Mississippi CTE

Business, Marketing, and Finance (2025)

Unit 1: Orientation, Safety, and Leadership 1

1 **Identify the essential characteristics of a healthy office environment.** 1.1

- a Research workplace safety concerns involving equipment, ergonomics and workstation design, and the physical environment of a business. Present and discuss findings. 1.1.A

2 **Discuss situations in a workplace that can lead to injury or illness. DOK2** 1.2

- a Use web-based resources to investigate The National Institute for Occupational Safety and Health (NIOSH) guidelines in the business environment to include the following: 1.2.A
  - 1 Physical hazards 1.2.A.1
  - 2 Task-related hazards 1.2.A.2
  - 3 Workspace design hazards 1.2.A.3
  - 4 Stress hazards 1.2.A.4
- b Use written and/or verbal communication to explain how the above hazards can result when the demands of a job exceed a worker's capabilities. 1.2.B

3 **Explore security, privacy, and risk management policies and procedures for information technology.** 1.3

- a Create a simple plan to assist a business in protecting information technology systems using: 1.3.A
  - 1 Acceptable use policies 1.3.A.1
  - 2 Terms of service agreements 1.3.A.2
  - 3 Firewalls 1.3.A.3
  - 4 Encryption 1.3.A.4

4 **Investigate how career and technical student organizations (CTSOs) enhance leadership skills. DOK3** 1.4

- a Use a teacher-created web quest to identify ways CTSOs (e.g., Business Professionals of America [BPA], DECA, Inc., Future Business Leaders of America [FBLA], SkillsUSA, Technology Students Association [TSA]) enhance student leadership skills and explain how CTSOs nominate, elect, and evaluate student leaders. 1.4.A

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Unit 2: Communication and Ethics 2

1. **Apply basic interpersonal communication skills in personal and professional situations.** 2.1
   - a. In a teacher-led discussion, establish professional communication measures that include the following formats: 2.1.A
     1. Phone 2.1.A.1
     2. Electronic (email, social media, text) 2.1.A.2
     3. Written 2.1.A.3
     4. Verbal and nonverbal 2.1.A.4
     5. Proper names for emails 2.1.A.5

2. **Use technology to enhance the effectiveness of communication.** 2.2
   - a. Investigate various technological means of communication for increasing the effectiveness of a business, including: 2.2.A
     1. Social media 2.2.A.1
     2. Websites 2.2.A.2
     3. Listservs 2.2.A.3
     4. Emergent technologies (i.e., Artificial Intelligence [AI], Virtual Reality [VR], etc.) 2.2.A.4

3. **Describe the factors that define what is considered ethical and socially responsible business behavior. DOK2** 2.3
   - a. Collect, organize, and interpret ethical and socially responsible practices in business. 2.3.A
   - b. In student teams or a class discussion, brainstorm a list of ethical and socially responsible guidelines to implement within a new business. 2.3.B

4. **Research and discuss the relationship between ethics and the law.** 2.4
   - a. Using lists created in competency 3.b., research the legality of each item according to the Department of Labor's Equal Employment Opportunity Commission's Youth at Work guidelines to include: 2.4.A
     1. Title VII Civil Rights Act of 1964 2.4.A.1
     2. Title I of the Americans with Disabilities Act (ADA) of 1990 2.4.A.2
     3. Child labor laws in Mississippi 2.4.A.3
     4. Right to work laws 2.4.A.4
   - b. Develop a mock and/or real social media or school-wide campaign that briefly explains some of the above standards (e.g., hashtag X/Twitter effort, Facebook page, etc.). 2.4.B
   - c. Incorporate a cross-curricular lesson with academic or other CTE teachers. 2.4.C

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5. **nalyze how modern workplace success depends on respect of cultural differences nd working effectively with people from a range of social and cultural**

backgrounds. DOK4 2.5

a Create a multimedia presentation detailing ethics and/or legal differences between domestic and international businesses that highlight cultural commonalities and differences. 2.5.A

6 **Investigate the power of Artificial Intelligence (AI) as it relates to business. DOK3** 2.6

a Research to determine the pros and cons to using AI in a business setting. 2.6.A

b Determine ways businesses can make ethical decisions related to emerging technologies. 2.6.B

Introduction to Economics 3

1 **Explain the concepts of scarcity, choice, decision-making, opportunity cost, supply, demand, and gross domestic product (GDP). DOK2** 3.1

a Describe how households, firms, or governments use their productive resources (land, labor, capital, and entrepreneurship) to make economic decisions by analyzing common household goods. 3.1.A

b Create an infographic that explains how each factor of production was utilized. 3.1.B

2 **Explain why societies develop economic systems, identify the basic features of different economic systems, and analyze the major features of the U.S. economic system. DOK2** 3.2

a Identify the three basic economic questions: 3.2.A

1 What goods and services will be produced? 3.2.A.1

2 How will the goods and services be produced? 3.2.A.2

3 For whom will the goods and services be produced? 3.2.A.3

b Identify the four main economic systems: 3.2.B

1 Traditional economy 3.2.B.1

2 Command economy 3.2.B.2

3 Market economy 3.2.B.3

4 Mixed economy 3.2.B.4

c Create a graph that evaluates the degree of government involvement in each economic system (command, market, mixed, and traditional) and have student teams debate which economic system is the best for the global economy. 3.2.C

3 **Illustrate how voluntary exchanges and trade reflect negative and positive incentives resulting in gain for both parties. DOK3** 3.3

a Create a multimedia presentation that explores how behavior would be affected if minimum wages were increased by $5 per hour. 3.3.A

1 Include effect on businesses versus households. 3.3.A.1

2 Include positives and negatives on each. 3.3.A.2

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4 **Analyze the role of price on the market, the buyer, and the seller. DOK4** 3.4

- a Discuss how the different theories of economics impact free market economies. 3.4.A

5 **Research different economic systems to determine how people work individually or collectively to allocate goods and services. DOK2** 3.5

- a Using the Index of Economic Freedom, prepare a written report that compares the quality of life of one country, concentrating on the following qualities: 3.5.A
  1. Housing conditions 3.5.A.1
  2. Education 3.5.A.2
  3. Health 3.5.A.3
  4. Safety 3.5.A.4

Unit 4: Personal Finance: Decision-Making, Income, and Money Management 4

1 **Use a rational decision-making process as it applies to the roles of its citizens, workers, and consumers. DOK4** 4.1

- a Using the PACED decision-making model, outline the five-step decision-making process. The PACED model is not about finding the correct choice for everybody; it is about making a careful, well-informed decision for yourself. 4.1.A
  1. P: Identify the problem- Usually, the problem is related to scarcity. 4.1.A.1
  2. A: List alternatives- The options you will choose from and evaluate the advantages and disadvantages of each choice. 4.1.A.2
  3. C: Select criteria- The things that are important to you in making the decision. 4.1.A.3
  4. E: Evaluate alternatives based on the criteria. 4.1.A.4
  5. D: Make a decision and review that decision. 4.1.A.5
- b Using the steps in the PACED decision-making model and the competitive events available within your individual CTSO, create a chart that evaluates three events that you would like to pursue. The last step of reviewing your decision will occur after your individual CTSO competition. 4.1.B

2 **Identify various forms of income and analyze factors that affect income as a part of the career decision-making process.** 4.2

- a Distinguish between sources of earned income and unearned income. 4.2.A
  1. Earned income (salaries and wages, tips, commissions, etc.) 4.2.A.1
  2. Unearned income (interest, dividends, gifts, etc.) 4.2.A.2
- b Discuss how income affects a person's career decision-making process. 4.2.B
- c Identify various types of taxes paid on income. 4.2.C
- d Explore how employee benefits play into a person's career decision-making. 4.2.D

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3 **Predict future earnings based on current plans for education, training, and career options.** 4.3

- a Using web-based research tools (e.g., salary.com) of your choice, compare the average income of a specific career in a city in Mississippi to a city in another state. 4.3.A
- b Develop a cost-of-living comparison using salary versus living expenses for each location. 4.3.B
- c Create a multimedia presentation that reflects your research. 4.3.C

4 **Evaluate how people can increase their income and job opportunities by acquiring more education, work experience, and job skills. DOK3** 4.4

- a Research the ways personal income increases with additional education and training. 4.4.A

5 **Explore how income for most people is determined by the market value of their labor, paid as wages and salaries. DOK2** 4.5

- a Create a multimedia presentation to include analysis of lifelong earning potential of someone with a high school diploma versus someone with advanced schooling and/or training. 4.5.A

6 **Develop and evaluate a spending/savings plan. DOK4** 4.6

- a Determine the essential components of a basic budget (income - expenses = savings or debt), and create a budget based on working and living in an individually selected area within the US. 4.6.A

7 **Evaluate savings options to meet short- and long-term goals. DOK3** 4.7

- a Research the difference between short and long-term goals. 4.7.A
- b Understand each step of SMART goals to evaluate savings options. 4.7.B
  1. Specific 4.7.B.1
  2. Measurable 4.7.B.2
  3. Attainable 4.7.B.3
  4. Realistic 4.7.B.4
  5. Time-bound 4.7.B.5

8 **Evaluate investment options to meet short and long-term goals. DOK3** 4.8

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a Research various investment options to create a multimedia presentation on two or more of the following types of investments: 4.8.A

1 Bank products (savings accounts, certificates of deposit, money market accounts) 4.8.A.1

2 Stock, bonds, mutual funds (common versus preferred stock; treasury versus government bonds; diversified investments through mutual funds) 4.8.A.2

3 Retirement (401(k), IRAs) 4.8.A.3

4 Life insurance (whole life, term life) 4.8.A.4

Unit 5: Personal Finance: Credit and Risk Management 5

1 Analyze factors that affect the choice of credit, the cost of credit, and the legal aspects of using credit. DOK4 5.1

a Based on research, create a storyboard, graphic novel, comic strip, mind map, timeline, or related visual representation that depicts the following elements: 5.1.A

1 How credit cards work 5.1.A.1

2 Risks of using credit 5.1.A.2

3 How to build a high credit score 5.1.A.3

b Through a teacher-led discussion, identify and apply the following acts to various scenarios: 5.1.B

1 Truth in Lending Act 5.1.B.1

2 Fair Credit Billing Act 5.1.B.2

3 Fair Credit Reporting Act 5.1.B.3

4 Fair Debt Collection Practices Act 5.1.B.4

5 The Credit Card Act 5.1.B.5

2 Analyze choices available to consumers for protection against risk and financial loss. DOK4 5.2

a Use free online modules from third-party personal financial literacy courses to define, investigate, and determine how risk affects the potential for financial loss. Generate scores or certificates of completion if possible. 5.2.A

3 Describe how people make choices to protect themselves from the financial risk of lost income, assets, health, or identity. DOK2 5.3

a Define risk as the potential for loss and explore various consumer behaviors that would be considered no risk, moderate risk, and high risk. 5.3.A

b Explore how consumers can choose to accept risk, reduce risk, or transfer the risk to others. 5.3.B

4 Explore how individuals and businesses use various insurance products to protect hemselves from potential financial risk. DOK2 5.4

Create a graphic organizer to compare each insurance product. 5.4.A

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Unit 6: Microeconomics 6

1. **Analyze the role of markets and prices in the U.S. economy. DOK4** 6.1
   - a Define the five economic utilities of goods and services, and then create two Venn Diagrams explaining the likes and differences of any two. Compare and contrast a total of four of the following (two for each Venn Diagram): 6.1.A
     1. Form utility 6.1.A.1
     2. Place utility 6.1.A.2
     3. Time utility 6.1.A.3
     4. Possession utility 6.1.A.4
     5. Information utility 6.1.A.5

2. **Analyze the different types of market structures and the effect they have on price and the quantity of the goods and services produced. DOK4** 6.2
   - a After conducting research on the market structures, write a report on the effect that each of the following has on price and the quantity of the goods and services produced. 6.2.A
     1. Perfect competition 6.2.A.1
     2. Oligopoly 6.2.A.2
     3. Monopoly 6.2.A.3

3. **Evaluate antitrust laws including the Sherman Antitrust Act, Clayton Act, Federal Trade Commission Act, Robinson Patman Act, and Celler-Kefauver Antimerger Act.DOK4** 6.3
   - a Research a case involving antitrust violations and create a multimedia display or presentation to showcase the findings. 6.3.A

4. **Identify markets in which economic decision-makers have participated as buyers and sellers and describe how the interaction of all buyers and sellers influences price. DOK3** 6.4
   - a Research each of the economic decision-makers and create a graphic organizer that describes each role in the economy and how that role influences prices as buyers and/or sellers. 6.4.A
     1. Households as buyers 6.4.A.1
     2. Firms as buyers and sellers 6.4.A.2
     3. Governments as buyers and sellers 6.4.A.3
     4. Rest of the world (global) as buyers and seller 6.4.A.4

5. **Predict how prices change when there is either a shortage or surplus of the product available. DOK3** 6.5
   - a Participate in a competitive market game in which one group acts as sellers and the other group acts as buyers. In this game, students will see how price is influenced by the interactions between the two groups. 6.5.A

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Unit 7: Foundations of Marketing 7

1. **Analyze the marketing mix, their interrelationships, and how they are used in the marketing process. DOK4** 7.1
   - a Construct a table analyzing three products you've bought in the past to utilize the marketing mix to include: 7.1.A
     1. Product 7.1.A.1
     2. Place 7.1.A.2
     3. Price 7.1.A.3
     4. Promotion 7.1.A.4
   - b Acting as an industry professional (role-play), present a detailed proposal to a small local business that demonstrates the following elements: 7.1.B
     1. Defining the target market 7.1.B.1
     2. The role of market segmentation 7.1.B.2
     3. The four Ps of the marketing mix 7.1.B.3
     4. Consumer/customer relations 7.1.B.4

2. **Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society. DOK4** 7.2
   - a Describe marketing functions and related activities by discussing the seven functions of marketing in interactive discussion groups. 7.2.A
     1. Distribution 7.2.A.1
     2. Market planning 7.2.A.2
     3. Marketing information management 7.2.A.3
     4. Pricing (include profit analysis: revenue - costs = profit.) 7.2.A.4
     5. Product/service management 7.2.A.5
     6. Promotion 7.2.A.6
     7. Selling 7.2.A.7
   - b Use presentation software to develop a pictogram that explains marketing to include the following terms: 7.2.B
     1. Goods 7.2.B.1
     2. Market 7.2.B.2
     3. Market share 7.2.B.3
     4. Marketing 7.2.B.4
     5. Marketing concept 7.2.B.5
     6. Services 7.2.B.6
     7. Target market 7.2.B.7
     8. Utility (form, place, time, possession, and information utilities) 7.2.B.8

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c Develop a sales campaign for a newly created product and apply various components of the seven functions of marketing. 7.2.C

3 **Analyze the characteristics, motivations, and behaviors of consumers. DOK4** 7.3

a Research three products. Based on research, use publication software to develop target market publications to include the following elements: 7.3.A

1 Motive-based (emotional motive, patronage motive, rational motive) 7.3.A.1

2 Buying decisions (extensive buying decisions, limited buying decisions, routine buying decisions, impulse buying decisions) 7.3.A.2

3 Characteristics of the target market (demographic, geographic, psychographic, behavioral) 7.3.A.3

4 **Identify and analyze the costs/benefits of finding customers. DOK4** 7.4

a Investigate the costs associated with generating new customers by identifying whether the new customer is already a competitor's customer and determining why potential customers go to a competitor. 7.4.A

b Determine the value of finding new customers by estimating the average amount of revenue that is generated by each new customer at an initial purchase and determine the lifetime gross revenue that a typical customer will generate. Create a display showcasing the lifetime value of the customer. 7.4.B

5 **Recognize how to retain customers and develop relationships with repeat customers. DOK3** 7.5

a Based on research, initiate a student-led discussion on customer retention strategies and the importance of customer relationship marketing. 7.5.A

b Choose a well-known business or company and create a short customer retention plan to include: 7.5.B

1 Brand loyalty 7.5.B.1

2 Employee customer training 7.5.B.2

3 Loyalty programs 7.5.B.3

4 Membership reward points 7.5.B.4

5 Premiums or incentives through social media 7.5.B.5

6 **Analyze the influence of internal and external factors on marketing. DOK4** 7.6

a Conduct a political, economic, social, technological, legal, and environmental (PESTLE) analysis on a successful or failed global company. 7.6.A

b Conduct a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis on the same successful or failed company. 7.6.B

c Produce a report analyzing internal and external forces on marketing for the selected company and post it in a digital format with a class discussion board. 7.6.C

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7 **Describe the elements, design, and purposes of a marketing plan. DOK3** 7.7

a Discuss the three fundamental steps in developing a marketing plan to include: 7.7.A

1 Perform customer analysis 7.7.A.1

2 Perform market analysis 7.7.A.2

3 Develop marketing mix 7.7.A.3

b Evaluate five businesses from different industries to determine the direct and indirect competitors of each. Participate in a teacher/student discussion on the five businesses. 7.7.B

Unit 8: Review of Workplace Safety and Security 8

1 **Maintain a healthy workplace environment. DOK2** 8.1

a Explore online safety resources and/or training (e.g., Youth at Work by OSHA) and produce a report of a real-world setting that contains the following elements: 8.1.A

1 Equipment 8.1.A.1

2 Workstation design 8.1.A.2

3 Physical environment (i.e., temperature, humidity, light, task design) 8.1.A.3

4 Psychological factors (i.e., personal interactions, work pace, job control) 8.1.A.4

5 Workplace hazards 8.1.A.5

2 **Examine the workplace space design that allows each employee to work comfortably without needing to overreach, sit or stand too long, or use awkward postures. DOK2** 8.2

a Research ergonomic workspace design and identify ergonomic issues from pictures that are presented to students. 8.2.A

Unit 9: Macroeconomics 9

1 **Compare and contrast fiscal and monetary policy. DOK3** 9.1

a Evaluate the impact of each of the tools the Federal Reserve uses to achieve the nation's monetary policy goals and how it relates to the economic health of the US. 9.1.A

1 Tools: discount rate, open-market operations, reserve requirements, and interest on reserves 9.1.A.1

2 Explore how Congress and the President work together to create fiscal policy by implementing a national budget. 9.1.A.2

3 Identify government methods to collect tax revenue to fund the national budget. 9.1.A.3

4 Distinguish between a budget deficit, budget surplus, and a balanced budget and debate the advantages and disadvantages of adopting a balanced budget amendment. 9.1.A.4

5 Identify components of the national budget. 9.1.A.5

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b Define the inflation rate and discuss its effect on individuals and the overall economy. 9.1.B

c Define the unemployment rate and discuss how it affects individuals and the overall economy. 9.1.C

2 **Explain the importance of productivity and analyze how specialization, division of labor, investment in physical and human capital, and technological change affect productivity and global trade. DOK4** 9.2

a Produce a simple product through a group activity to investigate the characteristics of productivity and determine how the rate of output correlates to the degree of productivity. Compare and contrast the results after incorporating the following changes: 9.2.A

1 Specificity of task 9.2.A.1

2 Process 9.2.A.2

3 Technological advancements 9.2.A.3

3 **Explore the concept of business cycles as they relate to fluctuations in the national economy from times of expansion through times of contraction. DOK3** 9.3

a Construct explanations of observed relationships between phases of the business cycle (contraction, expansion, peak, and recession) using examples of past technological successes (e.g., compact discs, videocassette recorder, pagers/beepers, etc.) 9.3.A

4 **Explore how the money in the economy affects the overall price level. DOK2** 9.4

a Research how inflation results from increases in a nation's money supply that exceed increases in its output of goods and services in the long run. Create an infographic or other display to illustrate the relation of the amount of money in the economy to the level of inflation. 9.4.A

5 **Examine the role of trade, protectionism, and monetary markets in the global economy.** 9.5

a Based on research/evidence, develop a report analyzing a country that exports products to the US. Use data and statistics to justify an import policy dealing with that country. 9.5.A

b Research protectionism and create a multimedia presentation discussing the pros and cons of including barriers to trade (tariffs, quotas, sanctions, and embargoes). 9.5.B

6 **Evaluate how growing international economic interdependence causes economic conditions and policies in one nation to be increasingly affected by economic conditions and policies in another nation. DOK3** 9.6

a Research a country with which the US trades (imports/exports) and prepare a multimedia presentation that shows why there is economic interdependence among nations in the global economy. 9.6.A

Re

alyze management functions and their implementation and integration within he business environment. DOK4 10.1

Management 10

a In student groups, research the functions of management and communicate findings in multiple formats (verbally, graphically, textually, and/or mathematically). Include the following elements: 10.1.A

1 Planning 10.1.A.1

2 Organizing 10.1.A.2

3 Staffing 10.1.A.3

4 Directing 10.1.A.4

5 Controlling 10.1.A.5

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2 Develop personal management skills to function effectively and efficiently in a business environment. DOK2 10.2

a Determine how personal management skills affect employability and create a new employee training video that models proper practices of the following: 10.2.A

1 Time management skills 10.2.A.1

2 Emotional intelligence 10.2.A.2

3 Imagination and innovation 10.2.A.3

4 Critical-thinking skills 10.2.A.4

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3 Examine the role of ethics in management and social responsibility in decision-making. DOK3 10.3

a Research case studies analyzing unethical business behaviors to generate and compare multiple solutions; engage in a class debate regarding the optimal solution. 10.3.A

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4 Describe human resource functions and their importance to an organization's successful operation. 10.4

a Classify and explain observed relationships between the following elements: 10.4.A

1 Acquiring: recruiting, interviewing, and hiring 10.4.A.1

2 Developing (e.g., onboarding, in-service, and off-boarding): formal training (aside from formal work environment, and informal [within work environment]) 10.4.A.2

3 Compensating: payroll, salary, wages, commission, and fringe benefits 10.4.A.3

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5 Describe the role of organized labor and its influence on government and business. DOK2 10.5

a Research recent collective bargaining, mediation, and binding arbitration cases among well-known parties, such as major league sports, United Auto Workers (UAW), etc. 10.5.A

ь In an industry-simulated scenario, negotiate between an employer, labor union, and mediator (teacher) in which the labor union has 12 demands. 10.5.B

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Unit 11: Strategic and Operations Management 11

1. **Analyze the organization of a business. DOK4** 11.1
   - a. Evaluate the basic forms of ownership to create a graphic organizer to include the advantages and disadvantages for each of the following: 11.1.A
     1. Sole proprietorship 11.1.A.1
     2. Partnership 11.1.A.2
     3. Corporation and LLCs (S corporation, C corporation and LLCs) 11.1.A.3
     4. Alternative forms of ownership (franchise, cooperative and nonprofit) 11.1.A.4

2. **Examine intellectual property issues of copyrights, patents, and trademarks. DOK2** 11.2
   - a. Research well-known cases of copyright infringement to determine if a student-generated creative work does or does not violate copyright law. 11.2.A

3. **Apply operations management principles and procedures to the design of an operation plan.** 11.3
   - a. Analyze a modern manufacturing industry simulation to apply operations management principles and procedures to include: 11.3.A
     1. Benchmarking 11.3.A.1
     2. Continuous improvement (Six Sigma, Lean Production, Total Quality Management [TQM] and Kaizen) 11.3.A.2
   - b. Identify three management styles: autocratic, democratic, and laissez-faire. 11.3.B

4. **Examine corporate culture and management in the global environment. DOK2** 11.4
   - a. Research modern businesses' cultures relating to beliefs, assumptions, perceptions, thoughts, and feelings. 11.4.A
   - b. Create a mind map comparing the challenges faced during global relations. 11.4.B

5. **Examine factors that lead to long-term sustainability within a business. DOK2** 11.5
   - a. Determine how financial health, social engagement, and corporate citizenship affect the long-term success of a business in terms of the triple bottom line, which includes: 11.5.A
     1. People: the impact that business decisions have on the people employed by the business and the consumers of the business 11.5.A.1
     2. Planet: the environmental impact the business has on its ecological surroundings 11.5.A.2
     3. Profit: the economic impact of the company (profit = revenue - costs) 11.5.A.3
   - b. Contact a local business and evaluate its business practices. Research and discuss how that business could make decisions to ensure the sustainability of the business and create a report making recommendations to the business on how it can implement some of the solutions. 11.5.B

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Unit 12: Entrepreneurship 12

1 **Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics. DOK2** 12.1

- a Complete a free online entrepreneurship assessment and record your results in a discussion board format. Do you agree or disagree with the results? Why or why not? 12.1.A
- b Research characteristics of entrepreneurs and create a creative product that showcases the characteristics. 12.1.B

2 **Evaluate the opportunities, risks, advantages, and disadvantages of being an entrepreneur.** 12.2

- a Complete a free online course that evaluates the opportunities, risks, advantages, and disadvantages of being an entrepreneur. 12.2.A
- b Communicate results of the online course in written or verbal form to show mastery of course content. 12.2.B

3 **Investigate LEAN startup methods to generate, develop, and test ideas to identify market and business opportunities. DOK3** 12.3

- a Recognize opportunities resulting from other peoples' wants and perceived needs. 12.3.A
- b Generate solution ideas for products and/or services to meet consumers' needs. 12.3.B
- c Brainstorm ideas for a new product or service. 12.3.C
- d Identify and evaluate consumer pains and problems through a customer discovery process (e.g., surveys, secondary research, etc.). 12.3.D
- e Refine an existing product or service based on opportunity gaps in the marketplace. 12.3.E

4 **Discuss the value proposition as it relates to LEAN startups. DOK2** 12.4

- a Describe the value proposition for a product or service solution. 12.4.A

5 **Test and validate solution ideas as they relate to product development. DOK4** 12.5

- a Define prototyping. 12.5.A
- b Design a simplistic prototype (e.g., sketch, model, etc.). 12.5.B
- c Ask for feedback on a solution idea from a relevant stakeholder. 12.5.C
- d Define product life cycle. 12.5.D
- e Define customer validation. 12.5.E
- f Define minimum viable product (MVP) and describe its role and importance. 12.5.F
- g Analyze where the market stands in a product's life cycle. 12.5.G
- h Develop a feedback summary report based on validation efforts. 12.5.H

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dentify the characteristics of the different legal structures of a business.)OK2 12.6

a Create a chart that details the advantages and disadvantages of the following: 12.6.A

1 Sole proprietorship 12.6.A.1

2 Partnership 12.6.A.2

3 Corporation 12.6.A.3

4 S corporation 12.6.A.4

5 C corporation 12.6.A.5

6 Nonprofit corporation 12.6.A.6

7 Limited liability company 12.6.A.7

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7 Identify sources of start-up funding, with the advantages and disadvantages of each. 12.7

a Create a multimedia presentation identifying the advantages and disadvantages of each of the following: 12.7.A

1 Equity (friends/family, angel investors, venture capitalist) 12.7.A.1

2 Debt (banks, credit cards, personal loans, microloans) 12.7.A.2

3 Grants (government, foundation, corporate) 12.7.A.3

4 Alternative funding (crowdfunding, etc.) 12.7.A.4

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8 Define and describe potential exit strategies for a business. DOK2 12.8

a Define exit strategies that are available for businesses. 12.8.A

1 Employee Stock Ownership Plan (ESOP) 12.8.A.1

2 Harvesting 12.8.A.2

3 Initial Public Offering (IPO) 12.8.A.3

4 Management Buyout 12.8.A.4

b Using teacher-created scenarios, determine if various businesses should sell their business or liquidate their assets. 12.8.B

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9 Identify the purpose and worth of a business plan. DOK2 12.9

a Distinguish between the types of business plans, including LEAN Canvas and Pitch deck. 12.9.A

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b Create a graphic organizer that identifies and describes the following essential components of a business plan: 12.9.B

1 Executive summary 12.9.B.1

2 Business and product description 12.9.B.2

3 Market/customer analysis 12.9.B.3

4 Operations and management plan 12.9.B.4

5 Marketing plan 12.9.B.5

6 Financial plan 12.9.B.6

Unit 13: Personal Finance—Purchasing and Financial Institutions 13

1 **Apply a decision-making model to maximize consumer satisfaction when buying goods and services. DOK3** 13.1

a Research a product and apply the following decision-making model to that product to maximize consumer satisfaction: 13.1.A

1 Recognize the problem (e.g., I need a new television.) 13.1.A.1

2 Information searching (e.g., What televisions are available?) 13.1.A.2

3 Evaluation of alternatives (e.g. Do I really need the television, and, if so, which one?) 13.1.A.3

4 Purchase (e.g., Buy the television.) 13.1.A.4

5 Post-purchase satisfaction or dissatisfaction (e.g., Did the television deliver 13.1.A.5

b Share the decision-making model on the product you picked on a discussion board (real or virtual) and respond to a minimum of two of your classmates' posts. 13.1.B

2 Differentiate between the advantages and disadvantages of renting, leasing, and owning. 13.2

a Develop, revise, or populate a graphical chart comparing the advantages and disadvantages of the following: 13.2.A

1 Renting 13.2.A.1

2 Leasing 13.2.A.2

3 Owning 13.2.A.3

b Using information from the graphical chart above, create a video and/or multimedia presentation explaining your renting, leasing, or owning plans. 13.2.B

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3 **Interpret the differences in payment types, including debit cards, credit cards, prepaid cards, cash advances, and payday loans. DOK2** 13.3

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a Research the various payment types and create a multimedia presentation explaining the pros and cons of each of the following types: 13.3.A

1 Debit cards 13.3.A.1

2 Cash advances 13.3.A.2

3 Credit cards 13.3.A.3

4 Payday loans 13.3.A.4

5 Prepaid cards 13.3.A.5

6 Digital pay forms 13.3.A.6

4 valuate services provided by financial institutions. DOK2 13.4

a Identify and discuss the following services: 13.4.A

1 Checking accounts 13.4.A.1

2 Savings accounts 13.4.A.2

3 Credit cards 13.4.A.3

4 Mortgages 13.4.A.4

5 Student loans 13.4.A.5

6 Auto loans 13.4.A.6

7 Debit cards 13.4.A.7

8 Online banking 13.4.A.8

9 Signature loan 13.4.A.9

10 ATMs 13.4.A.10

11 Money market account 13.4.A.11

12 High-interest money market account (HIMMA) 13.4.A.12

b Research the differences between types of financial institutions to develop a presentation comparing various services provided by three institutions (at least one bank, one credit union, and one online bank), explaining which you would choose. 13.4.B

c Discuss the various responsibilities and steps involved in opening and using a checking account. 13.4.C

Unit 14: Financial Accounting 14

1 Understand the role accountants play in business and society. DOK1 14.1

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a Research roles accountants play in different businesses to generate a report that includes: 14.1.A

1 Education/training requirements 14.1.A.1

2 Certifications 14.1.A.2

3 Average salary 14.1.A.3

4 Job description 14.1.A.4

5 Job outlook 14.1.A.5

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2 Develop an understanding and working knowledge of an annual report and financial statements. DOK4 14.2

a Create a presentation (multimedia, poster, song, report, video, role play, etc.) based on research that explains in detail the following three main financial statements in accounting: 14.2.A

1 Balance sheet 14.2.A.1

2 Income statement 14.2.A.2

3 Cash flow statement 14.2.A.3

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3 Complete the steps in the accounting cycle to prepare financial statements. DOK4 14.3

a Apply each step of the basic accounting cycle to an existing account provided by the teacher or a local business to include: 14.3.A

1 Analyzing the transactions as they occur 14.3.A.1

2 Recording transactions in the journals 14.3.A.2

3 Posting debits and credits from journal entries to the general ledger 14.3.A.3

4 Adjusting the assets with a trial balance 14.3.A.4

5 Preparing financial statements (balance sheet, income statement, cash flow statement) 14.3.A.5

6 Closing the temporary accounts 14.3.A.6

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4 Analyze financial transactions. DOK4 14.4

a Produce and interpret key financial documents, to include: 14.4.A

1 Record transactions in the journals 14.4.A.1

2 Post debits and credits 14.4.A.2

3 Adjust assets with a trial balance 14.4.A.3

4 Prepare financial statements 14.4.A.4

5 Justify closure of temporary accounts 14.4.A.5

Un **ssess the financial condition and operating results of a company and analyze and**
Ac Skip to main content **nterpret financial statements. DOK3** 15.1

a Establish a class business or fundraiser to determine financial conditions and create statements of the operation to include: 15.1.A

1 Conditions: profitability, cash flow, liquidity, and leverage 15.1.A.1

2 Statements: balance sheet, income statement, and cash flow statement 15.1.A.2

2 **Develop a working knowledge of individual and business income tax procedures and requirements to comply with tax laws and regulations. DOK3** 15.2

a Using a free, online resource (e.g., IRS.gov's "Understanding Taxes" Modules 1-13 for individual, FedReserve's "Inside the Vault", or EverFi), classify and connect types of taxes, laws, and regulations (listed below) to include completion of a Schedule C and 1040. 15.2.A

1 Types of taxes: proportional, progressive, and regressive taxes 15.2.A.1

2 Tax laws and regulations: filing quarterly versus annually and exemptions 15.2.A.2

Unit 16: Career Readiness and Employment Opportunities 16

1 **Using the Occupational Outlook Handbook, research available jobs across business sectors.** 16.1

a Develop a chart that compares the following elements: 16.1.A

1 Minimum education 16.1.A.1

2 Certifications 16.1.A.2

3 Minimum experience 16.1.A.3

4 Job description/responsibilities 16.1.A.4

5 Salary 16.1.A.5

2 **Analyze differences in online application requirements from a real job search.** 16.2

3 **Research and select a real job advertisement. DOK2** 16.3

a Develop a cover letter to fit the job advertisement using terminology that reflects the culture and values specific to that company. 16.3.A

b Create a resume with fabricated elements to fit the real job advertisement. 16.3.B

4 **Demonstrate real-world interview skills led by the instructor and/or advisory/craft committee members. DOK2** 16.4

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a Use the list below as a guide for demonstrating interview skills. 16.4.A

1 Align the interview to a specific industry/job advertisement. 16.4.A.1

2 Dress in professional attire. 16.4.A.2

3 Produce a cover letter. 16.4.A.3

4 Complete an application and/or resume. 16.4.A.4

5 Write customized thank you letters to each member of the interview committee 16.4.A.5

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5 **Document project or activity artifacts in an ePortfolio according to the teacher-generated rubric.** 16.5