

Standards Correlations

Principles of Business and Marketing (6115, 6116)

Task	SOL Correlations	FBLA Competitive Events and Activities Areas (Note: Event topics change from year to year. Refer to the current Virginia FBLA State Handbook to ensure correlations.)	NBEA Achievement Standards	National MBAResearch Standards-Business Administration
Demonstrating Personal Qualities and Abilities				
Demonstrate creativity and innovation.	English: 6.1, 6.3, 6.4, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 8.2, 8.4, 8.6, 8.7, 8.11, 8.12, 8.17, 8.18, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, AII.9, COM.1, COM.3, COM.4, COM.5, COM.8, DM.7, DM.1*, DM.10, DM.2*, DM.3*, PS.3*, PS.4*, PS.7*, PS.9*, PS.10*			

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	Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1			
Demonstrate critical thinking and problem solving.	English: 6.1, 6.3, 6.4, 6.5, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.5, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.5, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.10, 6.11, 7.2, 7.3, 7.8, 7.12, 7.13, 8.2, 8.4, 8.8, 8.9, 8.10, 8.11, A.8, A.9, G.1, G.13, G.14, AFDA.3, AFDA.5, AFDA.8, AII.9, AII.10, AII.11, COM.1, COM.3, COM.4, COM.5, COM.8, DM.4, DM.7, DM.1*, DM.2*, DM.3*, DM.9*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1			
Demonstrate initiative and self-direction.	English: 6.1, 6.4, 6.6, 6.7, 6.9, 7.1, 7.4, 7.6, 7.7, 7.9, 8.1, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8,			

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	12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1			
Demonstrate integrity.	English: 6.1, 7.1, 8.1, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1			
Demonstrate work ethic.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1			
Demonstrating Interpersonal Skills				
Demonstrate conflict-resolution skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.4, 8.6, 8.7, 8.9, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, VUS.1			
Demonstrate listening and	English: 6.1, 6.2, 6.4, 6.6, 7.1, 7.2,			

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speaking skills.	7.4, 7.6, 8.1, 8.2, 8.4, 8.6, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1			
Demonstrate respect for diversity.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, USII.9, VUS.1, VUS.13, WG.1, WHI.1, WHII.1			
Demonstrate customer service skills.	English: 6.1, 6.4, 6.7, 7.1, 7.4, 7.7, 8.1, 8.4, 8.7, 9.1, 9.5, 9.6, 10.1, 10.5, 10.6, 11.1, 11.5, 11.6, 12.1, 12.5, 12.6 History and Social Science: CE.1, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1			
Collaborate with team members	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1			
Demonstrating Professional Competencies				

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Demonstrate big-picture thinking.	English: 6.1, 6.4, 7.1, 7.4, 8.1, 8.4, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.4, CE.12, GOVT.1, GOVT.15, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1			
Demonstrate career- and life-management skills.	English: 6.1, 6.7, 7.1, 7.7, 8.1, 8.7, 9.1, 9.6, 10.1, 10.6, 11.1, 11.6, 12.1, 12.6 History and Social Science: CE.1, CE.4, CE.12, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 8.4			
Demonstrate continuous learning and adaptability.	English: 6.1, 6.4, 6.7, 6.9, 7.1, 7.4, 7.7, 7.9, 8.1, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.3, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: BIO.1, CH.1, LS.1, PH.1, PH.4, PS.1			
Manage time and resources.	English: 6.1, 6.2, 6.4, 6.7, 6.9, 7.1,			

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	7.2, 7.4, 7.7, 7.9, 8.1, 8.2, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 7.10, 7.11, 7.12, 7.13, 8.4, 8.11, 8.12, 8.13, 8.14, 8.17, 8.18, A.4, A.5, A.8, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, COM.1, COM.3, COM.5, COM.8			
Demonstrate information-literacy skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.9, 9.2, 9.5, 9.6, 9.8, 10.2, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.8, 7.9, 8.11, 8.12, A.8, A.9, AFDA.3, AFDA.4, AFDA.6, AFDA.7,			

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	AFDA.8, DM.8, PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1			
Demonstrate an understanding of information security.	English: 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 6.8, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.8, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.8, 8.9, 9.1, 9.2, 9.5, 9.6, 9.8, 10.1, 10.2, 10.5, 10.6, 10.8, 11.1, 11.2, 11.5, 11.6, 11.8, 12.1, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: COM.10			
Maintain working knowledge of current information-technology (IT) systems.	English: 6.1, 6.3, 6.4, 6.6, 6.9, 7.1, 7.3, 7.4, 7.6, 7.9, 8.1, 8.3, 8.4, 8.6, 8.9 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 7.8, COM.1, COM.2, COM.7, COM.9, COM.10, COM.11, COM.16,			

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	COM.18, PS.17 Science: BIO.1, CH.1, ES.1, PH.1			
Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.	History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.9, 8.4, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AII.4, AII.7, AII.9, COM.1, COM.7, COM.10, COM.11, COM.12, COM.16 Science: CH.1, ES.1, LS.1, PH.1, PS.1			
Apply mathematical skills to job-specific tasks.	English: 6.4, 6.6, 6.7, 7.4, 7.6, 7.7, 8.4, 8.6, 8.7, 9.5, 9.6, 10.5, 10.6, 11.5, 11.6, 12.5, 12.6 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.5, 6.6, 6.12, 6.13, 6.14, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.8, 7.9, 7.11, 7.12, 7.13, 8.4, 8.5, 8.6, 8.8, 8.9, 8.10, 8.11, 8.12, 8.13, 8.14, 8.15, 8.16, 8.17, 8.18, A.1, A.3, A.4, A.5, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5,			

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	AFDA.8, AII.3, AII.7, AII.9, AII.10, COM.1, COM.7 Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1			
Demonstrate professionalism.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1			
Demonstrate reading and writing skills.	English: 6.1, 6.6, 6.7, 7.1, 7.6, 7.7, 8.1, 8.6, 8.7, 9.1, 9.5, 9.6, 9.7, 10.1, 10.5, 10.6, 10.7, 11.1, 11.5, 11.6, 11.7, 12.1, 12.5, 12.6, 12.7 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: 6.1, PH.1, PS.1			
Demonstrate workplace safety.	English: 6.4, 7.4, 8.4, 9.5, 10.5, 11.5, 12.5 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1			
Examining All Aspects of an Industry				
Examine aspects of planning	History and Social Science:			

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within an industry/organization.	GOVT.16			
Examine aspects of management within an industry/organization.				
Examine aspects of financial responsibility within an industry/organization.				
Examine technical and production skills required of workers within an industry/organization.				
Examine principles of technology that underlie an industry/organization.				
Examine labor issues related to an industry/organization.	History and Social Science: GOVT.16			
Examine community issues related to an industry/organization.	History and Social Science: GOVT.16			
Examine health, safety, and environmental issues related to an industry/organization.	History and Social Science: GOVT.16			

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Addressing Elements of Student Life				
Identify the purposes and goals of the student organization.				
Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.				
Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.				
Identify Internet safety issues and procedures for complying with acceptable use standards.				
Exploring Work-Based Learning				
Identify the types of work-based learning (WBL) opportunities.				
Reflect on lessons learned				

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during the WBL experience.				
Explore career opportunities related to the WBL experience.				
Participate in a WBL experience, when appropriate.				
Understanding the Role of Economics in a Global Economy				
Identify the difference between needs and wants.	English: 9.5, 10.5	Economics Emerging Business Issues Entrepreneurship Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing Personal Finance	Economics: Define and give examples of economic wants.	Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. Understand marketing's role and function in business to facilitate economic exchanges with customers. Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Explain the three basic economic questions answered by any economy.	English: 9.5, 10.5 History and Social Science:	Economics Emerging Business Issues Entrepreneurship	Economics: Analyze existing economics and how they answer the three	Analyze cost/profit relationships to guide business decision making.

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	GOVT.1, GOVT.14, WHII.8	Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing	<p>questions every economic system must answer.</p> <p>Apply the decision-making process (using either the PACED model or a variation which will allow students to distinguish between disadvantage and cost and includes the concept of opportunity cost) to the economic choices of an individual, community, and nation.</p> <p>Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.</p> <p>Demonstrate how resources (factors of production) may be used to satisfy economic wants.</p> <p>Identify questions that must be answered by any economic system (e.g., what is to be produced, how it is to be produced, and for whom it is to be produced).</p>	Determine global trade's impact on business decision making.

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			Entrepreneurship: Describe how a market economy resolves the problems of what, how, and for whom to produce.	
Distinguish among the factors of production.	English: 9.5, 10.5 History and Social Science: GOVT.1, GOVT.15, WHII.8	Economics Emerging Business Issues Entrepreneurship Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing	Economics: Demonstrate how resources (factors of production) may be used to satisfy economic wants.	Determine needed safety policies/procedures to protect employees. Understand fundamental economic concepts to obtain a foundation for employment in business.
Explain the relevance of scarcity to economics.	English: 9.5, 10.5 History and Social Science: WHII.8	Economics Emerging Business Issues Entrepreneurship Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing Personal Finance	Economics: Analyze the relationship of price to scarcity when prices are set by the market forces of supply and demand. Define and give examples of scarcity. Identify why scarcity necessitates an economic system.	Determine needed safety policies/procedures to protect employees. Understand fundamental economic concepts to obtain a foundation for employment in business.
Describe a decision-making process.	English: 9.3, 9.5, 10.3, 10.5 History and Social Science:	Economics Emerging Business Issues Entrepreneurship	Economics: Apply the decision-making process (using either the PACED	Understand data-collection methods to evaluate their appropriateness for the research

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	WHII.8	Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing Personal Finance	model or a variation which will allow students to distinguish between disadvantage and cost and includes the concept of opportunity cost) to the economic choices of an individual, community, and nation.	problem/issue. Utilize information-technology tools to manage and perform work responsibilities.
Identify characteristics of free enterprise.	English: 9.5, 10.5 History and Social Science: GOVT.1, GOVT.14, WHII.8	American Enterprise Project Economics Emerging Business Issues Entrepreneurship Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing	Economics: Analyze existing economics and how they answer the three questions every economic system must answer. Compare and contrast the different types of economic systems with focus on planned and emerging economies. Describe characteristics of a market system (e.g., profit, competitive markets, and private ownership of property).	Understand economic systems to be able to recognize the environments in which businesses function. Understand the nature of business to show its contributions to society.
Explain supply, law of supply, demand, law of demand, and economic equilibrium.	English: 9.5, 10.5 History and Social Science: GOVT.1, GOVT.14, WHII.8	American Enterprise Project Economics Emerging Business Issues Entrepreneurship Global Business		Determine global trade's impact on business decision making. Understand fundamental economic concepts to obtain a foundation for

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		Impromptu Speaking Introduction to Business Management Decision Making Marketing		employment in business.
Describe the effect of supply and demand on a free enterprise system.	English: 9.5, 10.5 History and Social Science: GOVT.1, WHII.4, WHII.8, WHII.12	American Enterprise Project Economics Emerging Business Issues Entrepreneurship Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing	Economics: Demonstrate an understanding of the supply and demand curves that show increases and decreases in quantity supplied and quantity demanded. Demonstrate an understanding of the supply and demand curves when there are increases and decreases in supply and demand and explain why these changes occur.	Determine global trade's impact on business decision making. Understand fundamental economic concepts to obtain a foundation for employment in business.
Compare economic systems.	English: 9.5, 10.5 History and Social Science: GOVT.14, GOVT.15, WHII.4, WHII.8, WHII.12	American Enterprise Project Economics Emerging Business Issues Entrepreneurship Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing	Economics: Compare and contrast the different types of economic systems with focus on planned and emerging economies. Critique command, mixed, and market economies based on the U.S. economic goals of freedom, efficiency, equity, security,	Analyze cost/profit relationships to guide business decision making. Determine global trade's impact on business decision making. Understand economic systems to be able to recognize the environments in which businesses function.

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Explain the positive and negative effects of emerging economies on the global market.	English: 9.5, 10.5 History and Social Science: GOVT.13, GOVT.14, GOVT.15, WHII.4, WHII.8, WHII.12, WHII.13, WHII.14	American Enterprise Project Economics Emerging Business Issues Entrepreneurship Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing	employment, stability, and growth. Economics: Discuss the influence of cartels on international trade. Evaluate the impact of international economic unions on the global community and the influence these unions have on the member nations and on different groups within those nations. Examine the role of trade, protectionism, and monetary markets in the global economy. Explain how specialization promotes international trade and how international trade increases total world output and interdependence among nations. Recommend what a nation or business could do to stimulate economic growth. International Business:	Determine global trade's impact on business decision making. Understand the nature of business to show its contributions to society.

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			<p>Analyze the economic development of several less-developed and developing countries and identify the opportunities and challenges that companies operating internationally may encounter.</p> <p>Analyze the economic impact of contributions that global businesses have made to the countries in which they are doing business.</p>	
Define the phases of the business cycle.	English: 9.3, 9.5, 10.3, 10.5 History and Social Science: GOVT.1, WHII.8, WHII.10, WHII.11	American Enterprise Project Banking and Financial Systems Economics Emerging Business Issues Entrepreneurship Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing		Understand the nature of business to show its contributions to society.
Identify the measures or indicators of economic activity.	English: 9.5, 10.5 History and Social Science: GOVT.1, WHII.8, WHII.10,	American Enterprise Project Banking and Financial Systems Economics Emerging Business Issues	Economics: Evaluate the trade-offs of alternatives for solving societal problems according to economic	Understand economic indicators to recognize economic trends and conditions.

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	WHII.11, WHII.12, WHII.13, WHII.14	Entrepreneurship Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing	goals (e.g., economic growth, equity, efficiency, security, employment, stability, and freedom). Explain the effects of leading economic indicators on a personal financial plan.	
Describe possible outcomes and other important aspects of world trade.	English: 9.5, 10.5 History and Social Science: GOVT.12, GOVT.13, WHII.4, WHII.8, WHII.10, WHII.11, WHII.12, WHII.13, WHII.14	American Enterprise Project Economics Emerging Business Issues Entrepreneurship Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing	Economics: Analyze different countries to determine their comparative advantage of individuals within those countries for making and trading goods and services. Analyze how a change in the value of a nation's currency (appreciation or depreciation) can affect the level of its imports and exports. Appraise free trade agreements between and among nations. Compare and contrast absolute and comparative advantage. Determine how the supply and	Determine global trade's impact on business decision making. Understand the nature of business to show its contributions to society.

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			<p>demand of a currency affects its foreign exchange rate.</p> <p>Discuss the advantages and disadvantages of trade restrictions (e.g., tariffs, quotas, and embargoes).</p> <p>Discuss the influence of cartels on international trade.</p> <p>Distinguish between the balance of trade and the balance of payments.</p> <p>Evaluate the impact of international economic unions on the global community and the influence these unions have on the member nations and on different groups within those nations.</p> <p>Examine the role of trade, protectionism, and monetary markets in the global economy.</p> <p>Identify primary trading partners within the global economy.</p>	

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			Identify resources that are abundant or in short supply in various countries throughout the world.	
Exploring the Core Concepts of Business and Marketing				
Identify the four types of businesses.	English: 9.5, 10.5 History and Social Science: GOVT.1, WHII.4	American Enterprise Project Economics Emerging Business Issues Entrepreneurship Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing		Understand the nature of business to show its contributions to society.
Compare major types of business ownership.	English: 9.5, 10.5 History and Social Science: GOVT.1, WHII.4	American Enterprise Project Economics Emerging Business Issues Entrepreneurship Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing	Entrepreneurship: Compare and contrast the advantages and disadvantages of the various forms of business ownership. Define a corporation and explain how it differs from a sole proprietorship and a partnership. Define and give examples of franchising.	Understand fundamental economic concepts to obtain a foundation for employment in business.

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			<p>Management: Compare the forms of business ownership.</p> <p>Identify and provide examples of the basic forms of business ownership (e.g., sole proprietorship, partnership, cooperative, LLC, and corporation).</p> <p>Identify variations of basic ownership forms (e.g., franchise, limited partnership, limited liability company, and S corporation).</p>	
Identify the functions of management.	English: 9.5, 10.5	American Enterprise Project Economics Emerging Business Issues Entrepreneurship Global Business Impromptu Speaking Introduction to Business Management Decision Making Marketing	<p>Management: Analyze the management functions and their implementation and integration within the business environment.</p> <p>Compare and contrast the organizing function to other management functions.</p> <p>Compare and contrast the leading/directing function to other</p>	<p>Acquire self-development skills to enhance relationships and improve efficiency in the work environment.</p> <p>Apply verbal skills to obtain and convey information.</p> <p>Communicate with staff to clarify workplace objectives.</p> <p>Control an</p>

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			<p>management functions.</p> <p>Compare and contrast the planning function to other management functions.</p>	<p>organization's/department's activities to encourage growth and development.</p> <p>Exhibit techniques to manage emotional reactions to people and situations.</p> <p>Foster self-understanding to recognize the impact of personal feelings on others.</p> <p>Identify with others' feelings, needs, and concerns to enhance interpersonal relations.</p> <p>Implement organizational skills to facilitate others' work efforts.</p> <p>Manage internal and external business relationships to foster positive interactions.</p> <p>Manage staff growth and development to increase productivity and employee satisfaction.</p>

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				<p>Read to acquire meaning from written material and to apply the information to a task.</p> <p>Recognize management's role to understand its contribution to business success.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Compare leadership styles.	<p>English: 9.5, 10.5</p> <p>History and Social Science: WHI.3, WHI.4, WHI.5, WHI.6, WHI.8, WHI.9, WHI.10, WHI.11, WHI.12, WHI.13, WHI.14, WHI.15, WHII.2, WHII.4, WHII.5, WHII.6, WHII.7, WHII.8, WHII.9, WHII.10, WHII.11, WHII.12, WHII.13, WHII.14</p>	Future Business Leader Introduction to Business	Management: Compare and contrast leadership styles.	Control an organization's/department's activities to encourage growth and development.
Explain the marketing concept.	<p>English: 9.5, 10.5</p> <p>History and Social Science: WHII.8</p>	American Enterprise Project Marketing	Marketing: Describe the importance of marketing in a global economy.	Acquire a foundational knowledge of product/service management to understand its nature and scope.

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			Describe the wide scope of marketing--business-to-consumer, business-to-business, industrial, nonprofit, personal, government, and electronic.	Acquire a foundational knowledge of promotion to understand its nature and scope. Acquire foundational knowledge of channel management to understand its role in marketing. Develop a foundational knowledge of pricing to understand its role in marketing. Understand marketing's role and function in business to facilitate economic exchanges with customers.
Describe the marketing functions.	English: 9.5, 10.5 History and Social Science: GOVT.1, WHII.8	American Enterprise Project Marketing	Marketing: Describe the role of the marketing system in a developing nation's economy. Describe the wide scope of marketing--business-to-consumer, business-to-business, industrial, nonprofit, personal, government, and electronic.	Acquire a foundational knowledge of product/service management to understand its nature and scope. Acquire a foundational knowledge of promotion to understand its nature and scope. Acquire a foundational knowledge of selling to understand its nature and scope.

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				<p>Acquire foundational knowledge of channel management to understand its role in marketing.</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p> <p>Develop a foundational knowledge of pricing to understand its role in marketing.</p>
Define <i>target market</i> .	English: 9.3, 9.5, 10.3, 10.5	Business Financial Plan Business Plan Marketing		<p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Understand the use of an advertisement's components to communicate with targeted audiences.</p>

Task	SOL Correlations	FBLA Competitive Events and Activities Areas (Note: Event topics change from year to year. Refer to the current Virginia FBLA State Handbook to ensure correlations.)	NBEA Achievement Standards	National MBAResearch Standards-Business Administration
Explain market segmentation.	English: 9.5, 10.5 History and Social Science: GOVT.1	Business Financial Plan Business Plan Marketing		<p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Use market segmentation to identify a target market.	English: 9.5, 10.5	American Enterprise Project Business Financial Plan Business Plan Marketing	<p>Marketing: Define market segmentation and describe how it is used.</p> <p>Explain ways that segmentation can be used to identify target markets.</p> <p>Identify the tools of market segmentation (e.g., demographics, psychographics, and geographics).</p>	<p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>

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Describe the elements of the marketing mix.	English: 9.5, 10.5 History and Social Science: GOVT.1	Economics Emerging Business Issues Entrepreneurship Future Business Leader Global Business Introduction to Business Management Decision Making Marketing	Marketing: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process. Identify the elements of the marketing mix (e.g., product, price, place, and promotion).	Acquire a foundational knowledge of product/service management to understand its nature and scope. Acquire a foundational knowledge of promotion to understand its nature and scope. Acquire foundational knowledge of channel management to understand its role in marketing. Develop a foundational knowledge of pricing to understand its role in marketing. Understand marketing's role and function in business to facilitate economic exchanges with customers.
Describe the steps of the selling process.	English: 9.5, 10.5	Emerging Business Issues Entrepreneurship Future Business Leader Global Business Introduction to Business Management Decision Making Marketing	Marketing: Analyze the impact of cultural differences on the personal selling process. Analyze the impact of evolving technologies on personal selling.	Analyze the impact of cultural differences on the personal selling process. Analyze the impact of evolving technologies on personal selling. Demonstrate the steps involved in

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			Demonstrate the steps involved in the personal selling process.	the personal selling process.
Explain the purpose of market research.	English: 9.5, 10.5 Mathematics: A.9, AII.11, PS.1*, PS.2*, PS.3*, PS.4*, PS.8*			
Exploring Interrelated Social, Environmental, and Ethical Responsibilities				
Determine the social responsibilities of a business to the community and of the community to a business.	English: 9.5, 10.5 History and Social Science: GOVT.9, GOVT.13, GOVT.15, WG.17, WG.18, WHII.14	Business Ethics Business Law Economics Emerging Business Issues Global Business Introduction to Business Management Decision Making	Entrepreneurship: Describe benefits of participating in a business-sponsored community service activity. Discuss the importance of a business giving back to the community. Marketing: Recognize that a successful marketing strategy is built on positive customer relationships. Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.	Understands the economic principles and concepts fundamental to business operations. Analyze cost/profit relationships to guide business decision-making.

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Determine the environmental responsibilities of a business to the community and of the community to a business.	History and Social Science: WHII.14			
Identify ethical and unethical business practices.	English: 9.3, 9.5, 10.3, 10.5 History and Social Science: GOVT.1, GOVT.9, GOVT.16, WHII.14	Business Ethics Business Law Emerging Business Issues Introduction to Business	<p>Communication: Demonstrate an appropriate work ethic in a business environment.</p> <p>Demonstrate an understanding of and respect for the business customs and etiquette of various cultures.</p> <p>Discuss rules of safe and appropriate conduct when using the Internet and e-mail.</p> <p>Management: Analyze various schools of ethical thought as they relate to business decisions.</p> <p>Create a personal code of ethics.</p> <p>Describe components of a personal code of ethical behavior.</p> <p>Evaluate a business code of ethics.</p>	

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			<p>Examine the roles of ethics and social responsibility in decision making.</p> <p>Explain the importance of ethical standards in conducting business.</p> <p>Explain the importance of operating within an ethical work environment.</p> <p>Explain the relationship between ethics and governmental regulations.</p> <p>Identify ethical considerations resulting from various situations (e.g., technological advances, international competition, employer-employee relationships, and consumer relations).</p> <p>Identify government regulations that have resulted from social irresponsibility.</p> <p>Identify government regulations</p>	

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			that have resulted from unethical behavior. Identify the impact of unethical behavior on a business.	
Investigating Technological Trends				
Explain the influence of technology on employment, business operations, and global activities.	English: 9.5, 9.8, 10.5, 10.8 History and Social Science: GOVT.13, WHII.14	Accounting I Accounting II Emerging Business Issues Entrepreneurship Future Business Leader Global Business Introduction to Business Introduction to Information Technology Management Decision Making	Entrepreneurship: Utilize virtual entrepreneurs, blogs, webcasts, webouts, and various other technology avenues to identify and solve various business problems. Information Technology: Analyze and compare society's influence on information technology and information technology's influence on society. Analyze how developments in information technology affect the supply/demand characteristics of the job market. Assess how information technology changes the manner in which training is offered and	Maintain business records to facilitate business operations. Understand the nature of business to show its contributions to society.

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			<p>implemented.</p> <p>Assess the impact of information technology in a global society.</p> <p>Describe how information technology affects worker-management relationships.</p> <p>Describe how information technology changes social mores, including approaches toward work, family, school, and other cultures.</p> <p>Describe how information technology creates greater interdependence among workers, organizations, and nations.</p> <p>Describe the impact of technology on the knowledge and skills needed for success in the workplace.</p> <p>Evaluate how information technology transforms business processes and relationships.</p>	

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			Evaluate the cause and effect of technological solutions on society. Examine how information technology changes the breadth and level of worker responsibilities. Marketing: Analyze the impact of evolving technologies on personal selling.	
Explain the effects of electronic commerce (ecommerce) on business and marketing.	English: 9.5, 9.8, 10.5, 10.8 History and Social Science: WHII.14	Accounting I Accounting II Emerging Business Issues Entrepreneurship Future Business Leader Global Business Introduction to Business Introduction to Information Technology Management Decision Making Marketing	Entrepreneurship: Describe how the Internet and other emerging technologies have impacted the components of marketing (e.g., product, place, price, and promotion). Utilize virtual entrepreneurs, blogs, webcasts, webouts, and various other technology avenues to identify and solve various business problems. Information Technology: Analyze how human ingenuity and technology satisfy specific human	Maintain business records to facilitate business operations.

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			<p>needs.</p> <p>Explain how information technologies meet human needs and affects quality of life.</p> <p>Identify the impact of information technologies on the environment and society—both positive and negative (e.g., alternative fuel, disposal of information technology resources, GPS, electronic voting machines).</p> <p>Identify the risks of information technology to personal health and safety and privacy.</p> <p>Illustrate how information technology changes organization structures.</p>	
Developing Communication and Interpersonal Skills				
Describe business and marketing communication tools and ways they are used in the workplace.	English: 9.2, 9.5, 10.2, 10.5 History and Social Science: WHII.14	Business Communication Digital Video Production Electronic Career Portfolio Emerging Business Issues Introduction to Business	Communication: Collaborate with students and business professionals via the Internet to acquire needed expertise to solve specific business	Maintain business records to facilitate business operations.

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		<p>Communication Website Design</p>	<p>problems.</p> <p>Compose and evaluate formal and informal digital correspondence.</p> <p>Compose, deliver, and publish podcasts.</p> <p>Create and deliver digital conferencing and presentations.</p> <p>Create and edit with audio and video documents.</p> <p>Demonstrate ability to use voice input and voice recognition tools.</p> <p>Demonstrate ability to view or attend digital conferences.</p> <p>Demonstrate appropriate cellular phone etiquette.</p> <p>Demonstrate the ability to use video broadcasting.</p> <p>Design and publish an effective web page.</p>	

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			<p>Discuss benefits of digital conferencing as an alternative to face-to-face collaboration.</p> <p>Incorporate the use of the Internet to complete complex projects requiring the use of competitive intelligence techniques (research on competition, markets, and customer attitudes).</p> <p>Send pictures, video, and text messages digitally.</p> <p>Use CD-ROMs, DVDs, videos, and the Internet for knowledge acquisition.</p> <p>Use asynchronous (different time, different place) and synchronous (same time, different place) collaboration tools, such as discussion boards, portals, blogs, and wikis to facilitate group work.</p> <p>Use digital messaging technologies.</p>	

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			<p>Use online databases and search engines to find basic business information.</p> <p>Use the phone to gather personal and consumer information.</p> <p>Use the phone to receive and place appropriate business calls.</p>	
Demonstrate professional communication skills.	English: 9.1, 9.5, 10.1, 10.5 History and Social Science: WHII.14	Business Communication Introduction to Business Communication	<p>Communication: Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.</p> <p>Explain the value and impact of interpersonal relationships in the business environment.</p> <p>Explain the value of interpersonal communication in personal/social relationships.</p> <p>Initiate conversations with people outside one's inner circle.</p> <p>Use the phone to gather personal</p>	<p>Communicate with staff to clarify workplace objectives.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>

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			and consumer information. Management: Evaluate communications for effectiveness. Express complex issues, using appropriate verbal and/or written communications. Identify effective communication skills. Identify major problems that prevent effective communication in business. Identify various types of communication channels.	
Explain the importance of nonverbal communication in the workplace.	English: 9.5, 10.5	Business Communication Introduction to Business Communication Job Interview	Career Development: Develop effective oral communication skills that include listening, active listening, and nonverbal skills. Express thoughts and ideas succinctly and correctly using various forms of communication	

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			<p>(e.g., oral, written, and nonverbal).</p> <p>Communication: Discuss the potential relationship between nonverbal cues and political posturing.</p> <p>Discuss the significance of nonverbal communication in the interviewing process.</p> <p>Discuss the value of silence in communication as a nonverbal cue.</p> <p>Give examples of how nonverbal messages have different meanings in various cultures.</p> <p>Include verbal and nonverbal cues in message interpretation.</p> <p>Select appropriate communication techniques to avoid, minimize, prevent, or resolve conflicts.</p> <p>Use courtesy and tact when communicating with others.</p>	

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			<p>Management: Evaluate communications for effectiveness.</p> <p>Identify effective communication skills for the business environment.</p> <p>Identify major problems that prevent effective communication in business.</p>	
<p>Explain the importance of teamwork in the workplace.</p>	<p>English: 9.5, 10.5</p>	<p>American Enterprise Project Business Ethics Business Financial Plan Community Service Project Emerging Business Issues Entrepreneurship Global Business Management Decision Making Management Information Systems Marketing Network Design Parliamentary Procedure (Dorothy L. Travis Award) Partnership with Business Project Website Design</p>	<p>Career Development: Discuss and demonstrate the skills necessary to function as a member of a diverse workforce (e.g., diplomacy, patience, willingness to compromise, and ability to listen).</p> <p>Formulate strategies for working effectively with coworkers of varying age groups, cultures, and mental or physical abilities.</p> <p>Communication: Demonstrate confidence through participation in group activities.</p>	<p>Exhibit techniques to manage emotional reactions to people and situations.</p> <p>Foster self-understanding to recognize the impact of personal feelings on others.</p> <p>Implement organizational skills to facilitate others' work efforts.</p> <p>Manage internal and external business relationships to foster positive interactions.</p>

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			Direct courteous attention to multiple speakers within a group. Enhance personal/professional self-concept and image by leading group activities. Function as a team member to identify and solve several problems inherent in a capstone project.	
Making Sound Business Decisions				
Identify rights and responsibilities of consumers.	English: 9.5, 10.5 History and Social Science: WHII.14	American Enterprise Project Business Ethics Business Law Emerging Business Issues Entrepreneurship Global Business Introduction to Business Marketing	Personal Finance: Describe consumers' rights, responsibilities and remedies, giving examples of each.	Apply knowledge of business ownership to establish and continue business operations.
Describe how purchasing motives affect consumer choices.	English: 9.5, 10.5	American Enterprise Project Business Ethics Business Law Client Service Economics Entrepreneurship	Personal Finance: Apply opportunity costs and trade-offs to personal decision-making. Discuss various ways competition among buyers helps the consumer.	Acquire a foundational knowledge of selling to understand its nature and scope. Acquire product knowledge to communicate product benefits and

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		Introduction to Business Marketing Personal Finance	Examine the impact of advertising and marketing on consumer demand and decision-making in the global marketplace.	to ensure appropriateness of product for the customer. Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Determine the best value among products and services.	English: 9.5, 9.8, 10.5, 10.8 Mathematics: A.1	Introduction to Business Personal Finance	Personal Finance: Apply a decision-making model to maximize consumer satisfaction when buying goods and services. Apply opportunity costs and trade-offs to personal decision-making. Examine the impact of advertising, peer pressure, and family history on personal financial decisions.	Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. Utilize information-technology tools to manage and perform work responsibilities.
Identify major consumer protection agencies and their purposes.	English: 9.5, 9.8, 10.5, 10.8 History and Social Science: GOVT.9, WHII.14	American Enterprise Project Business Ethics Business Law Entrepreneurship Introduction to Business	Personal Finance: Identify and describe consumer assistance services provided by public and private organizations (e.g., government, the Better Business Bureau, and manufacturers).	Acquire foundational knowledge of business laws and regulations to understand their nature and scope. Apply knowledge of business ownership to establish and continue business operations.

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			<p>Recognize that laws are available to protect the rights of the consumer.</p> <p>Research consumer advocacy groups that address consumer rights and responsibilities and describe how an individual can participate.</p>	<p>Understand tax laws and regulations to adhere to government requirements.</p>
<p>Explain the process of resolving consumer complaints.</p>	<p>English: 9.5, 10.5</p>	<p>American Enterprise Project Business Ethics Business Law Client Service Entrepreneurship Introduction to Business</p>	<p>Personal Finance: Describe consumers’ rights, responsibilities and remedies, giving examples of each.</p> <p>Explain how a consumer can identify and report fraudulent behavior and practices observed on the Internet.</p> <p>Identify and describe consumer assistance services provided by public and private organizations (e.g., government, the Better Business Bureau, and manufacturers).</p> <p>Recognize that laws are available</p>	<p>Acquire foundational knowledge of business laws and regulations to understand their nature and scope.</p> <p>Communicate with staff to clarify workplace objectives.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p> <p>Understand tax laws and regulations to adhere to</p>

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			to protect the rights of the consumer. Research consumer advocacy groups that address consumer rights and responsibilities and describe how an individual can participate.	government requirements.
Identify the characteristics of a valid contract.	English: 9.5, 10.5	American Enterprise Project Business Ethics Business Law Entrepreneurship Introduction to Business	Business Law: Demonstrate an understanding of the nature of a contractual relationship. Describe the various rules applied to the interpretation of contracts. Determine whether or not an agreement is definite enough to be enforced as a contract. Differentiate between classes of contracts (e.g., bilateral and unilateral, express and implied, and oral and written). Explain a minor's right to avoid a contract.	Acquire foundational knowledge of business laws and regulations to understand their nature and scope. Understand tax laws and regulations to adhere to government requirements.

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			<p>Explain how offer and acceptance can create contractual rights and duties.</p> <p>Explain the nature of a contractual relationship.</p> <p>Explain the various rules applied to contracts involving third parties.</p> <p>Give examples of special rules that apply to sales contracts that do not apply to other contracts.</p>	
<p>Explain the important concepts related to product labeling.</p>	<p>English: 9.5, 10.5</p> <p>History and Social Science: WHII.14</p>	<p>American Enterprise Project</p> <p>Business Ethics</p> <p>Business Law</p> <p>Client Service</p> <p>Entrepreneurship</p> <p>Introduction to Business</p> <p>Marketing</p>	<p>Marketing:</p> <p>Analyze functionality of packaging options.</p> <p>Examine the legal aspects of product development (e.g., patents, copyrights, and trademarks).</p> <p>Explain ethical and socially responsible considerations of packaging.</p> <p>Explain the functions of packaging and why each is important.</p>	<p>Acquire foundational knowledge of business laws and regulations to understand their nature and scope.</p> <p>Apply verbal skills to obtain and convey information.</p> <p>Understand tax laws and regulations to adhere to government requirements.</p>

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			Identify ethical issues (e.g., false and misleading advertising, copyright infringement, and age group discrimination). Identify packaging options for different market segments. Identify the common elements of packaging.	
Identify the major types of business taxation.	English: 9.5, 10.5	Accounting I Accounting II American Enterprise Project Business Law Economics Introduction to Business Personal Finance	Computation: Calculate the total sales and the sales tax for a sales transaction.	Apply knowledge of business ownership to establish and continue business operations. Understand human-resource laws and regulations to facilitate business operations. Understand tax laws and regulations to adhere to government requirements.
Compute gross and net pay.	Mathematics: A.1, A.2	Accounting I Accounting II Introduction to Business Personal Finance	Computation: Calculate gross earnings (e.g., salary, hourly rate, commission, per diem, tips, or production).	Acquire a foundational knowledge of finance to understand its nature and scope. Understand human-resource laws

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			Calculate payroll withholdings, Social Security and Medicare deductions, other deductions, and net earnings.	and regulations to facilitate business operations.
Compare savings and investment options.	English: 9.5, 10.5 History and Social Science: WHII.10, WHII.11, WHII.14	Accounting I Accounting II Banking and Financial Systems Introduction to Business Personal Finance	<p>Personal Finance: Apply criteria for choosing a savings or investment instrument (e.g., market risk, inflation risk, interest rate risk, liquidity, and minimum amount needed for investment).</p> <p>Describe how saving and investing influence economic growth (capital formation).</p> <p>Describe the advantages and disadvantages of different savings and investing plans.</p> <p>Differentiate between saving and investing.</p> <p>Evaluate savings and investment options to meet short- and long-term goals.</p> <p>Examine the role of saving and</p>	<p>Manage financial resources to ensure solvency.</p> <p>Manage personal finances to achieve financial goals.</p> <p>Understand the fundamental principles of money needed to make financial exchanges.</p> <p>Use investment strategies to ensure financial wellbeing.</p>

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			investing in creating a financial plan. Explain why a savings and investing plan changes as one proceeds through the life cycle.	
Identify the purposes and major types of insurance to protect a business.	English: 9.5, 10.5	Accounting I Accounting II Banking and Financial Systems Introduction to Business Personal Finance	Personal Finance: Develop a plan for family financial security (e.g., secure storage of documents, cash reserve, household inventory, medical records retention) in case of a disaster. Develop recommended insurance coverage for individuals/families for various risks and different income levels Identify risks in life and how to gain protection against the consequences of risk. Identify the type of insurance associated with different types of risk (e.g., automobile, personal and professional liability, home and apartment, health, life, long-	Adhere to health and safety regulations to support a safe work environment. Implement purchasing activities to obtain business supplies, equipment, and services. Understand production's role and function in business to recognize its need in an organization.

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Identify basic banking services.	English: 9.5, 10.5 History and Social Science: WHII.10, WHII.11, WHII.14	Accounting I Accounting II Banking and Financial Systems Business Financial Plan Economics Introduction to Business Personal Finance	term care, disability). Personal Finance: Compare and contrast the different types of checking accounts offered by various financial deposit institutions. Compare costs and benefits of online and traditional banking. Differentiate among types of electronic monetary transactions (e.g., debit cards, ATM, and automatic deposits/payments) offered by various financial institutions. Evaluate services and related costs associated with financial institutions in terms of personal banking needs. Evaluate services provided by financial deposit institutions to transfer funds. Identify various types of financial institutions.	Analyze financial needs and goals to determine financial requirements. Implement financial skills to obtain business credit and to control its use. Manage financial resources to ensure solvency. Understand the use of financial-services providers to aid in financial-goal achievement.

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			List the basic services provided by financial institutions.	
Demonstrate maintenance of checking and saving accounts.	History and Social Science: WHII.14	Accounting I Accounting II Banking and Financial Systems Introduction to Business Personal Finance	Computation: Complete check records (e.g., check register and deposit slips). Maintain electronic banking records. Reconcile the bank statement with the check register.	Analyze financial needs and goals to determine financial requirements. Implement financial skills to obtain business credit and to control its use. Manage financial resources to ensure solvency. Understand the fundamental principles of money needed to make financial exchanges.
Manage a budget.	English: 9.3, 9.5, 10.3, 10.5 History and Social Science: GOVT.1	Accounting I Accounting II Banking and Financial Systems Introduction to Business Personal Finance	Computation: Prepare a budget. Personal Finance: Develop and evaluate a spending/savings plan.	Acquire a foundational knowledge of accounting to understand its nature and scope. Apply verbal skills to obtain and convey information. Implement accounting procedures to track money flow and to determine financial status.

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				<p>Manage financial resources to ensure solvency.</p> <p>Manage personal finances to achieve financial goals.</p> <p>Understand the use of financial-services providers to aid in financial-goal achievement.</p> <p>Use investment strategies to ensure financial wellbeing.</p>
Define the elements of creditworthiness of a business.	English: 9.3, 9.5, 10.3, 10.5 History and Social Science: WHII.10, WHII.11	Accounting I Accounting II Banking and Financial Systems Introduction to Business Personal Finance	<p>Personal Finance: Explain credit ratings and credit reports and describe why they are important to consumers.</p> <p>Explain the need for a sound credit rating.</p> <p>Identify methods of establishing and maintaining a good credit rating.</p> <p>Identify the components listed on a credit report and explain how that information is used and how it</p>	<p>Analyze financial needs and goals to determine financial requirements.</p> <p>Identify potential business threats and opportunities to protect a business's financial wellbeing.</p> <p>Implement financial skills to obtain business credit and to control its use.</p> <p>Understand the use of financial-services providers to aid in financial-goal achievement.</p>

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			is received by and reported from the credit reporting agencies.	Use investment strategies to ensure financial wellbeing.
Compare the types of loans available to businesses.	English: 9.5, 10.5	Accounting I Accounting II Banking and Financial Systems Business Calculations Business Law Business Plan Introduction to Business Personal Finance	<p>Personal Finance: Analyze various sources and types of credit (e.g., short- and long-term) and related costs.</p> <p>Compare and contrast the legal aspects of different forms of credit (e.g., title transfer, responsibility limits, collateral requirements, and co-signing).</p> <p>Compare and contrast the various aspects of credit cards (e.g., APR, grace period, incentive buying, methods of calculating interest, and fees).</p>	<p>Identify potential business threats and opportunities to protect a business's financial wellbeing.</p> <p>Implement financial skills to obtain business credit and to control its use.</p> <p>Utilize information-technology tools to manage and perform work responsibilities.</p>
Describe the various types of payment that a business may receive or use.	English: 9.5, 10.5 History and Social Science: WHII.14	Accounting I Accounting II Banking and Financial Systems Business Plan Introduction to Business Personal Finance	<p>Personal Finance: Analyze factors that affect the choice of credit, the cost of credit, and the legal aspects of using credit.</p> <p>Analyze various sources and types of credit (e.g., short- and long-</p>	<p>Identify potential business threats and opportunities to protect a business's financial wellbeing.</p> <p>Use investment strategies to ensure financial wellbeing.</p>

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			term) and related costs. Describe the risks and responsibilities associated with using credit. Determine advantages and disadvantages of using credit.	
Explain the importance of a business rating.	English: 9.5, 10.5	Accounting I Accounting II Banking and Financial Systems Introduction to Business Personal Finance	Personal Finance: Explain credit ratings and credit reports and describe why they are important to consumers. Identify methods of establishing and maintaining a good credit rating. Identify the components listed on a credit report and explain how that information is used and how it is received by and reported from the credit reporting agencies.	Acquire foundational knowledge of business laws and regulations to understand their nature and scope. Apply verbal skills to obtain and convey information. Utilize information-technology tools to manage and perform work responsibilities.
Preparing for Industry Certification				
Describe the process and requirements for obtaining industry certifications related to the Principles of Business		Job Interview		

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and Marketing course.				
Identify testing skills and strategies for a certification examination.	English: 9.5, 10.5 History and Social Science: WHII.14	Job Interview		
Demonstrate ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams).		Job Interview		
Successfully complete an industry certification examination representative of skills learned in this course (e.g., Workplace Readiness Skills for the Commonwealth).		Computer Applications Database Design & Applications Spreadsheet Applications Word Processing		
Developing Employability Skills				
Assess personal interests, aptitudes, and abilities.		Future Business Leader Introduction to Business Job Interview	Career Development: Assess and analyze personal talents, values, and interests as they may relate to a future career, based on the completion of standardized career interest and personality indicator assessments.	Exhibit techniques to manage emotional reactions to people and situations. Foster self-understanding to recognize the impact of personal feelings on others.

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			<p>Assess and analyze strengths and weaknesses relative to a variety of career options.</p> <p>Assess personal skills, abilities, and aptitudes and personal strengths and weaknesses as they relate to career exploration and development.</p> <p>Reassess and analyze individual talents, values, personal characteristics, and interests as they relate to changing career decisions based on the completion of standardized interest and personality indicator instruments and career interest, aptitude, and skills assessments (e.g., Myers Briggs Type Indicator, Strong Interest Inventory, ASVAB, and FIRO-B).</p>	<p>Manage internal and external business relationships to foster positive interactions.</p>
Research business and marketing career opportunities.	English: 9.5, 9.8, 10.5, 10.8 History and Social Science: WHII.14	Future Business Leader Introduction to Business Job Interview Marketing	Career Development: Analyze a specific career cluster, using a variety of research tools (e.g., college career centers/counselors, professional	Implement job-seeking skills to obtain employment. Participate in career planning to enhance job-success potential.

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			<p>and trade associations, career fairs, informational interviews, print media, and the Internet).</p> <p>Analyze important relocation issues to be considered in making career or job choices.</p> <p>Identify entrepreneurship opportunities in the international marketplace.</p> <p>Relate career interests to opportunities in the global economy.</p> <p>Use a questionnaire to guide a career exploration interview to determine educational requirements, starting salaries, and career ladder opportunities.</p> <p>Use a variety of research tools (e.g., computer-assisted programs, newspapers, books, professional and trade associations, informational interviews, job shadowing, career fairs, and the</p>	<p>Utilize career-advancement activities to enhance professional development.</p>

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			Internet) in the career exploration process.	
Identify sources of employment information.	English: 9.5, 10.5	Introduction to Business Job Interview	Career Development: Describe electronic and telecommunication job search tools (e.g., Internet job banks; electronic resumes; and electronic, telephone, and videoconferencing interviews). Develop a list of career network contacts. Explain the importance of researching prospective employers. Identify appropriate sources of job leads (e.g., newspapers, trade journals, Internet job banks, and personal networking). Identify the types of information that should be researched relating to prospective employers. Research career clusters through a variety of resources (e.g., field	Apply verbal skills to obtain and convey information. Implement job-seeking skills to obtain employment. Maintain business records to facilitate business operations. Participate in career planning to enhance job-success potential.

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			<p>trips, speakers, online searches, case studies, job shadowing, and community service.</p> <p>Use a variety of research tools (e.g., computer-assisted programs, newspapers, books, professional and trade associations, informational interviews, job shadowing, career fairs, and the Internet) in the career exploration process.</p> <p>Use evolving technologies to enhance the career portfolio.</p> <p>Utilize career resources to develop a career information database that includes international career opportunities.</p>	
Develop or update a résumé.	English: 9.6, 9.7, 10.6, 10.7	Computer Applications Electronic Career Portfolio Future Business Leader Job Interview Word Processing	<p>Career Development: Demonstrate the ability to prepare and transmit electronic resumes and cover letters that meet business standards.</p> <p>Prepare paper and electronic resumes and cover letters.</p>	<p>Apply verbal skills to obtain and convey information.</p> <p>Implement job-seeking skills to obtain employment.</p> <p>Participate in career planning to enhance job-success potential.</p>

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				Read to acquire meaning from written material and to apply the information to a task.
Write a letter of application.	English: 9.6, 9.7, 10.6, 10.7	Computer Applications Electronic Career Portfolio Future Business Leader Job Interview Word Processing	Career Development: Demonstrate the ability to prepare and transmit electronic resumes and cover letters that meet business standards.	Apply verbal skills to obtain and convey information. Implement job-seeking skills to obtain employment. Participate in career planning to enhance job-success potential. Read to acquire meaning from written material and to apply the information to a task.
Complete an employment application form.	English: 9.5, 9.6, 9.7, 10.5, 10.6, 10.7	Electronic Career Portfolio Future Business Leader Job Interview	Career Development: Demonstrate the ability to complete an online job application accurately.	Apply verbal skills to obtain and convey information. Implement job-seeking skills to obtain employment. Participate in career planning to enhance job-success potential. Read to acquire meaning from written material and to apply the

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				information to a task.
Identify the steps involved in a successful job interview.	English: 9.5, 10.5	Future Business Leader Job Interview L. Marguerite Crumley, Frank Manning Peele, Foundation's Sarah Lowe Thompson Scholarships		Implement job-seeking skills to obtain employment. Participate in career planning to enhance job-success potential.
Participate in a mock job interview.	English: 9.1, 10.1	Future Business Leader Job Interview L. Marguerite Crumley, Frank Manning Peele, Foundation's Sarah Lowe Thompson Scholarships	Career Development: Demonstrate appropriate interviewing techniques through participation in mock or actual interviews. Demonstrate the ability to describe personal skills to interviewers. Identify steps to prepare for an interview.	Apply active listening skills to demonstrate understanding of what is being said. Apply verbal skills to obtain and convey information. Communicate with staff to clarify workplace objectives. Implement job-seeking skills to obtain employment. Participate in career planning to enhance job-success potential.
Design an employment portfolio, including a résumé in a format suitable for online posting.	English: 9.2, 10.2	Computer Applications Electronic Career Portfolio Future Business Leader Job Interview L. Marguerite Crumley, Frank	Career Development: Assemble a career management file for use in lifelong career activities that includes transcripts, diplomas, certificates, licenses,	Implement job-seeking skills to obtain employment. Participate in career planning to enhance job-success potential.

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		Manning Peele, Foundation's Sarah Lowe Thompson Scholarships Word Processing	forms of identification, and educational and employment history information. Begin developing a portfolio of achievements and experiences including awards, extracurricular activities, and community service. Create a personal Web site for the presentation of the career portfolio. Develop a career portfolio of items including resumes, sample cover letters, letters of recommendation, examples of work and technical skills, awards, and documentation of extracurricular activities and community service activities.	Read to acquire meaning from written material and to apply the information to a task.
Complete follow-up to an employment interview.	English: 9.2, 9.6, 9.7, 10.2, 10.6, 10.7	Computer Applications Electronic Career Portfolio Future Business Leader Job Interview L. Marguerite Crumley, Frank Manning Peele, Foundation's Sarah Lowe Thompson Scholarships	Career Development: Explain the importance of appropriate interview follow-up techniques. List tasks to be completed following the interview.	Implement job-seeking skills to obtain employment. Participate in career planning to enhance job-success potential. Read to acquire meaning from written material and to apply the

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		Word Processing		information to a task.