Wisconsin CTE

Business (1998): Grades 9, 10, 11, 12

Adopted 1998

Communications

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

Written Communications

1. Use a variety of references and resources (electronic and printed) for the purpose of writing business documents A.12.1
2. Produce technical writing such as memos, forms, instructions, letters, and resumes for appropriate audiences A.12.2
3. Write formal and informal reports supported by appropriate graphic aids A.12.3
4. Analyze and respond in writing to business situations (both individually and collaboratively) A.12.4

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

Skip to main content

Oral Communications

5. Participate in group discussions for problem resolution A.12.5
6. Organize and lead discussions; participate in meetings; answer questions in formal and informal situations A.12.6
7. Identify and overcome major barriers to listening A.12.7
8. Assess and respond to a speakerÕs nonverbal messages A.12.8
9. Give examples of how nonverbal messages have different meanings in various cultures A.12.9
10. Demonstrate interactive listening techniques A.12.10
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. Demonstrate strategies for overcoming communication barriers A.12.11
12. Respond appropriately to the audience and the situation A.12.12
13. Demonstrate effective negotiation skills A.12.13
14. Describe strategies for communicating with supervisors A.12.14
15. Describe strategies for communicating with co-workers A.12.15
16. Describe strategies for communicating with customers/clients A.12.16
17. Prepare persuasive messages for a variety of situations A.12.17
18. Accept or decline a request A.12.18
19. Identify elements of good customer service A.12.19
20. Participate as a productive member of a group A.12.20
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 Sy

Skip to main content

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. Access, navigate, and use on-line services B.12.1
2. Identify and use communication software B.12.2
3. Enter and manipulate data using the touch method on a ten-key pad B.12.3
4. Import text and graphics from other software programs B.12.4
5. Use the integration features of a software package B.12.5
6. Restart and recover from system failure and virus infection as necessary B.12.6
7. Identify and compare types of programming languages B.12.7
8. Contrast careers in the information technology industry B.12.8
9. Describe emerging hardware and software B.12.9
10. Import, export, and merge data B.12.10
11. Identify electronic storage media B.12.11
12. Analyze spreadsheet data B.12.12
13. Use desktop publishing software to create documents B.12.13
14. Use common features of multimedia software B.12.14
15. Identify laws and rules pertaining to computer crime, fraud, and abuse B.12.15
16. Practice a code of ethics for information systems B.12.16
17. Describe how the information technology industry impacts society B.12.17
18. Send and receive faxes B.12.18
19. Use electronic mail B.12.19
20. Send and respond to voice messages B.12.20
21. Sort and file documents according to established procedures B.12.21

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

Design and create a web page B.BS.9

Skip to main content

). 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 simple interest on loans C.12.1
2. Maintain and reconcile a checking account C.12.2
3. Prepare a budget of personal income and expenses C.12.3
4. Explain the use of credit cards, bank cards, debit cards, credit ratings, and loan applications C.12.4
5. Construct and read charts, tables, and graphs that summarize data from real world situations C.12.5
6. Use calculators appropriately to aid computations and understanding C.12.6
7. Contrast rental, lease, or purchase options of property C.12.7
8. Prepare a simple income tax form C.12.8
9. Contrast short- and long-term investment options C.12.9
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 components of economic activity and illustrate how they interact with each other D.12.1
2. Describe the possible effects of the national debt on the level of economic activity in the long run D.12.2

Skip to main content

Explain how consumer legislation may affect consumer product prices D.12.3

4. Demonstrate an understanding of current local, state, national, and international economic issues D.12.4
5. Describe the roles of business enterprises, consumers, and government in our mixed economy D.12.5
6. Explain how interest rates are determined by market forces and how they influence the amount of borrowing and saving by business investors, consumers, and government officials D.12.6

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.

1. Analyze the degree to which one possesses the characteristics, skills, and abilities of an entrepreneur E.12.1
2. Participate in a career-related, community service activity E.12.2
3. Discuss the effects of promotion on pricing and demand for goods E.12.3
4. Complete a commercial loan application E.12.4
5. Identify personnel needed for a small business E.12.5
6. Define the interdependence of foreign and domestic markets E.12.6
7. Define franchising and describe the relationship with other forms of business organizations E.12.7
8. Discuss appropriate responses to unethical behavior in the workplace E.12.8
9. Identify resources available to entrepreneurs when preparing a business plan E.12.9
10. Operate a small business E.12.10
11. Describe the business cycle E.12.11
12. Compare ways to finance a business venture E.12.12

Skip to main content

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 how marketing benefits all businesses F.12.1
2. Define marketing mix F.12.2
3. Describe current trends that affect the marketing mix F.12.3
4. Describe how government regulates marketing F.12.4
5. Describe how marketing problems are identified F.12.5
6. Describe the market research process F.12.6
7. Describe the factors that influence a consumerÕs decision to buy F.12.7
8. Identify the elements of the promotional mix F.12.8
9. Identify the role of marketing in the United States economy F.12.9
10. Describe various methods of product distribution (logistics) F.12.10
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

Skip to main content

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. Define international business G.12.1
2. Explain the difference between a domestic and international company G.12.2
3. Locate major trade regions of the world G.12.3
4. Determine time in different parts of the world G.12.4
5. Identify careers that are influenced by international business G.12.5
6. Recognize challenges in business related to people speaking various languages G.12.6
7. Identify currencies used throughout the world G.12.7
8. Calculate simple currency exchange transactions G.12.8
9. Identify requirements for traveling abroad G.12.9
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
9. Explain the role of U.S. Customs and the customs agencies of other countries G.BS.9
10. Identify the role of translators and interpreters in international business settings G.BS.10
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

Skip to main content

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 the function areas of a business H.12.1
2. Identify and explain a business organizational chart H.12.2
3. Become aware of career opportunities in business organization/management, and understand the technical skills, knowledges, education levels, and attitudes needed H.12.3

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. Interpret and apply legal principles to business and personal situations I.12.1
2. Differentiate and contrast between felonies and misdemeanors and their penalties I.12.2
3. Understand rights and responsibilities when leasing property I.12.3
4. Identify laws governing credit and credit reporting I.12.4
5. Demonstrate an understanding of legal forms used in business transactions I.12.5
6. Understand laws that govern personal investments and estates I.12.6
7. Identify agencies protecting consumer rights I.12.7
8. Become aware of career opportunities in law-related areas, and understand the technical skills, knowledges, education levels, and skills needed I.12.8

1. Describe sources of laws and their effect on individuals and society I.BS.1
2. Identify court systems and procedures I.BS.2
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

Skip to main content

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

Interpersonal and Leadership Skills

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

1. Demonstrate appropriate interpersonal skills when working with others J.12.1
2. Identify stereotypes and discriminatory behaviors that could impact personal and organizational success J.12.2
3. Demonstrate ability to give and receive constructive criticism J.12.3
4. Interact effectively with people from various backgrounds J.12.4
5. Organize and participate in a discussion J.12.5
6. Demonstrate courteous attention to speakers J.12.6
7. Demonstrate the ability to work as part of a team J.12.7
8. Demonstrate the ability to work independently J.12.8
9. Give examples of how nonverbal messages have different meanings in various cultures J.12.9
10. Demonstrate delegation skills J.12.10
11. Define ethics J.12.11
12. Explain why motivation, leadership, and trust are important to a team J.12.12
13. Compare and contrast alternative leadership styles J.12.13
14. Explain the importance of consumer trust for the successful conduct of business J.12.14
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

Skip to main content

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. Assess and analyze personal talents and interests as they relate to career decisions K.12.1
2. Describe how personal qualities transfer from school to work K.12.2
3. Identify ways to overcome weaknesses and capitalize on strengths K.12.3
4. Update and present career portfolio that includes career research materials and work samples K.12.4
5. List sources of training related to career plan K.12.5
6. Analyze projected career opportunities and trends K.12.6
7. Create a career and education (lifework) plan for transition from high school K.12.7
8. Demonstrate habits needed for career success K.12.8
9. Experience paid/unpaid work opportunities K.12.9
10. Explain the benefits of community involvement K.12.10
11. Discuss social and ethical standards of the workplace K.12.11
12. Prepare documents for a job campaign K.12.12
13. Participate in a mock interview K.12.13
14. Describe employment trends in the workplace K.12.14
15. Develop and maintain a job search database K.12.15

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

Skip to main content

Accounting

AF1. Students will apply generally accepted accounting principles while performing the functions of the accounting cycle. BIT.AF1

a. Identify current structures and regulations affecting accounting principles and their effects on businesses. AF1.A

h. Describe the current and historical regulatory environment of the accounting profession AF1.A.1.H

h. Describe how current events impact the accounting profession. AF1.A.2.H

h. Describe and explain the conceptual framework of accounting and generally accepted accounting principles (GAAP) and assumptions. AF1.A.3.H

h. Distinguish between the accrual basis of accounting and the cash basis of accounting and discuss the impact each has on financial statements AF1.A.4.H

h. Apply current regulatory practices to the accounting cycle. AF1.A.5.H

b. Analyze the effects of changes in assets. AF1.B

h . Journalize and post accounts receivable transactions. AF1.B.4.H

h. Determine cost of inventory (periodic and perpetual). AF1.B.5.H

h. Identify cost of property and all other assets AF1.B.6.H

h . AF1.b.7.h: Calculate and record depreciation and depletion. AF1.B.7.H

c: . Analyze the effects of changes in liabilities. AF1.C:

h. Journalize and post accounts payable transactions AF1.C.4.H

h . Differentiate the difference between current liabilities, long-term liabilities and their impact on financial statements AF1.C.5.H

h. Determine the initial valuation on long-term debt instruments and their impact on financial statements AF1.C.6.H

h . Calculate the cost of borrowed funds. AF1.C.7.H

d . Analyze the effects of changes in owner's equity. AF1.D

h. Journalize and post transactions related to equity accounts AF1.D.5.H

h. Demonstrate appropriate accounting techniques used to account for investments and withdrawals by owners. AF1.D.6.H

h . Interpret financial data to determine the revenue of a business. AF1.D.7.H

h. Distinguish between capital expenditures and revenue expenditures. AF1.D.8.H

h. Discuss the concept of dividends and how they affect a business. AF1.D.9.H

Skip to main content

a. Prepare and analyze financial reports for different forms of business ownership. AF2.A

h. Discuss the forms of ownership and the equity accounts used for each form AF2.A.2.H

h. Use real-life examples to demonstrate the various types of ownership. AF2.A.3.H

h . Prepare financial statements for sole proprietorship, partnership and corporate ownership models AF2.A.4.H

h . Compare and contrast debt and equity financing and explain the impact on the financial statements AF2.A.5.H

h . Prepare financial statements for service and merchandising business AF2.A.6.H

h. Create financial reports using spreadsheet and accounting software AF2.A.7.H

h. Prepare a trial balance to check the accuracy of a ledger AF2.A.8.H

h . Forecast revenue and costs AF2.A.9.H

h . Track and make adjustments to budget performance. AF2.A.10.H

h:. Prepare and analyze cash flow statement. AF2.A.11.H:

b . Assess the financial condition and operating results of a company while interpreting financial statements. AF2.B

h. Describe the information provided in each statement and how they articulate with each other. AF2.B.1.H

h. Recognize the primary areas of analysis (trend analysis, profitability, capital structure) and explain the information that can be obtained from each type of analysis. AF2.B.2.H

h . Perform horizontal and vertical analysis of the income statement and balance sheet. AF2.B.3.H

h. Identify, explain and describe the ethical implications of common methods of manipulating financial statements and ratios AF2.B.4.H

h . Analyze financial data to make short-term and long-term decisions. AF2.B.5.H

Skip to main content

a . Prepare payroll. AF3.A

h. Write checks, make deposits and complete check stubs for payroll. AF3.A.1.H

h . Use manual and computerized systems to prepare payroll for a business. AF3.A.2.H

h . Calculate earnings: hourly rate, salary basis and commission basis. AF3.A.3.H

h . Calculate employer's payroll taxes for social security, Medicare, federal unemployment and state unemployment. AF3.A.4.H

h . Reconcile a bank statement AF3.A.5.H

b . Analyze how employer taxes impact business operations. AF3.B

h. Prepare employer related tax forms. AF3.B.1.H

h . Journalize and post tax entries using a variety of journals and ledgers. AF3.B.2.H

h . Describe the composition of taxable income and calculate tax. AF3.B.3.H

h. Identify and apply strategies for minimizing taxable business income. AF3.B.4.H