., PowerPoint). 2.4.4

5 Create and deliver well-organized, audience-appropriate presentations for a variety of business situations in presentation software (i.e., PowerPoint) for informative, instructional, or entertainment purposes. 2.4.5

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3 Demonstrate employability skills required by business and industry. 3.0

1 Communicate effectively and ethically through writing, speaking, listening, reading, and interpersonal abilities. 3.1

1 Communicating non-verbally (body language, confidence, and assertiveness). 3.1.1

2 Communicating verbally (one-on-one conversations, small group communication, large group/presentation, and speeches). 3.1.2

3 Communicating ethically through writing using current software (i.e., Microsoft Application, iWork, Google) (documents, emails, visual & media aids, etc.). 3.1.3

2 Exhibit critical thinking and problem-solving skills to locate, analyze, and apply information in career planning and employment situations. 3.2

1 Develop skills to effectively complete and follow up on the job application process (resume, cover letters, and applications). 3.2.1

2 Demonstrate the ability to use problem-solving, decision making, and critical thinking strategies when dealing with customer service, co-workers, and vendors. (i.e., resolving complaints or disputes, negotiations.) 3.2.2

3 Discuss how a person can demonstrate durable skills needed for career success. 3.3

1 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. 3.3.1

2 Assess personal strengths and weaknesses that would impact successful employment. 3.3.2

4 Examine the business opportunities available in a local school and community. 3.4

1 Locating potential job opportunities by completing online job searches. 3.4.1

2 Describe tools that can be used to assist in the job search. 3.4.2

3 Understand the importance of networking in the job search. 3.4.3

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5 Apply appropriate skill sets to be productive in changing and technological workplace to be able to work independently and apply teamwork skills. 3.5

1 Identify ways to improve interpersonal relationships and manage conflicts. 3.5.1

2 Describe trends in workplace technology and how to adapt in a changing environment (i.e., artificial intelligence). 3.5.2

3 Explain the stages of team development, indicating the procedures involved in each stage. Examples, forming, storming, norming, performing. 3.5.3

6 Present a professional image through appearance, behavior, and language. 3.6

1 Exhibit understanding and knowledge of proper workplace environment etiquette (dress, communication, social media interactions, etc.) 3.6.1

2 Demonstrate proper digital citizenship skills. 3.6.2

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4 **Explore careers in Business Management & Administration, Marketing Sales & Service, Finance, Hospitality & Tourism and Entrepreneurship.** 4.0

1 Explore career pathways in Business Management & Administration. 4.1

1 Describe business management and administration and explain what someone in this field might do, the skills required for the profession, and connect your current skill set. 4.1.1

2 Define and explain: 4.1.2

1 management planning 4.1.2.1

2 management functions 4.1.2.2

3 directing and controlling 4.1.2.3

4 importance of vision and mission statement 4.1.2.4

5 importance of goal setting within a business 4.1.2.5

6 organizational skills while planning and executing business projects 4.1.2.6

3 Identify and describe the essential functions of human resources and explain the importance of recruiting, selecting, training, and retaining high-quality employees. 4.1.3

4 Investigate and describe effective leadership skills within a successful business environment. 4.1.4

5 Conduct a mock interview as someone in a business management and administration leadership position. 4.1.5

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2. Explore career pathways in Marketing Sales & Service. 4.2
    1. Describe the role of marketing and explain what someone in this field might do, the skills required for the profession, and connect your current skill set. 4.2.1
    2. Discuss: 4.2.2
        1. factors that motivate customers and clients 4.2.2.1
        2. fundamental marketing concepts used by small business 4.2.2.2
        3. target markets, demographics, and niche markets in marketing strategies 4.2.2.3
        4. different types of promotional tools 4.2.2.4
        5. innovation to gain a competitive advantage 4.2.2.5
    3. Prepare a short marketing plan for a local business to increase its customer base and expand its product line. 4.2.3
3. Explore career pathways in Finance. 4.3
    1. Describe the role of accounting and finance and explain what someone in this field might do, the skills required for the profession, and connect your current skill set. 4.3.1
    2. Discuss: 4.3.2
        1. financial documents (budgets, income statements, etc.) 4.3.2.1
        2. insurances needed by businesses and how it reduces financial risk 4.3.2.2
        3. financial planning within a business 4.3.2.3
        4. financial goals 4.3.2.4
        5. sources of income for business venture 4.3.2.5
        6. fixed and variable expenses (utilities, payroll, repairs, advertising, savings, profits, and loan payments.) 4.3.2.6
        7. assets, liabilities, and owner's equity in regard to the balance sheet 4.3.2.7
        8. revenue and expenses in regard to the income statement 4.3.2.8
    3. Examine an income statement to determine whether the business has incurred a net income or a net loss. 4.3.3
    4. Create a personal budget using spreadsheet software (i.e. Excel). 4.3.4
4. Explore career pathways in Hospitality and Tourism. 4.4
    1. Describe the role of hospitality and tourism and explain what someone in this field might do, the skills required for the profession, and connect your current skill set. 4.4.1
    2. Discuss the impact that the Hospitality and Tourism industry has on Arkansas economy. 4.4.2

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5 Explore career pathways in Entrepreneurship. 4.5

1 Describe the role of entrepreneurship and explain what someone in this field might do, the skills required for the profession, and connect your current skill set. 4.5.1

2 Compare and contrast the unique characteristics, traits, and concepts of the successful entrepreneur. 4.5.2

3 Discuss: 4.5.3

1 impact of small businesses on local, state, and national economies risks and rewards for entrepreneur 4.5.3.1

4 Identify and discuss the components and format of a business plan using current technology: 4.5.4

1 Executive Summary 4.5.4.1

2 Business description and analysis 4.5.4.2

3 Organization and marketing plan 4.5.4.3

4 Financial plan 4.5.4.4

5 Supporting documents 4.5.4.5

5 Compare advantages and disadvantages of different business ownership including sole proprietorships, partnerships, corporations, franchises, and cooperatives. 4.5.5

6 Educational requirements for careers in Business Management & Administration, Marketing Sales & Service, Finance, Hospitality & Tourism, and Entrepreneurship. 4.6

1 Select one career of interest in Business Management & Administration, Marketing Sales & Service, Finance, Hospitality & Tourism, and entrepreneurship research/create a visual presentation to be given to an audience, outlining the educational requirements and salaries for an entry-level, midlevel, and upper-level position within this field. 4.6.1