

Core for Finance, Management and Administration, and Marketing Pathways

Career Clusters: Finance, Management and Administration, and Marketing

Overarching Big Ideas:

- Organization
- Systems
- Relationships

Overarching Enduring Understandings:

- Money makes the world go around.
- Price is a function of supply and demand.
- Communication influences others.
- Decisions involve a process.

Overarching Essential Questions:

- Why work?
- Can one hear but not listen?
- Is money important?
- Can decisions be both right and wrong?
- What is success?

Standard Statements:

- Standard One: Students will utilize systems and technology that record, analyze, interpret, and communicate financial data.
- Standard Two: Students will apply management theories, functions, and technological systems to achieve organizational goals.
- Standard Three: Students will use marketing concepts, functions, theories, and computerized tools to analyze the ways in which economic, consumer, and environmental variables affect the marketing process.

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Key Overarching Knowledge and Skills (what students should know and be able to do):

Knowledge	Skills
Job search and retention	Communication: listening, speaking, and writing
Career availability	Thinking: comparing, inferring, analyzing, interpreting, synthesizing, and decision making
Business ethics	Research, inquiry, and investigation skills
Terminology	Study skills: note taking
Organization	Mathematics: decoding, formulas, and computation
Business systems	Interpersonal and group dynamics

CORE

Core Performance Elements are included in all Finance, Management and Administration, and Marketing pathways. Performance Elements may fall under different Instructional Areas in each pathway.

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Instructional Area: Business Law

Performance Element C.01: Examine the diversity of laws and regulations surrounding business in the United States.

Performance Indicators:

Describe legal issues affecting businesses (e.g. labor, environment, torts, and administrative).

Describe the nature of legally binding contracts.

Discuss the nature of debtor-creditor relationships.

Explain types of business ownership.

Instructional Area: Customer Relations

Performance Element C.02: Foster positive relationships with customers to enhance company image.

Performance Indicators:

Explain the nature of positive customer relationships.

Demonstrate a customer-service mind-set.

Reinforce service orientation through communication.

Respond to customer inquiries.

Explain business policies to customers.

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Instructional Area: Economics

Performance Element C.03: Understand fundamental economic concepts.

Performance Indicators:

Distinguish between economic goods and services.

Explain the concept of economic resources.

Describe the concepts of economics and economic activities.

Determine economic utilities created by business activities.

Explain the principles of supply and demand.

Describe the functions of prices in markets.

Performance Element C.04: Understand the nature of business and how business contributes to society.

Performance Indicators:

Explain the role of business in society.

Describe types of business activities.

Discuss the global environment in which businesses operate.

Explain the nature of business ethics.

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Instructional Area: Financial Analysis

Performance Element C.05: Understand the fundamental principles of money necessary for financial exchanges.

Performance Indicators:

Explain the role of finance in business.

Explain forms of financial exchange (e.g., cash, credit, debit, and electronic funds transfer).

Identify types of currency (e.g., paper money, coins, banknotes, government bonds, and treasury notes).

Describe sources of income (e.g., wages and salaries, interest, rent, dividends, and transfer payments).

Explain the time value of money.

Performance Element C.06: Analyze financial needs and goals to determine financial requirements

Performance Indicators:

Explain the nature of financial needs (e.g., college, retirement, wills, and insurance).

Set financial goals.

Develop a personal budget.

Performance Element C.07: Manage personal finances to achieve financial goals.

Performance Indicators:

Explain the nature of tax liabilities.

Interpret a pay stub.

Read and reconcile bank statements.

Maintain financial records.

Demonstrate the wise use of credit.

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Performance Element C.08: Identify potential business threats and opportunities to protect a business's financial well-being.
Performance Indicators:
Describe the concept of insurance.
Performance Element C.09: Acquire a foundational knowledge of finance to understand its nature and scope.
Performance Indicators:
Explain the role of finance in business. Describe types of financial services providers.
Performance Element C.10: Understand the use of financial services providers in the achievement of financial goals.
Performance Indicators:
Describe types of financial services providers. Discuss considerations in selecting a financial services provider.
Performance Element C.11: Implement accounting procedures to track money flow and determine financial status.
Performance Indicators:
Explain the concept of accounting. Explain the need for accounting standards (Generally Accepted Accounting Principles [GAAP]).
Performance Element C.12: Manage financial resources to ensure solvency.
Performance Indicators:
Describe the nature of budgets.

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Instructional Area: Human Resource Management

Performance Element C.13: Understand the role and function of human resource management to obtain a foundational knowledge of its nature and scope.

Performance Indicators:

Discuss the nature of human resource management.

Instructional Area: Marketing

Performance Element C.14: Understand the role and function of marketing in business and how marketing facilitates economic exchanges with customers.

Performance Indicators:

Explain marketing and its importance in a global economy.

Describe marketing functions and related activities.

Explain the role of promotion as a marketing function.

Explain types of promotion.

Explain the nature and scope of selling.

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Performance Element C.15: Acquire foundational knowledge of customer and business behavior to understand what motivates decision making.

Performance Indicators:

Explain customer and business buying behavior.

Describe the need for marketing information.

Instructional Area: Operations

Performance Element C.16: Understand operation's role and function in business to value its contribution to a company.

Performance Indicators:

Explain the nature of operations.

Performance Element C.17: Adhere to health and safety regulations in order to maintain a safe work environment.

Performance Indicators:

Describe health and safety regulations in business.

Explain procedures for reporting noncompliance with health and safety regulations.

Follow instructions for the safe use of equipment, tools, and machinery.

Follow safety precautions.

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Performance Element C.18: Explain purchasing activities to obtain business supplies, equipment, and services.

Performance Indicators:

Explain the nature and scope of purchasing.

Performance Element C.19: Understand the role and function of production in business and recognize the need for production in a company.

Performance Indicators:

Explain the concept of production.

Describe production activities.

Instructional Area: Strategic Management

Performance Element C.20: Recognize the role and function of management and understand the contribution of management to business success.

Performance Indicators:

Explain the concept of management (e.g. functions, roles, and organizational hierarchy).

Explain the nature of business plans.

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Instructional Area: Career and Technical Student Organizations -Business Professionals of America (BPA) & DECA, An Association of Marketing Students

Performance Element C.21: Participate in professional activities to develop career skills and an awareness of employer expectations.

Performance Element C.22: Participate in civic activities and provide service to the chapter, school, community, or country.

Performance Element C.23: Participate in fiscal planning to help the organization finance its activities.

Performance Element C.24: Participate in entrepreneurial activities to gain knowledge of free enterprise.

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Performance Elements 25-34 should be integrated into all Instructional Areas

Career Development

Performance Element C.25: Develop personality traits that foster career advancement in business.

Performance Indicators:

Identify desirable personality traits that are important for business professionals.

Exhibit self-confidence.

Demonstrate interest and enthusiasm.

Demonstrate initiative.

Demonstrate responsible behavior.

Demonstrate honesty and integrity.

Demonstrate ethical work habits.

Maintain a positive attitude.

Demonstrate self-control.

Explain how feedback aids personal growth.

Adjust to change.

Respect the privacy of others.

Show empathy for others.

Exhibit cultural sensitivity.

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Performance Element C.26: Acquire self-development skills to enhance relationships and improve efficiency in the work environment.

Performance Indicators:

Maintain appropriate personal appearance.

Set personal goals.

Explain the need for innovation skills.

Make decisions.

Demonstrate problem-solving skills.

Demonstrate appropriate creativity.

Use time-management skills.

Performance Element C.27: Implement job-seeking skills to obtain employment.

Performance Indicators:

Utilize career- and job-search strategies.

Complete a job application.

Interview for a job.

Write a follow-up letter after a job interview.

Write a letter of application.

Prepare a résumé.

Use networking techniques to identify employment opportunities.

Describe ways to obtain work experience (e.g., volunteer activities or internships).

Explain the need for an employee to engage in ongoing education.

Explain possible advancement patterns for jobs.

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Identify the skills needed to enhance career progression.

Utilize resources that can contribute to professional development (e.g., trade journals or periodicals, professional or trade associations, classes or seminars, trade shows, and mentors).

Communication Skills

Performance Element C.28: Read to acquire meaning and apply the information to a task.

Performance Indicators:

Identify sources that provide relevant, valid written material.

Extract relevant information from written materials.

Apply written directions to achieve tasks.

Performance Element C.29: Apply active listening skills and demonstrate an understanding of what has been said.

Performance Indicators:

Explain communication techniques that support and encourage a speaker.

Follow oral directions.

Demonstrate active listening skills.

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Performance Element C.30: Apply verbal skills to obtain and convey information.

Performance Indicators:

Explain the nature of effective verbal communication.
Ask relevant questions.
Interpret nonverbal cues.
Provide legitimate responses to inquiries.
Give verbal directions.
Employ communication styles that are appropriate for the target audience.
Defend ideas objectively.
Handle telephone calls in a professional manner.
Participate in group discussions.
Create and give oral presentations.

Performance Element C.31: Record information to maintain and present a report of business activity.

Performance Indicators:

Utilize note-taking strategies.
Organize information.
Select and use appropriate graphic aids.

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Performance Element C.32: Write internal and external business correspondence to convey and obtain information effectively.

Performance Indicators:

Explain the nature of effective written communication.

Select and utilize appropriate formats for professional writing.

Edit and revise written work to remain consistent with professional standards.

Write professional e-mails.

Write business letters.

Write informational messages.

Write inquiries.

Write persuasive messages.

Prepare simple written reports.

Information Management

Performance Element C.33: Use information literacy skills to increase workplace efficiency and effectiveness.

Performance Indicators:

Explain legal issues associated with the use of information.

Assess information needs.

Obtain needed information efficiently.

Evaluate the quality and source of information.

Apply information to accomplish a task.

Store information for future use.

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Performance Element C.34: Utilize information technology tools to manage and perform work responsibilities.

Performance Indicators:

Identify ways in which technology impacts business.

Explain the role of information systems.

Discuss principles of computer systems.

Identify basic operating systems.

Use a basic operating system.

Describe the scope of the Internet.

Demonstrate basic e-mail functions.

Describe personal information management applications and productivity applications.

Demonstrate advanced Internet search skills

Demonstrate basic word processing skills.

Demonstrate basic presentation applications.

Demonstrate basic database applications.

Demonstrate basic spreadsheet applications.

Use an integrated business software application package.