Arkansas CTE

Management: Grades 10, 11, 12

Adopted 2010

Business and Its Environment

1.1 Define terminology

1. Discuss vocabulary 1.1.1

1.2 Identify the types of businesses

1. Explain classifications of business: retailer, wholesaler, manufacturing business, service business 1.2.1
2. Define and discuss entrepreneurship 1.2.2

1.3 Differentiate social, ethical, and environment issues facing business

1. Describe the impact of population growth/decline 1.3.1
2. Explain social and/or environmental responsibilities 1.3.2

1.4 Explain the economic environment of business

1. Define basic economic concepts 1.4.1
2. Discuss economic systems 1.4.2

Business Ownership and Law

2.1 Define terminology

1. Discuss vocabulary 2.1.1

2.2 Analyze forms of business ownership

1. Compare advantages of proprietorships, partnerships, corporations 2.2.1
2. Compare disadvantages of proprietorships, partnerships, corporations 2.2.2

2.3 Explain the legal aspects of business

1. Discuss the government's role in protecting and promoting business 2.3.1
2. Identify different types of taxes and the function of taxation in business 2.3.2

2.4 Describe an effective business plan

1. Explain the purposes of a business plan and its importance 2.4.1
2. List and understand the parts of a business plan 2.4.2
3. Investigate resources for a business plan 2.4.3

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Information and Communication Systems

3.1 Define terminology

1. Discuss vocabulary 3.1.1

3.2 Examine organizational communication

1. Describe the communication process and channels 3.2.1

3.3 Discuss technology and information management

1. Discuss electronic technology fundamentals 3.3.1
2. Examine common business uses of the Internet 3.3.2
3. Describe the stages of e-commerce development 3.3.3

Management Responsibilities

4.1 Define terminology

1. Discuss vocabulary 4.1.1

4.2 Examine management functions and decision making

1. Define the four functions of management 4.2.1
2. Differentiate between management and non-management employees 4.2.2
3. Describe the five major job responsibilities of supervisors 4.2.3
4. Identify how managers use information and research 4.2.4
5. Identify the steps in an effective decision-making process 4.2.5

4.3 Evaluate the manager as a leader

1. Define important characteristics of leaders 4.3.1
2. Identify five important human relation skills needed by managers 4.3.2
3. Compare different leadership styles and their effectiveness 4.3.3
4. Know why rules are important and the importance of their enforcement 4.3.4

4.4 Analyze planning and organization

1. Identify the value of planning for a business 4.4.1
2. Name the two levels of planning: organizational planning and strategic planning 4.4.2
3. Provide examples of planning tools used by managers 4.4.3
4. Define traditional types and newer types of organization structure 4.4.4

4.5 Discuss implementation and control

1. Identify major management tasks involved in implementing the work of an organization 4.5.1
2. Explain the different theories of employee motivation 4.5.2
3. Describe controlling processes 4.5.3

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4. Recognize control methods businesses use for inventory, credit, theft, and health and safety 4.5.4

Financial Management

5.1 Define terminology

1. Discuss vocabulary 5.1.1

5.2 Explain the importance of financial record keeping and analysis in a business

1. Discuss types of records and record keeping systems used in business 5.2.1
2. Describe types of budgets and their uses 5.2.2
3. Describe types of financial reports (balance sheet and income statement) and their uses 5.2.3

5.3 Examine methods of financing

1. Describe methods of obtaining capital 5.3.1
2. Explain the different types of stock 5.3.2
3. List common sources of outside capital 5.3.3

5.4 Discuss the services provided to business by financial institutions

1. Compare the types of financial institutions 5.4.1
2. Describe common banking services 5.4.2
3. Discuss investment instruments and decisions 5.4.3
4. Examine the effects of governmental regulations on the financial industry 5.4.4

5.5 Examine credit and insurance in business

1. Explain the establishment of credit operations in business 5.5.1
2. Discuss different kinds of transaction cards: i.e., debit card, credit card, smart card 5.5.2
3. Describe the four C's of credit: character, capacity, capital, and conditions 5.5.3
4. Discuss the different types of insurance 5.5.4

Production and Marketing Management

6.1 Define terminology

1. Discuss vocabulary 6.1.1

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6.2 Discuss product planning

1. Formulate steps in new product development 6.2.1
2. Analyze product life cycle 6.2.2
3. Examine manufacturing processes 6.2.3
4. Describe considerations in location and production process organization 6.2.4
5. Discuss ways to maintain product and service quality 6.2.5
6. Compare/Contrast product/service methods of customer satisfaction 6.2.6

6.3 Examine the nature and scope of marketing

1. Discuss marketing activities and the role of marketing in the economy 6.3.1
2. Identify the elements of the marketing mix 6.3.2

6.4 Discuss product development/distribution

1. Identify levels of product development and types of product selection 6.4.1
2. Explain the importance of packaging and branding in relation to customer/sales satisfaction 6.4.2
3. Discuss the channels of distribution, distribution transportation, and product handling 6.4.3

6.5 Analyze product pricing and promotion

1. Discuss business/consumer buying decisions 6.5.1
2. Examine pricing strategies and price control methods 6.5.2
3. Discuss the need for product promotion and common promotional needs 6.5.3
4. Identify advertising/promotion laws and regulations 6.5.4

Human Resource Management

7.1 Define terminology

1. Discuss vocabulary 7.1.1

7.2 Discuss human resources planning

1. Identify procedures for identifying and selecting personnel 7.2.1
2. Discuss factors relating to employee promotion, transfer, and release 7.2.2
3. Compare plans for employee compensation 7.2.3
4. List common employee benefits 7.2.4

7.3 Examine employee development and training

1. Explain the components of a career development program 7.3.1
2. Discuss the importance of performance reviews and training to business and employees 7.3.2
3. Identify steps in career planning 7.3.3

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4. Discuss non-traditional workspace: virtual office, home office, mobile office 7.3.4

Global Business

8.1 Define terminology

1. Discuss vocabulary 8.1.1

8.2 Discuss international business

1. Describe the importance of International trade and investment 8.2.1
2. Explain theory and practice of International trade 8.2.2
3. Identify International trade obstacles or restraints 8.2.3