Virginia CTE

# Business Management (6135 - 36 weeks)

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**A Demonstrating Personal Qualities and Abilities** BM.1

1 Demonstrate creativity and innovation. BM.1.1

2 Demonstrate critical thinking and problem solving. BM.1.2

3 Demonstrate initiative and self-direction. BM.1.3

4 Demonstrate integrity. BM.1.4

5 Demonstrate work ethic. BM.1.5

**B Demonstrating Interpersonal Skills** BM.2

6 Demonstrate conflict-resolution skills. BM.2.6

7 Demonstrate listening and speaking skills. BM.2.7

8 Demonstrate respect for diversity. BM.2.8

9 Demonstrate customer service skills. BM.2.9

10 Collaborate with team members. BM.2.10

**C Demonstrating Professional Competencies** BM.3

11 Demonstrate big-picture thinking. BM.3.11

12 Demonstrate career- and life-management skills. BM.3.12

13 Demonstrate continuous learning and adaptability. BM.3.13

14 Manage time and resources. BM.3.14

15 Demonstrate information-literacy skills. BM.3.15

16 Demonstrate an understanding of information security. BM.3.16

17 Maintain working knowledge of current information-technology (IT) systems. BM.3.17

18 Demonstrate proficiency with technologies, tools, and machines common to a specific occupation. BM.3.18

19 Apply mathematical skills to job-specific tasks. BM.3.19

20 Demonstrate professionalism. BM.3.20

21 Demonstrate reading and writing skills. BM.3.21

22 Demonstrate workplace safety. BM.3.22

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## D Examining All Aspects of an Industry BM.4

23 Examine aspects of planning within an industry/organization. BM.4.23

24 Examine aspects of management within an industry/organization. BM.4.24

25 Examine aspects of financial responsibility within an industry/organization. BM.4.25

26 Examine technical and production skills required of workers within an industry/organization. BM.4.26

27 Examine principles of technology that underlie an industry/organization. BM.4.27

28 Examine labor issues related to an industry/organization. BM.4.28

29 Examine community issues related to an industry/organization. BM.4.29

30 Examine health, safety, and environmental issues related to an industry/organization. BM.4.30

## E Addressing Elements of Student Life BM.5

31 Identify the purposes and goals of the student organization. BM.5.31

32 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult. BM.5.32

33 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects. BM.5.33

34 Identify Internet safety issues and procedures for complying with acceptable use standards. BM.5.34

## F Exploring Work-Based Learning BM.6

35 Identify the types of work-bABF1ed learning (WBL) opportunities. BM.6.35

36 Reflect on lessons learned during the WBL experience. BM.6.36

37 Explore career opportunities related to the WBL experience. BM.6.37

38 Participate in a WBL experience, when appropriate. BM.6.38

## G Differentiating the Organization and Characteristics of Business BM.7

39 Compare the types of business ownerships, organizations, and industries in service-based and product-based businesses. BM.7.39

40 Explain the risks, rewards, and requirements of entrepreneurship. BM.7.40

41 Investigate resources related to entrepreneurship and small business ownership. BM.7.41

42 Identify current and emerging trends in business. BM.7.42

43 Identify the components of a SWOT (strengths, weaknesses, opportunities, threats) analysis. BM.7.43

44 Describe the effects of demographic, geographic, cultural, and psychographic issues on business. BM.7.44

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45 Identify current laws and regulations affecting the establishment and operation of businesses. BM.7.45

46 Describe the effect of a global marketplace on business. BM.7.46

**H Examining Economic Factors Affecting Business** BM.8

47 Describe the influence of basic microeconomic and macroeconomic concepts on business decisions. BM.8.47

48 Demonstrate economic reasoning skills. BM.8.48

49 Identify basic microeconomic and macroeconomic concepts. BM.8.49

50 Compare economic systems and political systems and how they influence businesses. BM.8.50

51 Explain how economic growth can be promoted and how data can be interpreted and measured. BM.8.51

**I Identifying the Scope of Management** BM9

52 Describe management roles, functions, skills, and values. BM.9.52

53 Analyze benefits and limitations of leadership styles. BM.9.53

54 Compare the self-assessment of personal traits with those common to effective managers. BM.9.54

55 Develop a mission, vision, and/or values statement for company-wide implementation. BM.9.55

56 Develop an action plan for reaching goals. BM.9.56

57 Explore the principles of personal and business ethics and their role in business decisions. BM.9.57

**J Conducting Financial Activities** BM.10

58 Explore the differences among sources of capital. BM.10.58

59 Explain the influence of the stock market on business decisions. BM.10.59

60 Identify the cost of operations. BM.10.60

61 Analyze sales/production records. BM.10.61

62 Interpret basic financial statements. BM.10.62

63 Relate financial information to business decisions. BM.10.63

64 Identify strategies for risk management. BM.10.64

65 Describe the components of a budget, to include short-term and long-term expenditures. BM.10.65

66 Identify the components of information management systems for various business types. BM.10.66

67 Describe considerations related to credit plans, credit cards, credit policies, and collection procedures. BM.10.67

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68 Identify reasons for taxes, types of taxes, and the effects taxes have on business decisions. BM.10.68

**K Conducting Marketing Activities** BM.11

69 Explain the role of marketing in the economy. BM.11.69

70 Determine various applications of marketing research. BM.11.70

71 Explain marketing concepts and the elements of the marketing mix. BM.11.71

72 Outline an effective marketing strategy based on the four stages of the product life cycle. BM.11.72

**L Conducting Business Operations** BM.12

73 Identify the components of a feasibility study. BM.12.73

74 Identify the components of a business plan. BM.12.74

75 Analyze a business plan. BM.12.75

76 Describe the influence of evolving technology on the business environment. BM.12.76

77 Explain the effect of environmental issues on business operations. BM.12.77

78 Identify workplace safety and security measures. BM.12.78

79 Analyze components included in policies and procedures manuals. BM.12.79

80 Interpret staff interrelationships illustrated in a variety of organizational charts. BM.12.80

81 Manage work teams. BM.12.81

82 Apply project management in scheduling and completing tasks. BM.12.82

83 Plan physical layout, furnishings, and equipment for a business environment. BM.12.83

84 Investigate quality control measures. BM.12.84

**M Administering Human Resources Functions** BM.13

85 Identify methods of recruiting employees and publicizing job openings. BM.13.85

86 Develop a job description. BM.13.86

87 Identify the value of a diverse workforce. BM.13.87

88 Explain various methods of interviewing and selecting applicants for employment. BM.13.88

89 Identify the components of an onboarding program for new employees. BM.13.89

90 Outline the procedures used in employee performance documentation, promotion, retention, and termination. BM.13.90

91 Identify federal legislation related to employees in the workplace. BM.13.91

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92 Review employment-related legal issues and the potential effects on the business environment. BM.13.92

93 Describe the elements of a total compensation package. BM.13.93

94 Explain the purpose and types of professional development and continuing education programs. BM.13.94

**N Developing Communication Skills for Business** BM.14

95 Examine communication barriers and ways to eliminate them. BM.14.95

96 Explain how corporate culture influences formal and informal communication. BM.14.96

97 Examine potential communication challenges in international business. BM.14.97

98 Identify ways to motivate, coach, counsel, and reward individuals and teams. BM.14.98

99 Identify methods for resolving conflicts. BM.14.99

100 Plan an effective meeting. BM.14.100

101 Facilitate a meeting. BM.14.101

102 Deliver a presentation to an audience. BM.14.102

103 Describe the benefits of developing partnerships within the organization and with the community. BM.14.103

**O Preparing for Industry Certification** BM.15

104 Describe the requirements for obtaining industry certifications related to the Business Management course. BM.15.104

105 Identify testing skills/strategies for a certification examination. BM.15.105

106 Demonstrate the ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams). BM.15.106

107 Successfully complete an industry certification examination representative of skills learned in this course. BM.15.107

**P Enhancing Career Exploration and Employability Skills** BM.16

108 Develop a career plan in business management. BM.16.108

109 Conduct a job search. BM.16.109

110 Update a résumé including résumé format suitable for online posting. BM.16.110

111 Create a letter of application or cover letter. BM.16.111

112 Participate in a mock interview. BM.16.112

113 Compose an interview follow-up letter. BM.16.113

114 Create a business card. BM.16.114

115 Describe proper etiquette for a business dinner. BM.16.115

116 Identify the steps to follow in resigning from a position. BM.16.116

117 Update a portfolio containing representative samples of student work. BM.16.117