Virginia CTE

Principles of Business and Marketing (6115 - 36 weeks)

Principles of Business and Marketing (6115/36 weeks) PBM

A Demonstrating Personal Qualities and Abilities PBM.1

1 Demonstrate creativity and innovation. PBM.1.1

2 Demonstrate critical thinking and problem solving. PBM.1.2

3 Demonstrate initiative and self-direction. PBM.1.3

4 Demonstrate integrity. PBM.1.4

5 Demonstrate work ethic. PBM.1.5

B Demonstrating Interpersonal Skills PBM.2

6 Demonstrate conflict-resolution skills. PBM.2.6

7 Demonstrate listening and speaking skills. PBM.2.7

8 Demonstrate respect for diversity. PBM.2.8

9 Demonstrate customer service skills. PBM.2.9

10 Collaborate with team members. PBM.2.10

C Demonstrating Professional Competencies PBM.3

11 Demonstrate big-picture thinking. PBM.3.11

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

13 Demonstrate continuous learning and adaptability. PBM.3.13

14 Manage time and resources. PBM.3.14

15 Demonstrate information-literacy skills. PBM.3.15

16 Demonstrate an understanding of information security. PBM.3.16

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

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

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

20 Demonstrate professionalism. PBM.3.20

.1 Demonstrate reading and writing skills. PBM.3.21

.2 Demonstrate workplace safety. PBM.3.22

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D Examining All Aspects of an Industry PBM.4

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

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

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

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

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

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

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

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

E Addressing Elements of Student Life PBM.5

31 Identify the purposes and goals of the student organization. PBM.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. PBM.5.32

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

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

F Exploring Work-Based Learning PBM.6

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

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

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

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

G Understanding the Role of Economics in a Global Economy PBM.7

39 Identify the difference between needs and wants. PBM.7.39

40 Explain the three basic economic questions answered by any economy. PBM.7.40

41 Distinguish among the factors of production. PBM.7.41

42 Explain the relevance of scarcity to economics. PBM.7.42

43 Describe a decision-making process. PBM.7.43

44 Identify characteristics of free enterprise. PBM.7.44

45 Explain supply, law of supply, demand, law of demand, and economic equilibrium. PBM.7.45

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46 Describe the effect of supply and demand on a free enterprise system. PBM.7.46

47 Compare economic systems. PBM.7.47

48 Explain the positive and negative effects of emerging economies on the global market. PBM.7.48

49 Define the phases of the business cycle. PBM.7.49

50 Identify the measures or indicators of economic activity. PBM.7.50

51 Describe possible outcomes and other important aspects of world trade. PBM.7.51

H Exploring the Core Concepts of Business and Marketing PBM.8

52 Identify the four types of businesses. PBM.8.52

53 Compare major types of business ownership. PBM.8.53

54 Identify the functions of management. PBM.8.54

55 Compare leadership styles. PBM.8.55

56 Explain the marketing concept. PBM.8.56

57 Describe the marketing functions. PBM.8.57

58 Define target market. PBM.8.58

59 Explain market segmentation. PBM.8.59

60 Use market segmentation to identify a target market. PBM.8.60

61 Describe the elements of the marketing mix. PBM.8.61

62 Describe the steps of the selling process. PBM.8.62

63 Explain the purpose of market research. PBM.8.63

I Exploring Interrelated Social, Environmental, and Ethical Responsibilities PBM.9

64 Determine the social responsibilities of a business to the community and of the community to a business. PBM.9.64

65 Determine the environmental responsibilities of a business to the community and of the community to a business. PBM.9.65

66 Identify ethical and unethical business practices. PBM.9.66

J Investigating Technological Trends PBM.10

67 Explain the influence of technology on employment, business operations, and global activities. PBM.10.67

68 Explain the effects of electronic commerce (ecommerce) on business and marketing. PBM.10.68

K Developing Communication and Interpersonal Skills PBM.11

69 Describe business and marketing communication tools and ways they are used in the workplace. PBM.11.70

'0 Demonstrate professional communication skills. PBM.11.71

'1 Explain the importance of nonverbal communication in the workplace. PBM.11.72

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72 Explain the importance of teamwork in the workplace. PBM.11.73

L Making Sound Business Decisions PBM.12

73 Identify rights and responsibilities of consumers. PBM.12.73

74 Describe how purchasing motives affect consumer choices. PBM.12.74

75 Determine the best value among products and services. PBM.12.75

76 Identify major consumer protection agencies and their purposes. PBM.12.76

77 Explain the process of resolving consumer complaints. PBM.12.77

78 Identify the characteristics of a valid contract. PBM.12.78

79 Explain the important concepts related to product labeling. PBM.12.79

80 Identify the major types of business taxation. PBM.12.80

81 Compute gross and net pay. PBM.12.81

82 Compare savings and investment options. PBM.12.82

83 Identify the purposes and major types of insurance to protect a business. PBM.12.83

84 Identify basic banking services. PBM.12.84

85 Demonstrate maintenance of checking and saving accounts. PBM.12.85

86 Manage a budget. PBM.12.86

87 Define the elements of creditworthiness of a business. PBM.12.87

88 Compare the types of loans available to businesses. PBM.12.88

89 Describe the various types of payment that a business may receive or use. PBM.12.89

90 Explain the importance of a business rating. PBM.12.90

M Preparing for Industry Certification PBM.13

91 Describe the process and requirements for obtaining industry certifications related to the Principles of Business and Marketing course. PBM.13.91

92 Identify testing skills and strategies for a certification examination. PBM.13.92

93 Demonstrate ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams). PBM.13.93

94 Successfully complete an industry certification examination representative of skills learned in this course (e.g., Workplace Readiness Skills for the Commonwealth). PBM.13.94

N Developing Employability Skills PBM.14

95 Assess personal interests, aptitudes, and abilities. PBM.14.95

96 Research business and marketing career opportunities. PBM.14.96

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97 Identify sources of employment information. PBM.14.97

98 Develop or update a résumé. PBM.14.98

99 Write a letter of application. PBM.14.99

100 Complete an employment application form. PBM.14.100

101 Identify the steps involved in a successful job interview. PBM.14.101

102 Participate in a mock job interview. PBM.14.102

103 Design an employment portfolio, including a résumé in a format suitable for online posting. PBM.14.103

104 Complete follow-up to an employment interview. PBM.14.104