Virginia CTE

Principles of Business and Marketing (12051-36) (2024)

Demonstrating Personal Qualities and Abilities 1	**a** Demonstrate creativity and innovation. 1A
	b Demonstrate critical thinking and problem solving. 1B
	c Demonstrate initiative and self-direction. 1C
	d Demonstrate integrity. 1D
	e Demonstrate work ethic. 1E
Demonstrating Interpersonal Skills 2	**a** Demonstrate conflict-resolution skills. 2A
	b Demonstrate listening and speaking skills. 2B
	c Demonstrate respect for diversity. 2C
	d Demonstrate customer service skills. 2D
	e Collaborate with team members. 2E
Demonstrating Professional Competencies 3	**a** Demonstrate big-picture thinking. 3A
	b Demonstrate career- and life-management skills. 3B
	c Demonstrate continuous learning and adaptability. 3C
	d Manage time and resources. 3D
	e Demonstrate information-literacy skills. 3E
	f Demonstrate an understanding of information security. 3F
	g Maintain working knowledge of current information-technology (IT) systems. 3G
	h Demonstrate proficiency with technologies, tools, and machines common to a specific occupation. 3H
	i Apply mathematical skills to job-specific tasks. 3I

	j Demonstrate professionalism. 3J
	k Demonstrate reading and writing skills. 3K
	l Demonstrate workplace safety. 3L
Examining All Aspects of an Industry 4	**a** Examine aspects of planning within an industry/organization. 4A
	b Examine aspects of management within an industry/organization. 4B
	c Examine aspects of financial responsibility within an industry/organization. 4C
	d Examine technical and production skills required of workers within an industry/organization. 4D
	e Examine principles of technology that underlie an industry/organization. 4E
	f Examine labor issues related to an industry/organization. 4F
	g Examine community issues related to an industry/organization. 4G
	h Examine community issues related to an industry/organization. 4H
Addressing Elements of Student Life 5	**a** Identify the purposes and goals of the student organization. 5A
	b Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult. 5B
	c Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects. 5C
	d Identify Internet safety issues and procedures for complying with acceptable use standards. 5D
Exploring Work-Based Learning 6	**a** Identify the types of work-based learning (WBL) opportunities. 6A
	b Reflect on lessons learned during the WBL experience. 6B
	c Explore career opportunities related to the WBL experience. 6C
	d Participate in a WBL experience, when appropriate. 6D
Understanding the Role of Economics in a Global Economy 7	**a** Identify the difference between needs and wants. 7A
	b Distinguish among the factors of production. 7B
	c Explain the relevance of scarcity to economics. 7C
	d Identify the three basic economic questions answered by any economy. 7D

	e Describe a decision-making process. 7E
	f Distinguish between economic systems. 7F
	g Identify characteristics of free enterprise. 7G
	h Explain supply, law of supply, demand, law of demand, and economic equilibrium. 7H
	i Describe the effect of supply and demand on a free enterprise system. 7I
	j Explain the positive and negative effects of emerging economies on the global market. 7J
	k Illustrate the phases of the business cycle. 7K
	l Identify the measures or indicators of economic activity. 7L
	m Describe possible outcomes and other important aspects of global trade. 7M
Exploring the Core Concepts of Business and Marketing 8	a Identify the four types of businesses. 8A
	b Compare major types of business structures. 8B
	c Identify the functions of management. 8C
	d Explore leadership styles. 8D
	e Explain the marketing concept. 8E
	f Describe the marketing functions. 8F
	g Define target market. 8G
	h Explain market segmentation and how it is used to identify a target market. 8H
	i Describe the elements of the marketing mix. 8I
	j Describe the selling process. 8J
	k Explain the market research process. 8K
	l Create a business plan. 8L
	m Investigate technological trends in business and marketing. 8M
Exploring Interrelated Social, Environmental, and Ethical Responsibilities 9	a Determine the social responsibilities of a business to the community and of the community to a business. 9A

	b Determine the environmental responsibilities of a business to the community and of the community to a business. 9B
	c Identify ethical and unethical business practices. 9C
Developing Communication and Interpersonal Skills 10	**a** Describe communication tools and ways they are used in the workplace. 10A
	b Demonstrate professional communication. 10B
	c Explain the importance of nonverbal communication in the workplace. 10C
Making Decisions as a Consumer 11	**a** Identify the rights and responsibilities of consumers. 11A
	b Describe how purchasing motives affect consumer choices. 11B
	c Demonstrate comparison shopping. 11C
	d Identify major consumer protection agencies and their purposes. 11D
	e Identify the characteristics of a valid contract. 11E
	f Examine product labels. 11F
Exploring Financial Concepts 12	**a** Label parts of a paycheck. 12A
	b Identify basic banking services for individuals and businesses. 12B
	c Explain taxation. 12C
	d Explain the purpose of insurance. 12D
	e Create financial statements. 12E
	f Explain potential financial resources for businesses. 12F
Preparing for Industry Certification 13	**a** Describe the requirements for obtaining industry certifications related to the Principles of Business and Marketing course. 13A
	b Identify testing skills and strategies for a certification examination. 13B
	c Demonstrate the ability to complete selected practice examinations. 13C
	d Complete an industry certification examination representative of skills learned in this course. 13D
Developing Employability Skills 14	**a** Assess personal interests, aptitudes, and abilities. 14A
	b Identify sources of employment information. 14B

c **Research business and marketing career opportunities.** 14C

d **Complete a job application.** 14D

e **Develop or update a résumé.** 14E

f **Write a cover letter.** 14F

g **Design an employment portfolio.** 14G

h **Describe professional behavior appropriate for a job interview.** 14H

i **Participate in a mock job interview.** 14I

j **Complete interview follow-up.** 14J