Wisconsin CTE

Business (1998): Grades K, 1, 2, 3, 4

Adopted 1998

Communications

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

Written Communications

1. Demonstrate correct spelling, grammar, word usage, and legible writing A.4.1
2. Write, edit, and revise an original, creative work incorporating correct spelling, grammar, and punctuation A.4.2
3. Compose simple requests for information A.4.3
4. Take simple notes A.4.4
5. Compose a standard business letter A.4.5
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. Express wants, needs, and feelings A.4.6
7. Demonstrate the difference between opinion and fact A.4.7
8. Participate in group discussion and role playing A.4.8
9. Demonstrate telephone etiquette A.4.9
10. Follow oral directions A.4.10
11. Demonstrate the ability to listen for meaning A.4.11
12. Record complete and accurate messages and notes A.4.12
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

13. Give and follow simple instructions A.4.13
14. Greet people appropriately in a variety of situations A.4.14
15. Take turns communicating in a group situation A.4.15
16. Deliver informal appreciation messages in a variety of situations A.4.16
17. Make a written/oral request A.4.17
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 B.4.1
2. Open and close a program B.4.2
3. Save and retrieve a file B.4.3
4. Develop touch keyboarding techniques B.4.4
5. Use various input devices B.4.5

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6. Compose simple information using a keyboard B.4.6
7. Proofread and edit documents B.4.7
8. Print a document B.4.8
9. Use graphic software to paint or draw B.4.9
10. Access the Internet B.4.10
11. Listen to speakers who use current technology B.4.11

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. Recognize different denominations of currency and coins C.4.1
2. Identify the value of each denomination C.4.2
3. Calculate mathematics problems requiring adding, subtracting, multiplying, and dividing different denominations C.4.3

Estimate mathematical calculations C.4.4

Identify, prepare, and analyze financial statements C.BS.1

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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. Understand that productive resources are limited and that people cannot have all the goods and services they want; as a result they must choose some things and give up others. Identify the opportunity cost of a decision when one alternative is chosen D.4.1
2. Define economic wants and explain how they are satisfied D.4.2
3. Identify factors that can influence the prices of goods and services D.4.3

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. Identify characteristics of an entrepreneur (business owner) E.4.1
2. Identify reasons for keeping financial records E.4.2
3. Explain the cost of theft to business E.4.3

1. Research the unique contributions of entrepreneurs in the American economy E.BS.1

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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. Determine product/service preferences of classmates and family members F.4.1
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. Identify a currency used in another country G.4.1
2. Identify metric measurements G.4.2
3. Identify different countries in the world G.4.3

Identify a product which is produced in another country

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

- Identify international trade partners G.BS.4

Explain the role of international business at local, regional, and national levels G.BS.5

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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
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 management positions within your school building H.4.1
2. Contrast the different levels of management in your school building and how their responsibilities differ H.4.2

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.

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Explain rules at home and understand the rationale for these rules I.4.1

Identify school rules and the rationale for these rules I.4.2

3. Recognize community laws and their rationale I.4.3

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
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

Interpersonal and Leadership Skills

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

1. Work cooperatively in a group J.4.1
2. Follow oral directions J.4.2
3. Demonstrate courtesy to others J.4.3
4. Demonstrate respect to others J.4.4
5. Demonstrate good manners J.4.5
6. Respect the rights and feelings of others J.4.6
7. Describe the advantages of working together as a team J.4.7
8. Discuss the importance of being able to work together with people who are different from oneself J.4.8

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

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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 likes and dislikes and careers that match these preferences K.4.1
2. Identify what he/she does well K.4.2
3. Identify what he/she needs to improve K.4.3
4. Identify various types of occupations in the community K.4.4
5. Describe careers of immediate family members K.4.5
6. Demonstrate ability to work cooperatively with other students and family members K.4.6

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