Kentucky CTE

Business and Marketing Education: Business and Marketing Essentials 060111 (2026–2027)

Foster positive relationships with customers to enhance company image. 1	**1 Foster positive relationships with customers to enhance company image.** 1
Understand fundamental economic concepts to obtain a foundation for employment in business. 2	**2 Understand fundamental economic concepts to obtain a foundation for employment in business.** 2
Understand the nature of business to show its contributions to society. Analyze cost/profit relationships to guide business decision-making. 3	**3 Understand the nature of business to show its contributions to society. Analyze cost/profit relationships to guide business decision-making.** 3
Understand economic systems to be able to recognize the environments in which businesses function. 4	**4 Understand economic systems to be able to recognize the environments in which businesses function.** 4
Apply ethics to demonstrate trustworthiness. 5	**5 Apply ethics to demonstrate trustworthiness.** 5
Ac kn accounting to	**cquire a foundational knowledge of accounting to understand its nature and cope.** 6

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understand its nature and scope. 6	
Acquire a foundational knowledge of finance to understand its nature and scope. 7	7 Acquire a foundational knowledge of finance to understand its nature and scope. 7
Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope. 8	8 Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope. 8
Understand marketing's role and function in business to facilitate economic exchanges with customers. 9	9 Understand marketing's role and function in business to facilitate economic exchanges with customers. 9
Use information literacy skills to increase workplace efficiency and effectiveness. 10	10 Use information literacy skills to increase workplace efficiency and effectiveness. 10
Acquire a foundational knowledge of information management to understand its nature and scope. 11	11 Acquire a foundational knowledge of information management to understand its nature and scope. 11
Utilize information technology tools to manage and perform work responsibilities. 12	12 Utilize information technology tools to manage and perform work responsibilities. 12
Understand the operation's role and function in business to value its contribution to a company. 13	13 Understand the operation's role and function in business to value its contribution to a company. 13
Acquire self-de en and improve efficiency	14 Acquire self-development skills to enhance relationships and improve efficiency in the work environment. 14

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in the work environment. 14	
Understand and follow company rules and regulations to maintain employment. 15	15 Understand and follow company rules and regulations to maintain employment. 15
Participate in career planning to enhance job success potential. 16	16 Participate in career planning to enhance job success potential. 16
Implement job-seeking skills to obtain employment. 17	17 Implement job-seeking skills to obtain employment. 17
Utilize career-advancement activities to enhance professional development. 18	18 Utilize career-advancement activities to enhance professional development. 18
Recognize management's role to understand its contribution to business success. 19	19 Recognize management's role to understand its contribution to business success. 19
Standard	