

ARIZONA CTE PROGRAM TECHNICAL STANDARDS

<b>BUSINESS MANAGEMENT, 52.0200.00</b>	
<b>1.0</b>	<b>DEMONSTRATE PERSONAL FINANCE PRACTICES</b>
1.1	Explain how education, career choices, and family obligations affect future income
1.2	Determine short- and long-term financial goals and plans, including income, spending, saving, and investing
1.3	Compare the advantages and disadvantages of using various forms of credit and the determinants of credit history
1.4	Explain the risk, return, and liquidity of short- and long-term saving and investment vehicles
1.5	Explain the role of entrepreneurs and their importance to the economy
1.6	Identify investment options available to individuals and households, e.g., stocks, bonds, mutual funds
1.7	Analyze the foundations of Economics, e.g., scarcity, factors of production, productivity, production possibilities curve, opportunity costs and trade-offs
1.8	Compare current economic systems of the United States and the world, e.g., Capitalism, Socialism, Communism, mixed
1.9	Describe the functions of markets, e.g., supply and demand, price floors and ceilings, competition, monopolies
<b>2.0</b>	<b>DEMONSTRATE BUSINESS AND FINANCIAL MANAGEMENT PRACTICES NEEDED FOR AN ENTERPRISE</b>
2.1	Compare and contrast three types of business ownership: sole proprietorship, partnership, corporation
2.2	Explain a budget for an enterprise
2.3	Explain how various financial statements are used for decision-making and planning, e.g., income statement, balance sheet, cash flow statement
2.4	Examine banking services, e.g., merchant services, credit lines, types of accounts
2.5	Describe the impact of quality business communications on the success of an organization
2.6	Identify customer relations issues
<b>3.0</b>	<b>DEMONSTRATE MARKETING CONCEPTS</b>
3.1	Explain marketing terminology and concepts, e.g., target market, marketing mix/4Ps, market segmentation
3.2	Differentiate between internal and external markets
3.3	Distinguish between economic goods and economic services
3.4	Identify the components of a marketing plan

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3.5	Explain how unit costs and unit sales pricing affect net income
3.6	Explain how volume affects unit costs and unit sales pricing
3.7	Analyze how advertising influences consumer choices
3.8	Describe how businesses compete for market share
3.9	Explain how market research impacts the success of a business
<b>4.0</b>	<b>DEMONSTRATE GENERAL MANAGEMENT PRACTICES</b>
4.1	Explain management functions, e.g., planning, organizing, implementing, and controlling
4.2	Compare and contrast vertical and horizontal management structures in organizations
4.3	Explain the role of senior, middle, and entry levels of management
4.4	Describe management's role in demonstrating leadership, motivating employees, resolving conflict, and addressing stress
4.5	Compare and contrast leadership styles
4.6	Assess how a business' responsibility to employees, shareholders, society, and the environment affects business decisions
4.7	Explain the difference between business risk and risk management
4.8	Identify the impact of cultural and social environments on world trade
4.9	Explain international trade
4.10	Examine the impact of business cycles on the economy and business activities
4.11	Explain the impact of fiscal and monetary policy on the business cycle and the economy
4.12	Describe how government policies influence business management decisions, e.g., worker and consumer regulations, environmental protection, market regulations
4.13	Define economic indicators and trends, e.g., GDP, CPI, Inflation, Unemployment
<b>5.0</b>	<b>DEMONSTRATE HUMAN RESOURCE MANAGEMENT FUNCTIONS</b>
5.1	Analyze current and future staffing needs of a business
5.2	Develop job descriptions and employee tasks for an organization
5.3	Utilize appropriate mediums to identify candidates for available positions
5.4	Explain the selection process of candidates

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5.5	Describe the new-hire orientation process regarding organizational policies and procedures, job roles and responsibilities, and employee rights
5.6	Describe the importance of understanding workplace culture and professionalism
5.7	Explain the process of monitoring and assessing employee performance
5.8	Explain disciplinary actions and dismissal procedures
5.9	Explain how ergonomics impacts the health, safety, and productivity of the workforce
<b>6.0</b>	<b>PERFORM PROJECT MANAGEMENT FUNCTIONS</b>
6.1	Identify analytical and statistical tools used in project planning, e.g., GANTT
6.2	Determine specific, measurable, achievable, realistic, and time-bound (SMART) goals for a specific project
6.3	Develop project plans, milestones, and timelines
6.4	Examine the importance of scheduling employee work assignments and allocating resources to achieve project goals
6.5	Evaluate project progress an goals
<b>7.0</b>	<b>USE ACCOUNTING INFORMATION AND FINANCIAL ANALYSES TO MAKE BUSINESS DECISIONS</b>
7.1	Evaluate and process accounts receivable and accounts payable against an organization's goals
7.2	Prepare and process payroll documents and checks
7.3	Compare and interpret financial reports (income statement, balance sheet, cash flow statement, net worth statement) used to analyze risk and return to make business decisions
7.4	Prepare comparative (actual vs. budgeted) income statements
7.5	Prepare, analyze, and use budgets to guide financial decision-making
7.6	Determine financing options available for business
<b>8.0</b>	<b>USE COMPUTERIZED INFORMATION SYSTEMS AND TECHNOLOGY</b>
8.1	Identify ways that technology impacts business
8.2	Utilize appropriate hardware and software to generate business communications and reports, e.g., word processing, spreadsheet, database, graphics
8.3	Demonstrate appropriate use of electronic communications and technology in business
8.4	Use multimedia software to generate and deliver presentations
8.5	Use desktop publishing to design marketing materials

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8.6	Demonstrate web search skills to research business issues
8.7	Describe the significance of digital advertising and E-commerce in a global marketplace
8.8	Explain the positive and negative aspects of using social media within an organization
8.9	Explain options for cyber and videoconferencing

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