

CCSD CAREER AND TECHNICAL EDUCATION STANDARDS AND BENCHMARKS BUSINESS EDUCATION

Scope and Sequence of Objectives (CTE/BUS, CS.A, B.3)
Revised 2010

Business Standard (Academic): Students will utilize academic skills in the preparation and practice of competencies connected to occupations identified in the DOT categories and essential living skills.

Benchmark 3: Examine and analyze business organization principles and the role of government, citizens, workers and consumers within the United States economy.

| Computer and Information Technology | Computer Applications I | Computer Applications II |
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| Bus. Consumer Law | Bus. Princ. & Mgmt. | Business Records |
|---|---|------------------|
| 1. Identify and differentiate between the characteristics of ethics and law and how they are constructed. | 1. Explain the general types of business and the forces that change the nature of business. | |
| 2. Identify sources of today's law and how they are constructed: constitutions (state and federal), common law, statutory law, court decisions (case law) and administrative law. | 2. Suggest ways in which businesses can be socially responsible and the need for them to protect the natural environment. | |
| 3. Identify and compare the difference between civil and criminal trials including: people involved, jurisdiction and steps in the trial process. | 3. Discuss the role and nature of entrepreneurship and the value of employees functioning as intrapreneurs within businesses. | |
| 4. Describe what crimes against people and against businesses are and identify the different types. | 4. Describe the changing nature of the population in relation to business and how the changing values of Americans have forced business to adapt. | |
| 5. Identify types of defenses and penalties to crimes. | 5. Discuss and summarize the three economic systems and three economic-political systems. | |

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| 6. Demonstrate an understanding of the nature of a contractual relationship and explain the elements required to create a contract (offer, acceptance, genuine agreement, consideration, capacity and legality). | 6. Explain how economic growth can be promoted and measured. | |
| 7. Identify and discuss the characteristics of business organizations: sole proprietorship, partnership, limited partnership, corporation (profit, non-profit), franchise. | 7. Distinguish between the different forms through which international business is conducted and identify the common barriers to the growth of this form of business. | |
| 8. Identify federal laws designed to protect consumers. | 8. Discuss the concepts of balance of trade and balance of payments. | |
| 9. Identify precautions, protection laws, and different types of insurance for consumers who want to buy a vehicle. | 9. Describe the forms of business ownership and the advantages and disadvantages of each. | |
| 10. Describe the differences between laws of patents, copyrights, and trademarks. | 10. Describe the stages and strategies businesses commonly go through in a successful e-commerce business. | |
| 11. Name and describe the principal types of bailment and the rights and duties of bailor and bailee. | 11. Define the 4 functions of a manager and the job responsibilities of supervisors. | |
| 12. Identify the rights and duties of common carriers and hotelkeepers. | 12. Compare the three leadership styles and the important characteristics and human relations skills of managers/leaders. | |
| 13. Describe the various types and aspects of bankruptcy (Chapter #7 liquidation, Chapter #11 Reorganization and Chapter #13 Reorganization of debt. | 13. Outline the steps in an effective decision-making process. | |

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| Acct I | Acct II |
|--------|---------|
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| Introduction to Business | MOC |
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| 1. Explain the difference between needs and wants as well as goods and services. | 1. Demonstrate the ability to set short term, intermediate and long-term money goals. |
| 2. Identify and explain scarcity as the basic economic problem of unlimited wants and unlimited resources and the relationship to the three economic resources. | 2. Introduce students to entrepreneurial process and its advantages and disadvantages. |
| 3. Describe the difference between a custom-based economy, directed or planned economy and a market economy. | |
| 4. Identify three economic roles each person performs. | |
| 5. Explain how consumers affect the supply and demand for goods and services in our economy. | |
| 6. Describe the 4 stages of the business cycle and be able to identify business terminology including inflation, deflation, and the gross domestic product. | |
| 7. Distinguish the four basic kinds of businesses. | |

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| Introduction to Business | MOC |
|---|------------|
| 8. Explain the advantages and disadvantages of the forms of business ownership. | |
| 9. Identify and explain the role of marketing in our economy and the marketing mix. | |
| 10. Understand and explain the importance of social responsibility of business and the purpose of a code of ethics. | |
| 11. Identify different methods used by the government to regulate our economy as well as assist businesses. | |

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| Marketing | Advertising and Sales | Entrepreneurship | Excel |
|---|--|---|-------|
| 1. Explain and evaluate distribution concepts and processes needed to move, store, locate or transfer ownership of goods and services through distribution channels. | 1. Explain the advantages and disadvantages of advertising. | 1. Explain the differences between an employee and an entrepreneur. | |
| 2. Apply pricing concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. | 2. Describe the history and future of advertising. | 2. Explain the role, contributions, and characteristics of the entrepreneur in the economy. | |
| 3. Compare product/service management concepts and processes needed to obtain, develop maintain, and improve a product or service mix in response to market opportunities. | 3. Identify the structure and organization of the advertising industry and how it is regulated and what forces it to change. | 3. Identify changes and trends of new business ideas and conduct a feasibility study for a product or service. | |
| 4. Compare selling concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future | 4. Discuss the ethics of advertising. | 4. Identify and evaluate business opportunities in your community using a market research survey, market analysis and profile of potential consumers. | |

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| business opportunities. | | | |
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| 5. Describe factors used by marketers to position products/businesses. | 5. Describe the research that goes into market segmentation and positioning strategies. | 5. Identify options for starting a new business (franchising, home-based). | |
| 6. Develop a promotional plan using promotional concepts, ideas, and messages that appeal to targeted markets. | 6. Identify the components and objectives of an advertising plan and develop a print ad, direct marketing ad, television ad, and press release. | 6. Select the promotional mix considering the marketing plan and pre-opening and on-going promotional plan. | |
| | 7. Identify methods of evaluating the success of an advertising plan. | 7. Define the different types of costs associated with a business including: financing, pricing cost, mark up, and promotional cost. | |
| | 8. Explain the concept of selling. | 8. Identify the financial reports needed to finance a business (income statement, balance sheet, cash flow statement) and need to be put into a business plan. | |
| | 9. Explain the importance of technology in selling. | 9. Identify government agencies and regulations and laws that affect entrepreneurs. | |
| | 10. Explain how to get ready to sell including what to know about the customer, planning for the sale, and how to handle objectives. | 10. Identify criteria for selecting a form of business ownership based on the characteristics of a sole proprietorship, partnership, corporations and e-company. | |

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| 11. Write promotional messages that appeal to targeted markets. | 11. Explain how to close the sale including closing techniques and activities after the sale for the sales people. | 11. Discuss how a business plan and each it's components contributes to the success of a business. | |

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| Computer Programming | Computer Languages | Computer Presentations & Publications |
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