

# 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
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### 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
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### 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
- 21 Demonstrate reading and writing skills. PBM.3.21
- 22 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

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**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

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**F Exploring Work-Based Learning** PBM.6

- 35 Identify the types of work-based 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

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## **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
- 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

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## **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 <i>target market</i>. 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

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## **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

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**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

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**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
- 70 Demonstrate professional communication skills. PBM.11.71
- 71 Explain the importance of nonverbal communication in the workplace. PBM.11.72
- 72 Explain the importance of teamwork in the workplace. PBM.11.73

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**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

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**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

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**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
- 97 Identify sources of employment information. PBM.14.97
- 98 Develop or update a resume;. 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 resume; in a format suitable for online posting. PBM.14.103
- 104 Complete follow-up to an employment interview. PBM.14.104