Georgia CTAE

Introduction to Business & Technology (2013)

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept. Standard: Demonstrate employability skills required by business and industry. The following elements should be integrated throughout the content of this course.

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1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. BMA-IBT-11

and industry. The following elements should be integrated throughout the content of this course. BMA-IBT-1	**2** Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. BMA-IBT-12
	3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. BMA-IBT-13
	4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. BMA-IBT-14
	5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills. BMA-IBT-15
	6 Present a professional image through appearance, behavior and language. BMA-IBT-1.6
Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10: Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses. Additional Georgia Standards of Excellence ELA/Literacy standards for Speaking and Listening are listed in the foundational course standards below.	**Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10: Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses. Additional Georgia Standards of Excellence ELA/Literacy standards for Speaking and Listening are listed in the foundational course standards below.**
Apply technology as a tool to increase productivity to create, edit, and publish industry appropriate documents. BMA-IBT-2	**1** Practice respectful and responsible use of technology BMA-IBT-2.1
	2 Demonstrate ethical and legal actions with regards to plagiarism, fair use, and copyright laws BMA-IBT-2.2
	3 Execute efficient online searches for specific and creditable resources. BMA-IBT-2.3
	4 Model the ability to work independently and as a team member. BMA-IBT-2.4

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5 **Demonstrate time-management and organizational skills to complete tasks in allotted time.** BMA-IBT-2.5

6 **State how changes in technology affect the workplace and society** BMA-IBT-2.6

- a Social media, cell phones, tablets, cloud computing, operating systems, and other emerging technologies. BMA-IBT-2.6A

7 **Apply good design principles to create professional appearing and functioning business documents** BMA-IBT-2.7

8 **Compare and contrast technology tools' uses for efficiency in business.** BMA-IBT-2.8

9 **Apply practices that deter, detect, and defend against identity theft for a business and personal safety** BMA-IBT-2.9

10 **Utilize technology in a variety of ways while solving business problems.** BMA-IBT-2.10

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Master word processing software to create, edit, and publish professional-appearing business documents. BMA-IBT-3

1 **Create, share and maintain documents.** BMA-IBT-3.1

- a Apply different views and templates, protect the document, manage document versions, share and save documents. BMA-IBT-3.1A

2 **Format document content.** BMA-IBT-3.2

- a Apply font and paragraph attributes, navigate and search, create and manipulate tables, and apply bullets BMA-IBT-3.2A

3 **Apply page layout and reusable content to documents.** BMA-IBT-3.3

- a Apply and manipulate page setup settings, apply themes, construct content using the Quick Parts tools, create and manipulate page backgrounds, and create and modify headers and footers BMA-IBT-3.3A

4 **Insert illustrations and graphics in a document.** BMA-IBT-3.4

- a Insert and format pictures, clip art, shapes, WordArt, and SmartArt, and apply and manipulate text boxes. BMA-IBT-3.4A

5 **Proofread documents to validate content.** BMA-IBT-3.5

- a Use spelling and grammar check, configure AutoCorrect settings, and insert and modify comments in a document. BMA-IBT-3.5A

6 **Apply references and hyperlinks in a document** BMA-IBT-3.6

- a Apply hyperlinks; create endnotes, footnotes, and a table of contents BMA-IBT-3.6A

7 **Perform mail merge operations.** BMA-IBT-3.7

- a Setup and execute a mail merge. BMA-IBT-3.7A

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Analyze and integrate leadership skills and management functions within the business environment BMA-IBT-4	**1** Explain the interrelationships between the functions of business: accounting, finance, production, marketing, sales, and management. BMA-IBT-4.1
	2 Define, explain and apply various management functions including planning, organizing, directing, and controlling. BMA-IBT-4.2
	3 Explain the importance of a vision, a mission statement, and goal-setting within the context of the business environment. BMA-IBT-4.3
	4 Apply the decision making process to a business situation. BMA-IBT-4.4
	5 Discuss the impact of the business and personal reputation and image including online presence as part of the management of the business. BMA-IBT-4.5
	6 Understand employee impact and management's role in contributing to successful business operations BMA-IBT-4.6
	7 Exhibit organizational skills while planning and executing business projects. BMA-IBT-4.7
	8 Implement strategic plans to manage business growth, profit, and goals. BMA-IBT-4.8
	9 Investigate leadership skills within a successful business environment. BMA-IBT-4.9
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Demonstrate understanding of the concept of marketing an bu ow	**1** Explain the fundamental marketing concepts used by a small business. BMA-IBT-5.1
	Inderstand target market and demographics in marketing strategies. BMA-IBT-.2

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3 **Create a customer database using database software to create and maintain an accurate customer list.** BMA-IBT-5.3

4 **Use customer database to pull specific data to target for marketing campaign.** BMA-IBT-5.4

5 **Evaluate different types of promotional tools for business product and/or services.** BMA-IBT-5.5

5a. Traditional tools and online tools, personal networking BMA-IBT-5.5A

6 **Use innovation to gain a competitive advantage in the marketplace.** BMA-IBT-5.6

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Use professional oral, written, and digital communication skills to create, express, and interpret information and ideas. BMA-IBT-6

1 **Exhibit appropriate business (oral, written, and digital) communication skills needed in the workplace to facilitate information and communication.** BMA-IBT-6.1

2 **Explore social media etiquette and importance of digital presence.** BMA-IBT-6.2

3 **Produce written communications that utilize proper tone, grammar, and bias-free language for the workplace.** BMA-IBT-6.3

a Resume BMA-IBT-6.3A

4 **Employ critical thinking and problem-solving strategies both individually and collaboratively to solve real-world and/or business-related problems.** BMA-IBT-6.4

5 **Using presentation software, create and deliver simple, clear and compelling presentations effectively to target audiences.** BMA-IBT-6.5

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Use technology to enhance the effectiveness of communication in a business environment. BMA-IBT-6.6

a Email, video conferencing, phone conferencing, instant messaging, online chat, blogs, newsgroups, list serve, etc. BMA-IBT-6.6A

7 **Use appropriate technology to plan, develop, practice, and present material to different types of audiences for specific business purpose.** BMA-IBT-6.7

a Research paper, web site, multimedia presentation, publications, speech, online media, video, avatar, etc. BMA-IBT-6.7A

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Demonstrate an understanding of entrepreneurship through recognizing a business opportunity, how to start a business based on the recognized opportunity, and basics of how to operate and maintain that business. BMA-IBT-7

1. **Identify the unique characteristics, traits, and concepts of the successful entrepreneur.** BMA-IBT-7.1
2. **Describe the importance of developing and organizing a successful business plan.** BMA-IBT-7.2
3. **Identify components and format of a business plan.** BMA-IBT-7.3
4. **Examine the business opportunities available in local school and community** BMA-IBT-7.4
5. **Participate as part of a team in an effort to accomplish a common goal leading to a successful business endeavor.** BMA-IBT-7.5
6. **Differentiate between the types of business ownership.** BMA-IBT-7.6
7. **Explain the implications of technology on business development and future growth.** BMA-IBT-7.7

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line of reasoning and the organization, development, substance, and style are appropriate to purpose, audience, and task.	
Understand, interpret, and use accounting principles to make financial decisions. BMA-IBT-8	1 **View financial statements of a business and utilizes those statements to make informed business decisions.** BMA-IBT-8.1 2 **Explain the purpose of the various steps in the accounting cycle.** BMA-IBT-8.2 3 **Differentiate between debits and credits** BMA-IBT-8.3 4 **Analyze and describe sources of income for the business venture (i.e., sales and labor).** BMA-IBT-8.4 5 **Using basic features of spreadsheet software to produce professional financial statements representative of a small business.** BMA-IBT-8.5
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Develop effective money management strategies and understand the role and functions of financial institutions. BMA-IBT-9	1 **Develop a budget including all essential elements for personal and business use.** BMA-IBT-9.1 2 **Compare and contrast the types of financial institutions, both depository and nondepository including the functions and purpose.** BMA-IBT-9.2 2a. Commercial banks, savings and loan associations, credit unions, investment banks, financial services companies, and insurance companies. BMA-IBT-9.2A 3 **Examine the principles of banking transactions and the various services of a bank** BMA-IBT-9.3

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3a. Item processing, collection functions, procedures, bookkeeping, loans, investments, and trust operations. BMA-IBT-9.3A

4 **Apply mathematical operations and processes as well as financial planning strategies to commonly occurring situations in the workplace to accomplish job objectives and enhance workplace performance.** BMA-IBT-9.4

5 **Examine the features and effects of online banking including mobile banking for the business and the consumer.** BMA-IBT-9.5

6 **Explore a personal credit report and the impact of credit on business and personal life.** BMA-IBT-9.6

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Research and interpret the various risks involved in operating a business while determining the role of insurance for a business. BMA-IBT-10

1 **Identify possible business threats and employ risk management strategies and techniques to minimize potential financial loss.** BMA-IBT-10.1

2 **Identify types of business insurance and the need for insurance in a business.** BMA-IBT-10.2

3 **Explain basic insurance concepts: insurance, policyholder, premium, probability, risk, claim, coverage, deductible, policy, insured, insurer, and liability.** BMA-IBT-10.3

4 **Analyze risks to make insurance decisions.** BMA-IBT-10.4

5 **Explore the various career options associated with the insurance field** BMA-IBT-10.5

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Examine basic human resources and the legal aspects of a business while incorporating the methods into business practices. BMA-IBT-11	**1 Differentiate among types of business crimes and identify the strategies that business can use to deter crimes.** BMA-IBT-11.1 **2 Demonstrate understanding of specific legal areas that most commonly affect personal and business relationships** BMA-IBT-11.2 2a. Contract law, insurance, bankruptcy, property law, computer law, harassment, discrimination. BMA-IBT-11.2A **3 Describe the legal requirements of obtaining a business license, permit, contract, patent, copyright, trademark, and logo.** BMA-IBT-11.3 **4 Create a plan for recruiting, hiring, and retaining a new employee and the associated costs** BMA-IBT-11.4 4a. Job application, social media impacts, credit report analysis, appearance impact, etc. BMA-IBT-11.4A **5 Review employment and labor laws impacting business.** BMA-IBT-11.5
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Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events. BMA-IBT-12

1. **Explain the goals, mission and objectives of Future Business Leaders of America.** BMA-IBT-12.1
2. **Explore the impact and opportunities a student organization (FBLA) can develop to bring business and education together in a positive working relationship through innovative leadership and career development programs.** BMA-IBT-12.2
3. **Explore the local, state, and national opportunities available to students through participation in related student organization (FBLA) including but not limited to conferences, competitions, community service, philanthropy, and other FBLA activities.** BMA-IBT-12.3
4. **Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.** BMA-IBT-12.4
5. **Explore the competitive events related to the content of this course and the required competencies, skills, and knowledge for each related event for individual, team, and chapter competitions.** BMA-IBT-12.5

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