Wisconsin CTE

Business (1998): Grades 5, 6, 7, 8

Adopted 1998

Communications

Students in Wisconsin will communicate in a clear, courteous, concise, and correct manner on personal and professional levels.

Written Communications

1. Write, edit, and revise business correspondence, outlines, summaries, and reports using correct grammar, mechanics, and word usage A.8.1
2. Differentiate between paraphrasing, documentation, and plagiarism A.8.2
3. Demonstrate the ability to paraphrase and document sources A.8.3
4. Demonstrate an awareness to language bias A.8.4
5. Plan, draft, and revise a spontaneous piece that demonstrates effective language use, structure, style, and correctness A.8.5

1. Research and write business-specific technical reports that incorporate graphic aids A.BS.1
2. Analyze and respond to complex business case studies A.BS.2
3. Edit business documents to improve content and effectiveness A.BS.3
4. Compose, edit, and produce executive summaries A.BS.4

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Oral Communications

6. Present brief impromptu remarks pertaining to topics of current or general interest A.8.6
7. Research and present a speech relating to career choices A.8.7
8. Ask appropriate questions when more information is needed A.8.8
9. Demonstrate and interpret nonverbal cues A.8.9
10. Demonstrate respect for differences in regional and multicultural communication A.8.10
5. Give a formal presentation using appropriate graphics, media, and support materials A.BS.5
6. Present point of view on a current business issue A.BS.6
7. Serve effectively as an interviewer or interviewee in public relations, civic, media, and community situations A.BS.7
8. Evaluate media and oral presentations analytically and critically A.BS.8
9. Preside at meetings A.BS.9

Workplace Communications

11. Identify and define the components of the communication process A.8.11
12. Identify barriers to communications A.8.12
13. Make introductions in a variety of situations A.8.13
14. Describe the steps of problem-solving negotiation A.8.14
15. Describe the characteristics of an effective team A.8.15
16. Write a thank-you letter A.8.16
10. Use negotiation strategies to resolve a conflict A.BS.10
11. Demonstrate the ability to satisfy a customer's request A.BS.11
12. Prepare and deliver a presentation for a specific business purpose A.BS.12
13. Participate in and evaluate mock interviews A.BS.13
14. Discuss the importance of verbal and nonverbal communications during an interview A.BS.14

Information Systems/Technology

Students in Wisconsin will select and apply current information systems/technology as they relate to personal and business decision-making in light of ethical and social issues.

1. Identify hardware components inside the computer B.8.1
2. Have a basic understanding and use of file management B.8.2
3. Use a medium to store, retrieve, and backup information B.8.3

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Explain when to use word processing, spreadsheet, database, and desktop publishing software B.8.4

5. Demonstrate touch keyboarding skills at acceptable speed and accuracy levels B.8.5
6. Use word processing software to compose, organize, and edit information B.8.6
7. Use spreadsheet software to create, store, retrieve, update, and delete data B.8.7
8. Use database software to store and manipulate data B.8.8
9. Proofread and edit documents B.8.9
10. Demonstrate the use of print functions B.8.10
11. Identify security issues pertaining to computer systems B.8.11
12. Use the Internet to obtain information B.8.12

1. Diagnose and solve problems related to the operation of computer equipment B.BS.1
2. Apply special features of software packages such as galleries, templates, macros, etc. B.BS.2
3. Describe how information systems have changed the workplace B.BS.3
4. Explain how information systems have contributed to worker productivity B.BS.4
5. Use data to create information to solve business problems B.BS.5
6. Use desktop publishing software to design, create, and produce a variety of publications B.BS.6
7. Import data, graphics, and scanned images using desktop publishing software B.BS.7
8. Use multimedia software to design, create, and produce a variety of presentations B.BS.8
9. Design and create a web page B.BS.9
10. Evaluate application software products in terms of their features B.BS.10
11. Customize application software B.BS.11
12. Generate complex, multipart documents B.BS.12
13. Use operating system commands B.BS.13
14. Generate business forms B.BS.14
15. Generate newsletters and brochures B.BS.15
16. Create documents by merging information B.BS.16
17. Establish and maintain a records management system B.BS.17

Financial Procedures

Students in Wisconsin will use financial procedures to make decisions about planning, organizing, and allocating resources.

1. Calculate sales tax C.8.1

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Make change in a sales transaction C.8.2

Determine the amount of savings needed for a short-term goal C.8.3

4. Verify the accuracy of financial calculations C.8.4

1. Identify, prepare, and analyze financial statements C.BS.1
2. Calculate loan payments with different interest rates C.BS.2
3. Determine cash flow for a business C.BS.3
4. Compare budget figures to actual costs C.BS.4
5. Prepare and maintain payroll records C.BS.5
6. Determine manufacturing costs C.BS.6
7. Use technology to maintain, manipulate, and report financial information C.BS.7

Economics

Students in Wisconsin will use critical-thinking skills to function as citizens who are literate about economics through development of personal consumer economic skills and a knowledge of societal and governmental responsibility.

1. Describe the characteristics of a market system (i.e., private property, freedom of choice, self interest, competition, prices set in markets by supply and demand, and limited role of government) D.8.1
2. Give examples to explain how businesses depend upon workers with specialized skills to make production more efficient D.8.2
3. Identify consumer rights and responsibilities D.8.3
4. Give examples to show how government provides for the national defense, health and safety, environmental protection, defense of property rights, and the maintenance of free and competitive markets D.8.4
5. Apply economic concepts to consumer decision making, buying, saving, and investing D.8.5

1. Explain the basic characteristics of international trade including absolute and comparative advantage, barriers to free trade, exchange rate, and balance of trade D.BS.1
2. Analyze how income will be affected by factors such as supply and demand, location, level of education, type of industry, union or non-union membership, gender, ethnicity, skill levels, work ethics, worker productivity, and market value of what workers produce D.BS.2
3. Understand the necessity for choices and the role of the decision-making process for analyzing individual business and societal decisions D.BS.3
4. Compare and contrast the different types of economic systems (command, market, traditional, and mixed) D.BS.4
5. Explain the concepts of inflation, unemployment, and Gross Domestic Product and describe how they are measured D.BS.5

Entrepreneurship

Students in Wisconsin will use business knowledge and preparation to develop an understanding of business operations and the ability and skills necessary to become entrepreneurs.

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1. Describe the role of entrepreneurs in a market system and explain the benefits and risks of becoming an entrepreneur E.8.1
2. Recognize opportunities that would lead to a successful business E.8.2
3. Give examples of how businesses meet societal needs E.8.3
4. Explain the impact of competition on profits E.8.4
5. Explain how supply and demand interact to determine price E.8.5
6. Define differences between debt and equity and identify factors that can lead to higher and lower prices E.8.6
7. Contrast the differences among corporations, sole proprietorships, and partnerships E.8.7
8. Discuss major components of a business plan E.8.8
9. Describe major business activities that occur in any business E.8.9
10. Prepare a personal net worth statement E.8.10
11. Explain the basic operations of a small business E.8.11

1. Research the unique contributions of entrepreneurs in the American economy E.BS.1
2. Given a business dilemma, identify the problem and analyze possible solutions E.BS.2
3. Design a business plan for a specific business E.BS.3
4. Establish a means for building and maintaining customer loyalty E.BS.4
5. Identify impact of outside sources such as labor unions, trade organizations, and competition when establishing a small business E.BS.5
6. Prepare financial statements for a planned business E.BS.6
7. Evaluate the financial condition of a business based on its financial records E.BS.7
8. Diagram the organizational structure of a planned business E.BS.8
9. Describe practices associated with cultural diversity that would impact a business moving from the national to the international marketplace E.BS.9
10. Develop a business plan for a specific business based on the concepts of successful entrepreneurship, and defend the plan to an investor E.BS.10

Marketing

Students in Wisconsin will describe how marketing strategies are used in business to meet the needs of consumers.

1. Explain the difference between promoting and selling F.8.1
2. Contrast different types of promotional campaigns F.8.2
3. List factors that influence consumers to buy F.8.3
4. Explain the purposes of promotion F.8.4

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5. Describe the distribution process F.8.5

6. Explain how a business identifies products/services needed and wanted by consumers F.8.6

1. Describe and use a marketing plan F.BS.1
2. Perform market research F.BS.2
3. Test market a product/service F.BS.3
4. Analyze the life cycle of a product/service F.BS.4
5. Analyze the various factors in pricing for a product/service F.BS.5
6. Identify factors that influence the promotional mix of a product/service F.BS.6
7. Identify the steps of the selling process F.BS.7
8. Develop a distribution plan for a product/service F.BS.8

International Business

Students in Wisconsin will develop the ability to participate in business transactions in both domestic and international business.

1. Recognize major cities in the world and identify the countries in which they are located G.8.1
2. Identify major holidays in various cultures and discuss how they are celebrated G.8.2
3. Identify international cultural differences in food, dress, and social behavior of countries G.8.3
4. Identify basic words and phrases in languages used in business throughout the world G.8.4
5. Define basic business terminology used in international business transactions such as import and export G.8.5
6. Identify examples of imported and exported goods G.8.6
1. List examples of international trade in the local community G.BS.1
2. Explain advantages and disadvantages of trade agreements between and among nations G.BS.2
3. Identify the relationship between international events and the daily conduct of business G.BS.3
4. Identify international trade partners G.BS.4
5. Explain the role of international business at local, regional, and national levels G.BS.5
6. Explain how time zones around the world affect businesses G.BS.6
7. Compare the resources (e.g., trade routes, transportation centers, foreign trade zones, etc.) of major cities around the world G.BS.7
8. Detail the processes for securing travel documents G.BS.8

Explain the role of U.S. Customs and the customs agencies of other countries G.BS.9

). Identify the role of translators and interpreters in international business settings G.BS.10

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11. Use words and phrases important to business people in a given language G.BS.11
12. Explain appropriate business protocol in international business situations G.BS.12
13. Explain the use of names, titles, and ranks in different cultures and countries G.BS.13
14. Select most appropriate telecommunication methods for given international business situations G.BS.14
15. Define international business terms; such as, nontariff trade barriers, tariff, quota, and balance of trade G.BS.15
16. Explain how changes in exchange rates affect consumers, companies that export goods, and companies that import goods G.BS.16
17. Identify potential problems or "hurdles" of doing business in foreign countries G.BS.17

Principles of Management

Students in Wisconsin will select and analyze appropriate information from the business function areas such as marketing, finance, accounting, production, and personnel of business to make informed management decisions.

1. Identify why business decisions need to be made H.8.1
2. Describe how to collect and analyze the data in order to make business decisions H.8.2
3. Analyze outcomes as a result of business decisions H.8.3
4. Identify personal traits of successful business owners and managers H.8.4

1. Analyze the pros and cons of different management decisions H.BS.1
2. Develop short-term strategic plans for a business H.BS.2
3. Describe how the organization provides for accountability through authority and responsibility H.BS.3
4. Measure and compare established employment standards H.BS.4
5. Recognize the role of labor and management unions H.BS.5
6. Understand the importance of employer/employee relations H.BS.6

Principles of Law

Students in Wisconsin will apply the basic legal principles to their roles as citizens, consumers, and employees.

1. Explain why laws are made I.8.1
2. Explain common legal terms I.8.2
3. Explain the judicial system I.8.3
4. Identify an individualÕs legal rights and responsibilities in a democratic society I.8.4

Describe sources of laws and their effect on individuals and society I.BS.1

Identify court systems and procedures I.BS.2

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3. Analyze laws governing starting and maintaining a business I.BS.3
4. List the elements of a business contract, and identify and explain the various types of contracts I.BS.4
5. Demonstrate an understanding of the legislative process, and exhibit an awareness of legislation affecting business I.BS.5
6. Compare and contrast differences in ethical and legal systems from state to state and nation to nation I.BS.6
7. Explain contractual rights and responsibilities I.BS.7
8. Discuss consumer protection legislation I.BS.8
9. Identify contractual capacity I.BS.9
10. Discuss the effects of law on employment relations I.BS.10

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Interpersonal and Leadership Skills

Students in Wisconsin will demonstrate interpersonal teamwork and leadership skills necessary to function in multicultural business settings.

1. Identify leadership styles J.8.1
2. Demonstrate the ability to work with others J.8.2
3. Provide examples of how behavior affects the feelings of others J.8.3
4. Discuss the importance of honesty when working with others J.8.4
5. Discuss the importance of integrity J.8.5
6. Describe different cultural behaviors and expectations J.8.6
7. Distinguish between fact and opinion J.8.7
8. Expand vocabulary to include simple business terms J.8.8
9. Demonstrate respect for others who are different from oneself J.8.9
10. Describe characteristics of a team working together successfully J.8.10
1. Practice appropriate interpersonal skills in a business setting J.BS.1
2. Plan and present short presentations individually or as a member of a team J.BS.2
3. Demonstrate an acceptance of different cultural beliefs and practices J.BS.3
4. Demonstrate successful listening techniques J.BS.4
5. Demonstrate professional behavior in the work environment J.BS.5
6. Participate as a member of a team in a business environment J.BS.6
7. Use appropriate etiquette when relating to business people of various cultures J.BS.7
8. Demonstrate effective consensus-building techniques in a group situation J.BS.8
9. Identify ways in which honesty and integrity of co-workers affect work performance J.BS.9
10. Lead a committee or preside at a meeting J.BS.10
11. Explain the different roles people assume when working in groups J.BS.11

Career Development

Students in Wisconsin will explore careers and develop skills necessary to make meaningful decisions in a variety of business careers. Students will develop a career cluster focus based on their career development process.

1. Identify own talents and interests K.8.1
2. Identify own strengths and weaknesses with examples K.8.2
3. Assess how one's strengths and weaknesses relate to a variety of career options K.8.3
4. Compare one's skills and aptitudes with various career options K.8.4
5. Describe several occupations within the business occupational cluster K.8.5

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Initiate a lifework plan to assess self, select high school courses, and identify potential career options K.8.6

7. Create a career portfolio that includes career research materials K.8.7
8. Compare education options K.8.8
9. Use a variety of resources to gather information about careers K.8.9
10. Relate career interests to opportunities in the global economy K.8.10
11. Describe habits needed for career success K.8.11
12. Demonstrate effective interpersonal skills in a work team relationship K.8.12
13. Describe appropriate etiquette for work situations K.8.13

1. Identify how one's own strengths match skills needed for business career cluster K.BS.1
2. Develop strategies to acquire skills needed for business career cluster K.BS.2
3. Identify strategies to use to upgrade and improve performance K.BS.3
4. Explore entrepreneurship opportunities K.BS.4
5. Explain the need for flexible career planning K.BS.5
6. Identify a network of business people who will provide assistance in securing a job K.BS.6
7. Explain the benefits of professional involvement K.BS.7
8. Develop a database of professional organizations related to chosen career cluster K.BS.8
9. Experience paid school- and work-based opportunities related to business occupational cluster K.BS.9