



**ANKENY**  
COMMUNITY SCHOOL DISTRICT

**Department of Academic Services**

# **Business Curriculum Review**

**(Updated April, 2018)  
Board Approved August, 2018**

### **Career and Technical Education (CTE) Mission Statement**

The mission statement was written collaboratively by representatives of the Family and Consumer Sciences, Industrial Technology, Automotive, Business, and Project Lead the Way teachers, Instructional Coaches and Administrators. The mission statement is a commitment by teachers across the district ensuring a guaranteed and viable curriculum.

Students will learn employability skills by being engaged in relevant, authentic experiences that will prepare them for a lifetime of career success.

### **Business Mission Statement**

The mission statement was written collaboratively by representatives of the Business teachers, Instructional Coaches and Administrators. The mission statement is a commitment by teachers across the district ensuring a guaranteed and viable curriculum.

Students taking business courses will acquire the employability skills necessary to be successful throughout their personal and professional lives.

### **Course Purposes**

The following course purposes describe what students will know and demonstrate by the end of the grade or course. Each Grade Level Standard and the Components directly align to this statement, or promise, regarding the guaranteed and viable curriculum.

#### **Accounting - DMACC ACC111**

*Students will learn how to complete the accounting cycle for a service and merchandising business.*

#### **Introduction to Business**

*Students will gain foundational knowledge in basic economics, entrepreneurship, marketing, and personal finance.*

#### **Business Law**

*Students will explore the structure of the US court system and become familiar with criminal law, tort law, general contract law, consumer law and personal property law.*

### **Graphics, Video, and Coding (formerly Video Web and More)**

*Students will participate in a variety of multimedia technology experiences including, but not limited to editing graphics, editing sounds and video, building web pages, working with programming languages, and applying copyright and fair use guidelines.*

### **Business Computer Applications DMACC BCA212 (Formerly Exploring Tech)**

*Students will learn how to use applications (word processing, spreadsheet, presentation, and database) necessary to be productive in the workplace.*

### **Marketing-DMACC MKT 140 Selling**

*Students will learn to use the consultative sale model to market and sell products and services to consumers in the marketplace..*

### **Entrepreneurship-DMACC Small Business Management BUS148**

*Students will examine the role that entrepreneurs and small businesses play in the economy and learn the essential components of a business plan and how it used used to fund and develop a new business venture.*

### **Running a Business (Entrepreneurship - non-DMACC credit)**

*Student will learn what it takes to successfully run their own business. Students will explore the skills necessary to operate a new business in today's marketplace. Students will develop a business concept that matches their personality and then learn about the process that will lead to bringing their business idea to life!*

### **Managing Your Money (Personal Finance)**

*Students will understand how to manage the tools, strategies, and systems available to maintain, monitor, control, and plan the use of financial resources for their personal lives.*

### **MOC Multi-Occupations**

*Students will develop and apply employability skills through work based experiences.*

### **Intro to Computer Apps (non-DMACC credit)**

*Students will explore the basics of the computer, website and app development and design, and technology.*

### **Social Media (Consumer Behavior/Advertising) (New course 2019-2020)**

*Students will learn how consumer behavior is influenced through the use of multiple advertising channels.*

## **Grade Level Standards and Components**

The Grade Level Standards and Components represent the guaranteed and viable curriculum for all secondary students in Ankeny. Prioritized through a collaborative process, the Grade Level Standards and Components represent the most critical concepts and skills required to be successful learners in school and beyond high school.

The code in parenthesis represents the standards from the Iowa Career and Technical Education Standards - the original document used for the prioritization process. Any Grade Level Standard (Bold and Underlined) labeled as a “Focus” area will have evidence in Infinite Campus’ gradebook and student performance will be reported on a report card. Those Grade Level Standards are the most critical to student success and, as a result, have been designated as focus areas.

Those Grade Level Standards (Bold and underlined) labeled as “Foundational” or “Introductory” have been designated as agreed upon areas for instruction, but will not have performance reported in Infinite Campus or on a report card. The difference between the levels is the amount of direct instruction and/or experiences students have with the skill during that grade or course.

Any Components (not bold or underlined) under the Grade Level Standard labeled as “Focus” are the critical formative skills required to demonstrate the Grade Level Standard and evidence of learning will be recorded in Infinite Campus. The preponderance of evidence on each Grade Level Standard will determine the performance level on each Grade Level Standard.

The prioritization process allows teachers to target instruction on the skills required for that grade or course. This allows students to focus on only a few grade level standards and dive deeper into the learning. By having multiple and varied opportunities to demonstrate their learning, reporting on the performance of grade level standards is more accurate.

## **Accounting**

### **DMACC ACC111**

#### **Course Purpose**

*Students will learn how to complete the accounting cycle for a service and merchandising business.*

### **Grade Level Standards and Components**

#### **BUS.ACT.01 Students will understand basic accounting procedures for a business. (Focus)**

BUS.ACT.01.01 Students will acquire a foundational knowledge of accounting to understand its nature and scope. (Focus)

BUS.ACT.01.02 Students will implement accounting procedures to track money flow and to determine financial status.(Focus)

BUS.ACT.01.03 Students will journalize transactions, post to ledgers, prepare financial statements, journalize adjusting and closing entries (accounting cycle) (Foundational)

BUS.ACT.01.04 Students will reconcile bank statements, establish and manage a petty cash fund, establish and manage a change fund. (Foundational)

BUS.ACT.01.05 Students will completes all steps of the accounting cycle. (Foundational)

BUS.ACT.01.06 Students will complete personal income taxes (Introductory)

#### **BUS.ACT.02 Students will understand how to maintain financial records for a business. (Focus)**

BUS.ACT.02.01 Students will record information to maintain and present a report of business activity. (Focus)

BUS.ACT.02.02 Students will maintain business records to facilitate business operations. (Focus)

BUS.ACT.02.03 Students will complete all steps of the accounting cycle (Foundational)

#### **BUS.ACT.03 Students will interpret financial statements (Focus)**

BUS.ACT.03.01 Students will utilize critical-thinking skills to determine best options/outcomes.(Focus)

BUS.ACT.03.02 Students will read to acquire meaning from written material and to apply the information to a task. (Focus)

BUS.ACT.03.03 Students will prepare and interpret financial statements, calculate financial ratios and analyze results. (Foundational)

## **Introduction to Business**

### **Course Purpose**

*Students will gain foundational knowledge in basic economics, entrepreneurship, marketing, and personal finance.*

### **Grade Level Standards and Components**

#### **CTE.IB.01 Students will understand basic economic principles and their impacts. (Focus)**

CTE.IB.01.01 Students will explain the principles of supply and demand and its impacts on business opportunities and pricing. (Focus)

CTE.IB.01.02 Students will explain the types of economic systems and how these impact business and consumers.(Focus)

CTE.IB.01.03 Students will understand economic indicators to recognize economic trends and conditions.(Focus)

CTE.IB.01.04 Students will recognize the impact of government regulation on business activities (FDA, EPA, OSHA, SOX, etc) (Focus)

CTE.IB.01.05 Students will explain the concept of scarce economic resources and how this influences decision making.(Foundational)

CTE.IB.01.06 Students will discuss the importance of ethical behavior for long term profitability. (Foundational)

CTE.IB.01.07 Students will apply the decision making process. (Introductory)

CTE.IB.01.08 Students will define ethics and code of ethic. (Introductory)

#### **CTE.IB.02 Students will understand the basics of marketing (Focus)**

CTE.IB.02.01 Students will discuss the marketing concept and its functions. (Focus)

CTE.IB.02.02 Students will apply the marketing mix to identified target market. (Focus)

#### **CTE.IB.03 Students will write their own condensed business plan. (Focus)**

CTE.IB.03.01 Students will identify the parts of a business plan.

CTE.IB.03.02 Students will compare and contrast the pros and cons of different business organization structures.(Focus)

CTE.IB.03.03 Students will define entrepreneurship and discuss the common characteristics of successful entrepreneurs. (Foundational)

#### **CTE.IB.04 Students will gain a basic understanding of money, credit, and financial goal planning. (Focus)**

CTE.IB.04.01 Students will understand the importance of managing personal finances to achieve financial goals. (Focus)

CTE.IB.04.02 Students will implement financial skills to obtain credit and to control its use. (Focus)

CTE.IB.04.03 Students will analyze financial needs and goals to make informed decisions. (Focus)

## **Business Law**

### **Course Purpose**

*Students will explore the structure of the US court system and become familiar with criminal law, tort law, general contract law, consumer law and personal property law.*

### **Grade Level Standards and Components**

#### **BUS.BusLaw.01 Students will understand how societal laws affect and protect business and industry (90). (Focus)**

BUS.BusLaw.01.01 Students will acquire foundational knowledge of business laws and regulations to understand their nature and scope. (Focus)

BUS.BusLaw.01.02 Students will understand the civil foundations of the legal environment of business to demonstrate knowledge of contracts. (Focus)

BUS.BusLaw.01.03 Students will identify potential business threats and opportunities to protect a business's financial well-being. (Focus)

BUS.BusLaw.01.04 Students will understand how law has evolved through the years

BUS.BusLaw.01.05 Students will know the structure of the court system in the U.S. (Foundational)

Students will identify common Crimes and Torts and the remedies and penalties. (Foundational)

BUS.BusLaw.01.06 Students will know the legal requirements of valid contracts and identify the necessary elements of a contract and identify how contracts come to an end. (Foundational)

BUS.BusLaw.01.07 Students will identify Consumer Laws and identify agencies that exist to protect consumers. (Foundational)

BUS.BusLaw.01.08 Students will know how personal property laws protect individuals. (Foundational)

BUS.BusLaw.01.09 Students will identify how Workplace Law protects employees. (Foundational)

BUS.BusLaw.01.10 Students will know how law impacts their rights to own and purchase personal property. (Foundational)

#### **BUS.BusLaw.02 Students will apply legal concepts to real world scenarios (10) (Focus)**

BUS.BusLaw.02.01 Students will read to acquire meaning from written material and to apply the information to a task. (Focus)

BUS.BusLaw.02.02 Students will apply active listening skills to demonstrate understanding of what is being said. (Focus)

BUS.BusLaw.02.03 Students will use communication skills to influence others. (Focus)

BUS.BusLaw.02.04 Students will utilize information technology tools to manage and perform work responsibilities. (Focus)

## **Graphics, Video, and Coding (formerly Video Web and More)**

### **Course Purpose**

*Students will participate in a variety of multimedia technology experiences including, but not limited to editing graphics, editing sounds and video, building web pages, working with programming languages, and applying copyright and fair use guidelines.*

### **Grade Level Standards and Components**

#### **Bus.GVC.01.Students will create graphics. (Focus)**

Bus.GVC.01.01.Students will create and manipulate graphics. (Focus)

Bus.GVC.01.02.Students will apply fair use guidelines and copyright laws (Foundation)

#### **Bus.GVC.02 Students will create video and audio files (Focus)**

Bus.GVC.02.01.Students will create and edit video. (Focus)

Bus.GVC.02.02.Students will create and edit a multi-track sound file. (Focus)

#### **Bus. GVC.03 Students will write html code to create a site. (Focus)**

Bus.GVC.03.01.Students will understand a programming language (Focus)

Bus.GVC.03.02.Students will apply fair use guidelines and copyright laws (Foundation)



# **Business Computer Applications**

## **DMACC BCA212 (Formerly Emerging Tech)**

### **Course Purpose**

*Students will learn how to use applications (word processing, spreadsheet, presentation, and database) necessary to be productive in the workplace.*

## **Grade Level Standards and Components**

### **BUS.BCA.01 Students will understand how computers, networks, and the internet function. (Focus)**

- BUS.BCA.01.01 Students will discuss the four basic computer operations (Focus)
- BUS.BCA.01.02 Students will distinguish the difference between data and information. (Focus)
- BUS.BCA.01.03 Students will explain the principal components of the computer. (Focus)
- BUS.BCA.01.04 Students will discuss four common types of storage devices. (Focus)
- BUS.BCA.01.05 Students will explain the difference between system software and application software. (Focus)
- BUS.BCA.01.06 Students will define types of security threats. (Focus)
- BUS.BCA.01.07 Students will identify the difference between a local area network (LAN) and a wide area network (WAN). (Focus)
- BUS.BCA.01.08 Students will identify what are the World Wide Web and search engines. (Focus)
- BUS.BCA.01.09 Students will identify what is e-commerce. (Focus)
- BUS.BCA.01.10 Students will display World Wide Web pages. (Focus)
- BUS.BCA.01.11 Students will define a Web browser. (Focus)
- BUS.BCA.01.12 Students will search the Web for information. (Focus)
- BUS.BCA.01.13 Students will use tabbed browsing. (Focus)
- BUS.BCA.01.14 Students will understand browser security and available privacy features. (Focus)
- BUS.BCA.01.15 Students will save a list of frequently used Web pages. (Focus)
- BUS.BCA.01.16 Students will print text and images found on Web pages. (Focus)
- BUS.BCA.01.17 Students will download files from a web site. (Focus)

### **BUS.BCA.02 Students will understand how an operating system and file management works. (Focus)**

- BUS.BCA.02.01 Students will describe an operating system environment. (Focus)
- BUS.BCA.02.02 Students will perform basic mouse operations: point, click, right-click, double-click, drag, and right-drag. (Focus)
- BUS.BCA.02.03 Students will practice changing features on window: open, minimize, maximize, restore, move, size, scroll, and close. (Focus)
- BUS.BCA.02.04 Students will use menus, toolbars, dialog boxes, scroll bars and online help. Display drive and folder contents. (Focus)
- BUS.BCA.02.05 Students will change file and folder views. (Focus)
- BUS.BCA.02.06 Students will understand file management. (Focus)
- BUS.BCA.02.07 Students will copy, move, rename, delete and restore files and folders. (Focus)
- BUS.BCA.02.08 Students will create folders and subfolders. (Focus)

BUS.BCA.02.09 Students will search for files, folders, and programs. (Focus)  
BUS.BCA.02.10 Students will identify screen elements. (Focus)  
BUS.BCA.02.11 Students will customize Quick Access toolbar. (Focus)  
BUS.BCA.02.12 Students will use copy and paste features. (Focus)  
BUS.BCA.02.13 Students will apply themes and other features found on the ribbon. (Focus)  
BUS.BCA.02.14 Students will check spelling and grammar. (Focus)  
BUS.BCA.02.15 Students will select the application software type appropriate for specific tasks. (Focus)  
BUS.BCA.02.16 Students will practice electronic mail messaging features: open, read, print, reply to, and delete. (Focus)  
BUS.BCA.01.17 Students will use file attachments: insert and view. (Focus)  
BUS.BCA.01.18 Students will use folders to organize email messages. (Focus)  
BUS.BCA.01.19 Students will practice calendar management. (Focus)  
BUS.BCA.01.20 Students will manage contact information. (Focus)

**BUS.BCA.03 Student will understand how to effectively use a word processing application (Focus).**

BUS.BCA.03.01 Students will identify user interface components of word processing application. (Focus)  
BUS.BCA.03.02 Students will create, edit, save, print, close, and open word processing documents. (Focus)  
BUS.BCA.03.03 Students will use editing and proofreading tools including page view and layout options. (Focus)  
BUS.BCA.03.04 Students will apply character, paragraph and document formats including styles, bullets and indents. (Focus)  
BUS.BCA.03.05 Students will find and replace text. (Focus)  
BUS.BCA.03.06 Students will set and modify tab stops to align text. (Focus)  
BUS.BCA.03.07 Students will view and modify document properties. (Focus)  
BUS.BCA.03.08 Students will insert picture features in a document: Clip Art, Word Art, and from file items. (Focus)  
BUS.BCA.03.09 Students will use header and footer features. (Focus)  
BUS.BCA.03.10 Students will create, modify and insert building blocks and quick parts. (Focus)  
BUS.BCA.03.11 Students will create, modify and format tables. (Focus)  
BUS.BCA.03.12 Students will use report features such as citations, footnotes and endnotes. (Focus)  
BUS.BCA.03.13 Students will change document margins. (Focus)  
BUS.BCA.03.14 Students will change page orientation. (Focus)  
BUS.BCA.03.15 Students will format text using the column feature. (Focus)  
BUS.BCA.03.16 Students will use keyboard shortcuts. (Focus)

**BUS.BCA.04 Student will understand how to effectively use a spreadsheet application.(Focus)**

BUS.BCA.04.01 Students will identify user interface components of spreadsheet application. (Focus)  
BUS.BCA.04.02 Students will build, edit, save, print, close, and open spreadsheets. (Focus)  
BUS.BCA.04.03 Students will use formulas, what if analysis, and functions in worksheets. (Focus)  
BUS.BCA.04.04 Students will use absolute and relative cell referencing. (Focus)  
BUS.BCA.04.05 Students will use built-in features including fill handle, AutoCalculate, Range Finder and data series. (Focus)  
BUS.BCA.04.06 Students will apply formats in worksheets. (Focus)  
BUS.BCA.04.07 Students will apply conditional formatting. (Focus)

BUS.BCA.04.08 Students will copy, move, rename, and delete worksheets. (Focus)

BUS.BCA.04.09 Students will create, format, and print charts. (Focus)

**BUS.BCA.05 Student will understand how to effectively use a presentation application.**

**(Focus)**

BUS.BCA.05.01 Students will identify user-interface components of presentation application. (Focus)

BUS.BCA.05.02 Students will apply principles and techniques of presentation software. (Focus)

BUS.BCA.05.03 Students will create, modify, save, print, close, and open presentations. (Focus)

BUS.BCA.05.04 Students will add, edit, and enhance slides. (Focus)

BUS.BCA.05.05 Students will insert objects into a presentation. (Focus)

BUS.BCA.05.06 Students will use Slide Master view. (Focus)

BUS.BCA.05.07 Students will use slide show tools. (Focus)

BUS.BCA.05.08 Students will prepare slide outline, notes page, and audience handouts.(Focus)

**BUS.BCA.06 Student will understand how to effectively use a database application (Focus)**

BUS.BCA.06.01 Students will identify user interface components of database application. (Focus)

BUS.BCA.06.02 Students will build, edit, save, print, close and open database tables. (Focus)

BUS.BCA.06.03 Students will create database queries including sorting and use of one, or more than one, criterion. (Focus)

BUS.BCA.06.04 Students will create and modify database forms. (Focus)

BUS.BCA.06.05 Students will create and modify database reports. (Focus)

BUS.BCA.06.06 Students will change database structures. (Focus)

BUS.BCA.06.07 Students will use database maintenance features. (Focus)

BUS.BCA.06.08 Students will share data from database application to other software applications.  
(Focus)

# **Marketing**

## **DMACC MKT 140 Selling**

### **Course Purpose**

*Students will learn to use the consultative sales model to market and sell products and services to consumers in the marketplace.*

## **Grade Level Standards and Components**

### **BUS.Mark.01 Students will understand basic marketing concepts needed for the development of a marketing plan. (Focus)**

- BUS.Mark.01.01 Students will understand and apply basic salesmanship strategies. (Focus)
- BUS.Mark.01.02 Students will select target market appropriate for product/business to obtain the best return on marketing investment. (Focus)
- BUS.Mark.01.03 Students will position a company to acquire a desired business image. (Focus)
- BUS.Mark.01.04 Students will develop a marketing mix and target market. (Foundational)
- BUS.Mark.01.05 Students will segment the market for a specific business / customer. (Foundational)

### **BUS.Mark.02 Students will apply basic marketing concepts and strategies to real world scenarios. (Focus)**

- BUS.Mark.02.01 Students will generate product ideas to contribute to ongoing business success. (Focus)
- BUS.Mark.02.02 Students will position products/services to acquire desired business image. (Focus)
- BUS.Mark.02.03 Students will acquire a foundational knowledge of product/service management to understand its nature and scope. (Focus)
- BUS.Mark.02.04 Students will employ product-mix strategies to meet customer expectations. (Focus)
- BUS.Mark.02.05 Students will acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. (Focus)
- BUS.Mark.02.06 Students will research the external and competitive marketing environments. (Foundational)
- BUS.Mark.02.07 Students will identify resources and set company goals. (Foundational)
- BUS.Mark.02.08 Students will identify consumer behavior and how it impacts business success. (Foundational)

### **BUS.Mark.03 Students will understand and apply basic salesmanship strategies. (Focus)**

- BUS.Mark.03.01 Students will understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (Focus)
- BUS.Mark.03.02 Students will identify the steps of the consultative sales process. (Foundational)
- BUS.Mark.03.03 Students will do sales presentation. (Foundational)

# **Entrepreneurship**

## **DMACC Small Business Management BUS148**

### **Course Purpose**

*Students will examine the role that entrepreneurs and small businesses play in the economy and learn the essential components of a business plan and how it used used to fund and develop a new business venture.*

### **Grade Level Standards and Components**

#### **BUS.Ent.01 Students will understand how small businesses operate in our society. (Focus)**

Bus.Ent.01.01 Students will acquire foundational knowledge of business laws and regulations to understand their nature and scope. (Focus)

Bus.Ent.01.02 Students will apply knowledge of business ownership to establish and continue business operations. (Focus)

Bus.Ent.01.03 Students will understand the nature of business to show its contributions to society.(Focus)

Bus.Ent.01.04 Students will understand economic systems to be able to recognize the environments in which businesses function. (Focus)

Bus.Ent.01.05 Students will recognize the role that entrepreneurs play in the economy. (Foundational)

Bus.Ent.01.06 Students will understand the characteristics of the different forms of business ownership. (Foundational)

#### **BUS.Ent.02 Students will develop skills necessary for successful employment. (Focus)**

Bus.Ent.01.01 Students will apply verbal skills to obtain and convey information. (Focus)

Bus.Ent.01.02 Students will write internal and external business correspondence to convey and obtain information effectively. (Focus)

Bus.Ent.01.03 Students will use communication skills to influence others. (Focus)

Bus.Ent.01.04 Students will implement teamwork techniques to accomplish goals. (Focus)

Bus.Ent.01.05 Students will acquire information to guide business decision-making. (Focus)

Bus.Ent.02.06 Students will utilize critical-thinking skills to determine best options/outcomes. (Focus)

Bus.Ent.02.07 Students will identify traits of successful entrepreneurs and report on how they became a success and identify reasons for business failure. (Foundational)

Bus.Ent.02.08 Students will put together a portfolio of their business plan. (Foundational)

Bus.Ent.02.09 Students will identify resources to help them build their entrepreneurial venture. (Foundational)

Bus.Ent.02.10 Students will present an overview of their business plan to their peers. (Foundational)

#### **BUS.Ent.03 Students will understand how an entrepreneurship mindset leads to new business opportunities. (Focus)**

Bus.Ent.03.01 Students will understand fundamental factors about entrepreneurship to recognize its role and importance in the economy. (Focus)

Bus.Ent.03.02 Students will employ entrepreneurial discovery strategies to generate feasible ideas for business ventures. (Focus)

Bus.Ent.03.03 Students will develop concept for new business venture to evaluate its success potential. (Focus)

Bus.Ent.03.04 Students will determine needed resources for a new business venture to contribute to its

start-up viability. (Focus)

Students will develop a business plan outline for a new business venture. (Foundational)

**BUS.Ent.04 Students will understand how to manage potential risks to a business. (Focus)**

Bus.Ent.04.01 Students will identify potential business threats and opportunities to protect a business's financial well-being (Focus)

Bus.Ent.04.02 Students will understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope. (Focus)

Bus.Ent.04.03 Students will develop a growth/Contingency Plan for their business venture. (Foundational)

Bus.Ent.04.04 Students will perform a SWOT analysis on their business and their competition. (Foundational)

**BUS.Ent.05 Students will understand how to develop a financial plan for a business.**

**(Focus)**

Bus.Ent.05.01 Students will analyze financial needs and goals to determine financial requirements.(Focus)

Bus.Ent.05.02 Students will understand the use of financial-services providers to aid in financial-goal achievement. (Focus)

Bus.Ent.05.03 Students will acquire a foundational knowledge of accounting to understand its nature and scope. (Focus)

Bus.Ent.05.04 Students will acquire a foundational knowledge of finance to understand its nature and scope. (Focus)

Bus.Ent.05.05 Students will analyze cost/profit relationships to guide business decision-making. (Focus)

Understand economic indicators to recognize economic trends and conditions. (Focus)

Bus.Ent.05.06 Students will develop a Finance Plan and set financial goals for their business venture. (Foundational)

**BUS.Ent.06 Students will understand how to develop a marketing plan for a business.**

**(Focus)**

Bus.Ent.06.01 Students will understand marketing's role and function in business to facilitate economic exchanges with customers.(Focus)

Bus.Ent.06.02 Students will acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making. (Focus)

Bus.Ent.06.03 Students will acquire foundational knowledge of marketing-information management to understand its nature and scope. (Focus)

Bus.Ent.06.04 Students will select target market appropriate for product/business to obtain the best return on marketing investment (ROMI). (Focus)

Bus.Ent.06.05 Students will acquire a foundational knowledge of product/service management to understand its nature and scope. (Focus)

Bus.Ent.06.06 Students will generate product ideas to contribute to ongoing business success. (Focus)

Bus.Ent.06.07 Students will position a company to acquire desired business image. (Focus)

Bus.Ent.06.08 Students will position products/services to acquire desired business image. (Focus)

Bus.Ent.06.09 Students will reinforce company's image to exhibit the company's brand promise. (Focus)

Bus.Ent.06.10 Students will develop a Marketing Plan for a business venture. (Foundational)

## **Running a Business** **(Entrepreneurship - non-DMACC credit)**

### **Course Purpose**

*Student will learn what it takes to successfully run their own business. Students will explore the skills necessary to operate a new business in today's marketplace. Students will develop a business concept that matches their personality and then learn about the process that will lead to bringing their business idea to life!*

### **Grade Level Standards and Components**

#### **BUS.RB.01 Students will understand how small businesses operate in our society. (Focus)**

- Bus.RB.01.01 Students will acquire foundational knowledge of business laws and regulations to understand their nature and scope. (Focus)
- Bus.RB.01.02 Students will apply knowledge of business ownership to establish and continue business operations. (Focus)
- Bus.RB.01.03 Students will understand the nature of business to show its contributions to society.(Focus)
- Bus.RB.01.04 Students will understand economic systems to be able to recognize the environments in which businesses function. (Focus)
- Bus.RB.01.05 Students will recognize the role that entrepreneurs play in the economy. (Foundational)
- Bus.RB.01.06 Students will understand the characteristics of the different forms of business ownership. (Foundational)

#### **BUS.RB.02 Students will develop skills necessary for successful employment. (Focus)**

- Bus.RB.01.01 Students will apply verbal skills to obtain and convey information. (Focus)
- Bus.RB.01.02 Students will write internal and external business correspondence to convey and obtain information effectively. (Focus)
- Bus.RB.01.03 Students will use communication skills to influence others. (Focus)
- Bus.RB.01.04 Students will implement teamwork techniques to accomplish goals. (Focus)
- Bus.RB.01.05 Students will acquire information to guide business decision-making. (Focus)
- Bus.RB.02.06 Students will utilize critical-thinking skills to determine best options/outcomes. (Focus)
- Bus.RB.02.07 Students will identify traits of successful entrepreneurs and report on how they became a success and identify reasons for business failure. (Foundational)
- Bus.RB.02.08 Students will put together a portfolio of their business plan. (Foundational)
- Bus.RB.02.09 Students will identify resources to help them build their entrepreneurial venture. (Foundational)
- Bus.RB.02.10 Students will present an overview of their business plan to their peers. (Foundational)

#### **BUS.RB.03 Students will understand how an entrepreneurship mindset leads to new business opportunities. (Focus)**

- Bus.RB.03.01 Students will understand fundamental factors about entrepreneurship to recognize its role and importance in the economy. (Focus)
- Bus.RB.03.02 Students will employ entrepreneurial discovery strategies to generate feasible ideas for business ventures. (Focus)
- Bus.RB.03.03 Students will develop concept for new business venture to evaluate its success potential. (Focus)

Bus.RB.03.04 Students will determine needed resources for a new business venture to contribute to its start-up viability. (Focus)

Bus.RB.03.05 Students will develop a business plan outline for a new business venture. (Foundational)

**BUS.RB.04 Students will understand how to manage potential risks to a business. (Focus)**

Bus.RB.04.01 Students will identify potential business threats and opportunities to protect a business's financial well-being (Focus)

Bus.RB.04.02 Students will understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope. (Focus)

Bus.RB.04.03 Students will develop a growth/Contingency Plan for their business venture. (Foundational)

Bus.RB.04.04 Students will perform a SWOT analysis on their business and their competition. (Foundational)

**BUS.RB.05 Students will understand how to develop a financial plan for a business.**

**(Focus)**

Bus.RB.05.01 Students will analyze financial needs and goals to determine financial requirements.(Focus)

Bus.RB.05.02 Students will understand the use of financial-services providers to aid in financial-goal achievement. (Focus)

Bus.RB.05.03 Students will acquire a foundational knowledge of accounting to understand its nature and scope. (Focus)

Bus.RB.05.04 Students will acquire a foundational knowledge of finance to understand its nature and scope. (Focus)

Bus.RB.05.05 Students will analyze cost/profit relationships to guide business decision-making. (Focus)

Understand economic indicators to recognize economic trends and conditions. (Focus)

Bus.RB.05.06 Students will develop a Finance Plan and set financial goals for their business venture. (Foundational)

**BUS.RB.06 Students will understand how to develop a marketing plan for a business.**

**(Focus)**

Bus.RB.06.01 Students will understand marketing's role and function in business to facilitate economic exchanges with customers.(Focus)

Bus.RB.06.02 Students will acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making. (Focus)

Bus.RB.06.03 Students will acquire foundational knowledge of marketing-information management to understand its nature and scope. (Focus)

Bus.RB.06.04 Students will select target market appropriate for product/business to obtain the best return on marketing investment (ROMI). (Focus)

Bus.RB.06.05 Students will acquire a foundational knowledge of product/service management to understand its nature and scope. (Focus)

Bus.RB.06.06 Students will generate product ideas to contribute to ongoing business success. (Focus)

Bus.RB.06.07 Students will position a company to acquire desired business image. (Focus)

Bus.RB.06.08 Students will position products/services to acquire desired business image. (Focus)

Bus.RB.06.09 Students will reinforce company's image to exhibit the company's brand promise. (Focus)

Bus.RB.06.10 Students will develop a Marketing Plan for a business venture. (Foundational)



## **Managing Your Money** **(Personal Finance)**

### **Course Purpose**

*Students will understand how to manage the tools, strategies, and systems available to maintain, monitor, control, and plan the use of financial resources for their personal lives.*

### **Grade Level Standards and Components**

#### **BUS.MYM.01 Students will understand how to develop a successful plan for managing personal finances. (Focus)**

BUS.MYM.01.01 Students will understand how to develop a successful plan for managing personal finances. (Focus)

#### **BUS.MYM.02 Students will understand strategies to minimize purchasing costs and use credit effectively. (Focus)**

BUS.MYM.02.01 Students will understand strategies to minimize purchasing costs and use credit effectively. (Focus)

#### **BUS.MYM.03 Students will understand investment options available to assist with achieving financial-goals. (Focus)**

BUS.MYM.03.01 Students will understand investment options available to assist with achieving financial-goals. (Focus)

#### **BUS.MYM.04 Students will understand risk-management options available to ensure a secure financial future. (Focus)**

BUS.MYM.04.01 Students will understand risk-management options available to ensure a secure financial future. (Focus)

## **MOC Multi-Occupations**

### **Course Purpose**

*Students will develop and apply employability skills through work based experiences.*

### **Grade Level Standards and Components**

#### **BUS.MOC.01 Students will understand the need for properly maintaining records (Focus)**

BUS.MOC.01.01 Students will record information to maintain personal and professional records. (Focus)

BUS.MOC.01.02 Students will understand tax laws and regulations to adhere to government requirement (Focus)

BUS.MOC.01.03 Students will record work hours, employment forms (Foundational)

BUS.MOC.01.04 Students will demonstrate an understanding paycheck (Foundational)

#### **BUS.MOC.02 Students will develop life skills necessary for success after high school and for long-term success in personal and professional lives. (Focus)**

BUS.MOC.02.01 Students will communicate with staff to clarify workplace objectives.(Focus)

BUS.MOC.02.02 Students will use communication skills to foster open, honest communications.(Focus)

BUS.MOC.02.03 Students will apply active listening skills to demonstrate understanding of what is being said.(Focus)

BUS.MOC.02.04 Students will read to acquire meaning from written material and to apply the information to a task.(Focus)

BUS.MOC.02.05 Students will write internal and external business correspondence to convey and obtain information effectively.(Focus)

BUS.MOC.02.06 Students will use information literacy skills to increase workplace efficiency and effectiveness. (Focus)

BUS.MOC.02.07 Students will understand fundamental economic concepts to obtain a foundation for employment in business.(Focus)

BUS.MOC.02.08 Students will participate in career planning to enhance job-success potential.(Focus)

BUS.MOC.02.09 Students will implement job-seeking skills to obtain employment.(Focus)

BUS.MOC.02.010 Students will use investment strategies to ensure financial well-being. (Focus)

BUS.MOC.02.011 Students will develop personal traits to foster career advancement. (Focus)

BUS.MOC.02.012 Students will understand landlord/ tenant relationship.(Focus)

BUS.MOC.02.013 Students will understand and develop personal finance skills. (Focus)

BUS.MOC.02.014 Students will understand tax law and complete 1040EZ (Focus)

**BUS.MOC.03 Students will develop the interpersonal relationships skills and employability skills necessary for success in the workplace. (Focus)**

BUS.MOC.03.01 Students will acquire self-development skills to enhance relationships and improve efficiency in the work environment. (Focus)

BUS.MOC.03.02 Students will identify with others' feelings, needs, and concerns to enhance interpersonal relations. (Focus)

BUS.MOC.03.03 Students will exhibit techniques to manage emotional reactions to people and situations. (Focus)

BUS.MOC.03.04 Students will foster positive relationships with customers to enhance company image. (Focus)

BUS.MOC.03.05 Students will resolve conflicts with/for customers to encourage repeat business. (Focus)

BUS.MOC.03.06 Students will reinforce company's image to exhibit the company's brand promise. (Focus)

BUS.MOC.03.07 Students will recognize management's role to understand its contribution to business success. (Focus)

BUS.MOC.03.08 Students will observe work rules at the workstation. (Focus)

BUS.MOC.03.09 Students will adhere to health and safety regulations to support a safe work environment. (Focus)

BUS.MOC.03.010 Students will adhere to workplace dress code (Focus)

## **Social Media**

**(Consumer Behavior/Advertising) (new for 2019-2020)**

### **Course Purpose**

*Students will learn how consumer behavior is influenced through the use of multiple advertising channels.*

### **Grade Level Standards and Components**

**BUS.SM.01 Students will understand how the marketing industry works through branding and positioning of products.**

**BUS.SM.02 Students will have working knowledge of the basics of ecommerce, how domain names work, measurement tools used by e-commerce websites, and the importance of ecommerce for a business**

**BUS.SM.03 Students will understand the role and importance of content creation. They will be able to name different types of content, basics of good content, and explain how content "goes viral"**

**BUS.SM.04 Students will understand different digital advertising techniques, payment methods for advertising, ways to get advertisements seen online, and different ways that ads are targeted towards users.**

**BUS.SM.05 Students will understand the uses of social media in marketing and how it integrates with traditional marketing.**

**BUS.SM.06 Students will understand the different elements of app marketing, both pre and post launch.**

**BUS.SM.07 Students will understand careers available in the digital marketing industry.**