

# Business Management (6135 - 36 weeks)

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### **A Demonstrating Personal Qualities and Abilities** **BM.1**

- 1 Demonstrate creativity and innovation. **BM.1.1**
  - 2 Demonstrate critical thinking and problem solving. **BM.1.2**
  - 3 Demonstrate initiative and self-direction. **BM.1.3**
  - 4 Demonstrate integrity. **BM.1.4**
  - 5 Demonstrate work ethic. **BM.1.5**
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### **B Demonstrating Interpersonal Skills** **BM.2**

- 6 Demonstrate conflict-resolution skills. **BM.2.6**
  - 7 Demonstrate listening and speaking skills. **BM.2.7**
  - 8 Demonstrate respect for diversity. **BM.2.8**
  - 9 Demonstrate customer service skills. **BM.2.9**
  - 10 Collaborate with team members. **BM.2.10**
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### **C Demonstrating Professional Competencies** **BM.3**

- 11 Demonstrate big-picture thinking. **BM.3.11**
- 12 Demonstrate career- and life-management skills. **BM.3.12**
- 13 Demonstrate continuous learning and adaptability. **BM.3.13**
- 14 Manage time and resources. **BM.3.14**
- 15 Demonstrate information-literacy skills. **BM.3.15**
- 16 Demonstrate an understanding of information security. **BM.3.16**
- 17 Maintain working knowledge of current information-technology (IT) systems. **BM.3.17**
- 18 Demonstrate proficiency with technologies, tools, and machines common to a specific occupation. **BM.3.18**
- 19 Apply mathematical skills to job-specific tasks. **BM.3.19**
- 20 Demonstrate professionalism. **BM.3.20**
- 21 Demonstrate reading and writing skills. **BM.3.21**
- 22 Demonstrate workplace safety. **BM.3.22**

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**D Examining All Aspects of an Industry** BM.4

- 23 Examine aspects of planning within an industry/organization. BM.4.23
- 24 Examine aspects of management within an industry/organization. BM.4.24
- 25 Examine aspects of financial responsibility within an industry/organization. BM.4.25
- 26 Examine technical and production skills required of workers within an industry/organization. BM.4.26
- 27 Examine principles of technology that underlie an industry/organization. BM.4.27
- 28 Examine labor issues related to an industry/organization. BM.4.28
- 29 Examine community issues related to an industry/organization. BM.4.29
- 30 Examine health, safety, and environmental issues related to an industry/organization. BM.4.30

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**E Addressing Elements of Student Life** BM.5

- 31 Identify the purposes and goals of the student organization. BM.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. BM.5.32
- 33 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects. BM.5.33
- 34 Identify Internet safety issues and procedures for complying with acceptable use standards. BM.5.34

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

- 35 Identify the types of work-based learning (WBL) opportunities. BM.6.35
- 36 Reflect on lessons learned during the WBL experience. BM.6.36
- 37 Explore career opportunities related to the WBL experience. BM.6.37
- 38 Participate in a WBL experience, when appropriate. BM.6.38

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## **G Differentiating the Organization and Characteristics of Business** BM.7

- 39 Compare the types of business ownerships, organizations, and industries in service-based and product-based businesses. BM.7.39
- 40 Explain the risks, rewards, and requirements of entrepreneurship. BM.7.40
- 41 Investigate resources related to entrepreneurship and small business ownership. BM.7.41
- 42 Identify current and emerging trends in business. BM.7.42
- 43 Identify the components of a SWOT (strengths, weaknesses, opportunities, threats) analysis. BM.7.43
- 44 Describe the effects of demographic, geographic, cultural, and psychographic issues on business. BM.7.44
- 45 Identify current laws and regulations affecting the establishment and operation of businesses. BM.7.45
- 46 Describe the effect of a global marketplace on business. BM.7.46

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## **H Examining Economic Factors Affecting Business** BM.8

- 47 Describe the influence of basic microeconomic and macroeconomic concepts on business decisions. BM.8.47
- 48 Demonstrate economic reasoning skills. BM.8.48
- 49 Identify basic microeconomic and macroeconomic concepts. BM.8.49
- 50 Compare economic systems and political systems and how they influence businesses. BM.8.50
- 51 Explain how economic growth can be promoted and how data can be interpreted and measured. BM.8.51

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## **I Identifying the Scope of Management** BM9

- 52 Describe management roles, functions, skills, and values. BM.9.52
- 53 Analyze benefits and limitations of leadership styles. BM.9.53
- 54 Compare the self-assessment of personal traits with those common to effective managers. BM.9.54
- 55 Develop a mission, vision, and/or values statement for company-wide implementation. BM.9.55
- 56 Develop an action plan for reaching goals. BM.9.56
- 57 Explore the principles of personal and business ethics and their role in business decisions. BM.9.57

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## **J Conducting Financial Activities** BM.10

- 58 Explore the differences among sources of capital. BM.10.58
- 59 Explain the influence of the stock market on business decisions. BM.10.59
- 60 Identify the cost of operations. BM.10.60
- 61 Analyze sales/production records. BM.10.61
- 62 Interpret basic financial statements. BM.10.62
- 63 Relate financial information to business decisions. BM.10.63
- 64 Identify strategies for risk management. BM.10.64
- 65 Describe the components of a budget, to include short-term and long-term expenditures. BM.10.65
- 66 Identify the components of information management systems for various business types. BM.10.66
- 67 Describe considerations related to credit plans, credit cards, credit policies, and collection procedures. BM.10.67
- 68 Identify reasons for taxes, types of taxes, and the effects taxes have on business decisions. BM.10.68

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## **K Conducting Marketing Activities** BM.11

- 69 Explain the role of marketing in the economy. BM.11.69
- 70 Determine various applications of marketing research. BM.11.70
- 71 Explain marketing concepts and the elements of the marketing mix. BM.11.71
- 72 Outline an effective marketing strategy based on the four stages of the product life cycle. BM.11.72

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## **L Conducting Business Operations** BM.12

- 73 Identify the components of a feasibility study. BM.12.73
- 74 Identify the components of a business plan. BM.12.74
- 75 Analyze a business plan. BM.12.75
- 76 Describe the influence of evolving technology on the business environment. BM.12.76
- 77 Explain the effect of environmental issues on business operations. BM.12.77
- 78 Identify workplace safety and security measures. BM.12.78
- 79 Analyze components included in policies and procedures manuals. BM.12.79
- 80 Interpret staff interrelationships illustrated in a variety of organizational charts. BM.12.80
- 81 Manage work teams. BM.12.81
- 82 Apply project management in scheduling and completing tasks. BM.12.82
- 83 Plan physical layout, furnishings, and equipment for a business environment. BM.12.83
- 84 Investigate quality control measures. BM.12.84

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## **M Administering Human Resources Functions** BM.13

- 85 Identify methods of recruiting employees and publicizing job openings. BM.13.85
- 86 Develop a job description. BM.13.86
- 87 Identify the value of a diverse workforce. BM.13.87
- 88 Explain various methods of interviewing and selecting applicants for employment. BM.13.88
- 89 Identify the components of an onboarding program for new employees. BM.13.89
- 90 Outline the procedures used in employee performance documentation, promotion, retention, and termination. BM.13.90
- 91 Identify federal legislation related to employees in the workplace. BM.13.91
- 92 Review employment-related legal issues and the potential effects on the business environment. BM.13.92
- 93 Describe the elements of a total compensation package. BM.13.93
- 94 Explain the purpose and types of professional development and continuing education programs. BM.13.94

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## **N Developing Communication Skills for Business** BM.14

- 95 Examine communication barriers and ways to eliminate them. BM.14.95
- 96 Explain how corporate culture influences formal and informal communication. BM.14.96
- 97 Examine potential communication challenges in international business. BM.14.97
- 98 Identify ways to motivate, coach, counsel, and reward individuals and teams. BM.14.98
- 99 Identify methods for resolving conflicts. BM.14.99
- 100 Plan an effective meeting. BM.14.100
- 101 Facilitate a meeting. BM.14.101
- 102 Deliver a presentation to an audience. BM.14.102
- 103 Describe the benefits of developing partnerships within the organization and with the community. BM.14.103

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## **O Preparing for Industry Certification** BM.15

- 104 Describe the requirements for obtaining industry certifications related to the Business Management course. BM.15.104
- 105 Identify testing skills/strategies for a certification examination. BM.15.105
- 106 Demonstrate the ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams). BM.15.106
- 107 Successfully complete an industry certification examination representative of skills learned in this course. BM.15.107

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## **P Enhancing Career Exploration and Employability Skills** BM.16

- 108 Develop a career plan in business management. BM.16.108
- 109 Conduct a job search. BM.16.109
- 110 Update a résumé including résumé format suitable for online posting. BM.16.110
- 111 Create a letter of application or cover letter. BM.16.111
- 112 Participate in a mock interview. BM.16.112
- 113 Compose an interview follow-up letter. BM.16.113
- 114 Create a business card. BM.16.114
- 115 Describe proper etiquette for a business dinner. BM.16.115
- 116 Identify the steps to follow in resigning from a position. BM.16.116
- 117 Update a portfolio containing representative samples of student work. BM.16.117