

Career Field	Business and Administrative Services, Finance and Marketing	Page 1
Course Name	Business Foundations	
Description	This is the first course for the Business and Administrative Services, Finance and Marketing career fields. It introduces students to specializations within the three career fields. Students will obtain knowledge and skills in fundamental business activities. They will acquire knowledge of business processes, economics and business relationships. Students will use technology to synthesize and share business information. Employability skills, leadership and communications and personal financial literacy will be addressed.	

Outcome	1.1 Employability Skills: Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.
Competencies	<p>1.1.1 Identify the knowledge, skills and abilities necessary to succeed in careers.</p> <p>1.1.2 Identify the scope of career opportunities and the requirements for education, training, certification, licensure, and experience.</p> <p>1.1.3 Develop a career plan that reflects career interests, pathways, and secondary and postsecondary options.</p> <p>1.1.6 Explain the importance of work ethic, accountability, and responsibility and demonstrate associated behaviors in fulfilling personal, community and workplace roles.</p> <p>1.1.11 Recognize different cultural beliefs and practices in the workplace and demonstrate respect for them.</p>

Outcome	1.2 Leadership and Communications: Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.
Competencies	<p>1.2.3 Identify and use verbal, nonverbal, and active listening skills to communicate effectively.</p> <p>1.2.5 Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.</p> <p>1.2.6 Use proper grammar and expression in all aspects of communication.</p> <p>1.2.10 Use interpersonal skills to provide group leadership, promote collaboration, and work in a team.</p>

Outcome	1.4 Knowledge Management and Information Technology: Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.
Competencies	1.4.2 Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).

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Outcome	1.6 Business Literacy: Develop foundational skills and knowledge in entrepreneurship, financial literacy and business operations.
Competencies	<p>1.6.4 Identify types of businesses, ownership, and entities (i.e., individual proprietorships, partnerships, corporations, cooperatives, public, private, profit, not-for-profit).</p> <p>1.6.7 Identify the effect of supply and demand on products and services.</p>

Outcome	1.9 Financial Management: Use financial tools, strategies and systems to develop, monitor, and control the use of financial resources to ensure personal and business financial well-being.
Competencies	<p>1.9.1 Create, analyze, and interpret financial documents (e.g., budgets, income statements).</p> <p>1.9.2 Identify tax obligations.</p> <p>1.9.3 Review and summarize savings, investment strategies and purchasing options (e.g., cash, lease, finance, stocks, bonds).</p> <p>1.9.4 Identify credit types and their uses in order to establish credit.</p> <p>1.9.5 Identify ways to avoid or correct debt problems.</p> <p>1.9.6 Explain how credit ratings and the criteria lenders use to evaluate repayment capacity affect access to loans.</p> <p>1.9.7 Review and summarize categories (types) of insurance and identify how insurances can reduce financial risk.</p> <p>1.9.8 Identify income sources and expenditures.</p> <p>1.9.9 Compare and contrast different banking services available through financial institutions.</p>

Outcome	2.1 Business Activities: Relate business functions to business models, business strategies and organizational goal achievement.
Competencies	<p>2.1.1 Explain the reasons that businesses and organizations exist and their role in society, and describe types of business models.</p> <p>2.1.2 Describe the business changes that are occurring in response to the external environment in which businesses operate.</p> <p>2.1.3 Describe types of business activities, or functions (e.g., accounting, finance, human resources management, information management, marketing,</p>

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	<p>operations, sales and strategic management); the interactions among business functions, or activities; and the differences in implementation that occur in big versus small business.</p> <p>2.1.4 Explain forces that are driving business changes (e.g., globalization, consumer demand, government policies, political climate, diversity, spending trends, industry structure changes) and how organizations are adapting to today's business environment (e.g., proactive management, competitive aggression, innovative management, agile management, organizational learning, market orientation, slack resources).</p> <p>2.1.5 Describe the need for and role of accounting and finance (e.g., understanding accounting treatment, verifying information, analyzing variances, guiding decision-making), and explain how they interact with and impact other business activities or functions.</p> <p>2.1.6 Explain the role and function of human resources management, describe its interactions with other functional areas, and identify its contributions to an organization.</p> <p>2.1.7 Explain the nature and scope of information management and its contributions to business operations.</p> <p>2.1.8 Describe marketing's role and function in business and its contributions to overall business strategy.</p> <p>2.1.9 Explain factors that motivate customers, clients and businesses to buy and actions employees can take to achieve the company's desired results.</p> <p>2.1.10 Describe connections among business ethics, actions and results (e.g., influencing consumer behavior, gaining market share).</p> <p>2.1.12 Explain the nature of management and levels of management (e.g., front line, middle management, executive).</p> <p>2.1.13 Identify ways that technology impacts business activities.</p>
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Outcome	2.2 Economic Principles: Relate principles and concepts of applied economics to business models, business activities and organizational goal achievement.
Competencies	<p>2.2.1 Describe the concepts of economic goods and services, economics and economic activities (i.e., production, distribution, exchange, consumption and circular flow of income model).</p> <p>2.2.2 Explain types of economic resources, competition and economic systems (e.g., traditional, command, market), the systems' characteristics, their advantages and disadvantages and impact on business.</p>

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	<p>2.2.4 Determine economic utilities created by business activities (e.g., time, place, possession, form or task).</p> <p>2.2.5 Determine types of business risks (e.g., pure, speculative, natural, human, economic).</p> <p>2.2.6 Distinguish between gross and net profit, identify factors affecting a business's profit (e.g., demand, chance, pricing, expenses, costs, the economy), and recognize controllable and non-controllable expenses.</p> <p>2.2.7 Determine the relationship between government and business, identify government agencies that facilitate trade, and describe the impact of government regulations on business activities.</p> <p>2.2.9 Explain the concept of productivity, how it is measured and its importance to business.</p>
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Outcome	2.3 International Business: Relate factors impacting international business to internal business operations, practices and strategies.
Competencies	2.3.1 Describe the global environment in which businesses operate, identify leading economies, and explain how the global environment impacts a business's overall global strategy.

Outcome	2.4 Business Processes: Relate business process design to organizational structure and organizational goal achievement.
Competencies	2.4.2 Identify types of business processes, their purposes (e.g., added customer value, increased efficiencies), their characteristics, their components (e.g., events, activities, decision points, metrics) and their interrelationships.

Outcome	3.1 Customer Relations: Apply techniques, strategies and tools to develop, maintain and grow positive internal and external customer, or client, relationships.
Competencies	3.1.1 Explain the nature of positive customer or client relations and their role in keeping customers, and describe the importance of meeting and exceeding customer expectations.

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Outcome	3.2 Relationship Management: Apply techniques and strategies to develop, maintain and grow positive relationships with employees, peers and stakeholders.
Competencies	3.2.8 Describe the nature of organizational culture and its impact on business, and interpret and adapt to a business's culture.

Outcome	3.4 Social Media Communications: Apply tools, strategies and processes to plan, create, implement, monitor and evaluate social media communications to support corporate brand and strategy.
Competencies	3.4.1 Describe the impact of a person's social media brand on the achievement of organizational goals. 3.4.2 Compare and contrast the use of social media for personal and business purposes.

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