Kansas CTE

Business Essentials (2011): Grades 9, 10, 11, 12

Adopted 2011

Business Law	**Describe the nature of legally binding contracts**
	Identify regulatory agencies and regulatory legislation
	Understand the civil foundations of the legal environment of business to demonstrate knowledge of contracts
	Identify types of business ownership
Communication Skills	**Apply verbal skills to obtain and convey information**
	Participate in group discussions
	Make oral presentations
	Organize information
	Select and use appropriate graphic aids
	Write internal and external business correspondence to convey and obtain information effectively
	Identify the elements of effective written communications
	Prepare simple written reports
	Utilize appropriate etiquette in written communications
Customer Relations	**Understands the techniques and strategies used to foster positive-ongoing relationships with customers**
	Explain a customer-service mindset
	Respond to customer inquiries and complaints
	Interpret business policies to customers/clients

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	Understand the nature of customer relationship management
	Explain the role of ethics in customer relationship
Introduction to Economics	**Understand the nature of business to show its contributions to society**
	Identify the concept of economic resources
	Describe the concepts of economics and economic activities
	Identify the principles of supply and demand
	Identify the role of business in society
	Describe types of business activities
	Identify the characteristics of private enterprise
	Identify factors affecting a business's profit
	Determine factors affecting business risk
	Identify the concept of productivity
	Identify the concept of Gross Domestic Product
	Identify and describe business cycles
	Identify types of Economic Systems
Emotional Intelligence	**Develop personal traits to foster career advancement**
	Identify desirable personality traits important to business
	Discuss ethics, responsibility, honest, integrity, and work habits
	Exhibit cultural sensitivity
	Explain the nature of effective communications
	Implement teamwork techniques to accomplish goals
	Participate as a team member
Entrepreneurship	**Discuss entrepreneurial discovery strategies to generate feasible ideas for business ventures**
	ɛplain the need for entrepreneurial discovery

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	Discuss entrepreneurial discovery processes
	Assess global trends and opportunities for business ventures
	Describe entrepreneurial planning considerations
Financial Analysis	**Explain forms of financial exchange**
	Explain the time value of money
	Explain the purposes and importance of credit
	Manage personal finances to achieve financial goals with savings and investing
	Develop personal budget
	Interpret a pay stub
	Read and reconcile bank statements
	Maintain financial records
	Describe sources of income -- wages/salaries, interest, rent, dividends, transfer payments, etc.
Information Management	**Use information literacy skills to increase workplace efficiency and effectiveness**
	Assess information needs
	Evaluate quality and source of information
	Utilize information-technology tools to manage and perform work responsibilities
	Identify ways that technology impacts business
	Explain the role of information systems
	Demonstrate basic email functions
	Demonstrate basic research skills
	Demonstrate basic database applications
	Demonstrate basic spreadsheet applications
Marketing	**Understand marketing's role and function in business to facilitate economic exchanges with customers**
	Explain marketing and its importance in global economy

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	Describe marketing functions and related activities
	Acquire foundational knowledge of customer, client, and business behavior to understand what motivates decision-making
	Explain customer, client, business buying behavior
	Identify elements of the marketing mix
Professional Development	**Discuss appropriate personal appearance**
	Set personal goals
	Utilize critical-thinking skills to determine best options/outcomes
	Demonstrate problem-solving skills
	Use time-management skills
	Understands concepts tools and strategies used to explore, obtain, and develop in a business career (ex. Kansas Career Pipeline)