Arkansas CTE

Survey of Business: Grades 9-12

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. CR

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

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. CRP8

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 foe success in competitive events. CRP10

2 **Develop employability skills for success in business careers (soft skills).** CRP

1 Demonstrate effective communication skills through writing, speaking, listening, and reading. CRP1

2 Comprehend and explain the importance of punctuality and attendance. CRP4

3 Describe integrity, ethical leadership, and the importance of these in one's career and business; evaluate real-world scenarios and discuss the etical considerations involved in those situations. CRP8

4 Understand the concept of teamwork in the workplace. CRP1

5 Participate in quarterly work skills evaluations. (Evaluations should be similar to employee performance reviews in the workplace) CRP5

6 Understand, explain, and demonstrate the concept and importance of digital presence CRP9

3 **Develop a plan for marketing yourself** CRP

1 Prepare career-oriented documents and practice-related activities, such as a letter of application, resume, follow-up letter. Explore and utilize online resume builders and apps. CRP1

2 Identify job search and career advice websites and apps (LinkedIn, Indeed.com, CareerBuilder.com) CRP4

Skip to main content

4 Analyze the six career clusters from which business and marketing programs of study are developed. CRP1

1 Research and describe careers in the Business Management and Administration career cluster, and identify related business technology skills. CRP3

Understand computer hardware and software, and demonstrate safe online behavior CR

2 Understand computer hardware and software, and demonstrate safe online behavior CR