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Business, Finance, Marketing & Management CTE Program Standards

State of Iowa

Department of Education

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**Contents**

[Introduction 4](#_Toc141092219)

[Format & Terminology 5](#_Toc141092220)

[Format 5](#_Toc141092221)

[Terminology 5](#_Toc141092222)

[Curricular Organization 5](#_Toc141092223)

[Curriculum Planning Levels 5](#_Toc141092224)

[Instructional Area 6](#_Toc141092225)

[Accounting & Financial Management Pathway Standards 8](#_Toc141092226)

[Accounting & Financial Management Pathway Courses 8](#_Toc141092227)

[Standards 8](#_Toc141092228)

[Finance Core Cluster Standards 8](#_Toc141092229)

[Accounting Pathway Standards 11](#_Toc141092230)

[Business Administration Core Standards for the Accounting & Financial Management Pathway 15](#_Toc141092231)

[Marketing Pathway Standards 22](#_Toc141092232)

[Marketing Pathway Courses 22](#_Toc141092233)

[Marketing Core Cluster Standards 22](#_Toc141092234)

[Marketing Communications Pathway Standards 26](#_Toc141092235)

[Marketing Management Pathway Standards 31](#_Toc141092236)

[Merchandising Pathway Standards 33](#_Toc141092237)

[Professional Selling Pathway Standards 36](#_Toc141092238)

[Business Administration Core Standards for Marketing Pathway 37](#_Toc141092239)

[Business Management Pathway Standards 42](#_Toc141092240)

[Business Management Pathway Courses 42](#_Toc141092241)

[Business Management Pathway Standards 42](#_Toc141092242)

[Entrepreneurship Pathway Standards 48](#_Toc141092243)

[Entrepreneurship Pathway Courses 48](#_Toc141092244)

[Entrepreneurship Pathway Standards 48](#_Toc141092245)

# Introduction

Iowa’s Business, Finance, Marketing, and Management standards ensure programs have guidance on instruction across four pathways. These standards are in alignment to MBA Research’s standards, a consortium of state education departments, allowing educators to see the applicability to standards both in Iowa and on a nationwide level.

The standards presented in this document were approved by the State Board of Education on March 23, 2023 after consultation with education and industry leaders.

The service area of Business, Finance, Marketing, and Management has identified four pathways to be part of the model programs. Business, Finance, Marketing, and Management, also known as Business, prepare students for careers and higher education within the field. Students are provided technical knowledge that emphasizes high standards and quality experiences in leadership, teamwork, and related areas. The following are identified model programs and pathways for the area:

* Accounting and Financial Management
* Marketing
* Business Management
* Entrepreneurship

Business prepares students to master the knowledge and skills needed to function as citizens, consumers, employees, managers, business owners, and directors of their economic futures through the study of accounting, business law, career development, communication, computation, economics, personal finance, entrepreneurship, information technology, international business, management, and marketing.

# Format & Terminology

The Iowa Business, Management, Marketing & Finance CTE Standards are aligned to MBA Research, a consortium of state education departments, including Iowa, that collaborate with business and industry to create and maintain relevant and appropriate standards that meet the needs of educators now and the future demands of business and industry.

*MBA Research. (2023, May 3). Standards: Business education guidelines. Business Education Standards. https://www.mbaresearch.org/local-educators/teaching-resources/standards/*

## Format

Standards are aligned across three different tiers.

* **Business Administration Core** **Standards** – Standards that are common across all of business education.
* **Cluster Standards** – Standards that are common across all careers within a given program cluster.
* **Pathway Standards** – Standards that are common across all careers within a given pathway.

## Terminology

### Curricular Organization

* **Standard**: The Standards are broad-based content standards. They identify what students should know and be able to do as a result of instruction in any of the business-related clusters. These statements encapsulate the overarching intent/purpose of a work function.
* **Element**: Each Standard is composed of multiple Performance Elements. These statements are broad-based work or cognitive performances that aid in defining the Standards.
* **Indicator**: Performance Elements are defined through Performance Indicators that are specific work-based actions—either knowledge or skills. They specify what an individual worker must know or be able to do to achieve the Performance Elements. These learning outcomes are measurable.

### Curriculum Planning Levels

Curriculum planning levels help an educator know where a skill is more useful in a career path for a student. Each performance indicator is assigned to one of six curriculum-planning levels that represent a continuum of instruction ranging from simple to complex. The levels can serve as building blocks for curriculum development in that students should know and be able to perform the performance indicators at one level before tackling more complex skills and knowledge at the next level.

* **Prerequisite (PQ):** Content develops employability and job-survival skills and concepts, including work ethics, personal appearance, and general business behavior
	+ Appropriate for 9th-11th graders, students with little/no business background, and students with special needs
* **Career Sustaining (CS):** Content develops skills and knowledge needed for continued employment in or study of business based on the application of basic academics and business skills
	+ Appropriate for “typical” high-school students of average and above-average abilities and interest
* **Specialist (SP):** Content provides in-depth, solid understanding and skill development in all business functions
	+ Appropriate for advanced high school students and post-secondary students
* **Supervisor (SU):** Content provides the same in-depth, solid understanding and skill development in all business functions as in the specialist curriculum, and in addition, incorporates content that addresses the supervision of people
	+ Appropriate for young adults at post-secondary level
* **Manager (MN):** Content develops strategic decision-making skills in all business functions needed to manage a business or department within an organization
	+ Appropriate for young adults at post-secondary level
* **Owner (ON):** Content develops strategic decision-making skills in all aspects of business that are needed to own and operate a business
	+ Appropriate for young adults at post-secondary level

### Instructional Area

Instructional areas are a standards organization mechanism. The Instructional areas are broad-based content standards. They identify what students should know and be able to do as a result of instruction in any of the business-related clusters. These statements encapsulate the overarching intent/purpose of a work function.

* **Business Law (BL):** Understand business’s responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions
* **Communication Skills (CO):** Understand the concepts, strategies, and systems used to obtain and convey ideas and information
* **Customer Relations (CR):** Understand the techniques and strategies used to foster positive, ongoing relationships with customers
* **Economics (EC):** Understand the economic principles and concepts fundamental to business operations
* **Emotional Intelligence (EI):** Understand techniques, strategies, and systems used to foster self-understanding and enhance relationships with others
* **Entrepreneurship (EN):** Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture
* **Financial Analysis (FI):** Understand tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources
* **Human Resources Management (HR):** Understand the tools, techniques, and systems that businesses use to plan, staff, lead, and organize human resources
* **Information Management (NF):** Understand tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making
* **Marketing (MK):** Understand the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives
* **Operations (OP):** Understand the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning
* **Professional Development (PD):** Understand concepts, tools, and strategies used to explore, obtain, and develop in a business career
* **Strategic Management (SM):** Understand tools, techniques, and systems that affect a business’s ability to plan, control, and organize an organization/department

Instructional areas specific to Business Management include:

* **Knowledge Management (KM):** Understand the systems, strategies, and techniques used to collect, organize, analyze, and share an organization’s information
* **Project Management (PM):** Understand tools, techniques, and systems that are used to plan, implement, monitor, and evaluate business projects
* **Quality Management (QM):** Understand the need for standards and the strategies and techniques used to implement, monitor, and evaluate them
* **Risk Management (RM):** Understand risk-management strategies and techniques to minimize business loss

Instructional areas specific to Accounting & Finance include:

* **Compliance (CC):** Understand business’s responsibility to know, comply with, and enforce laws and regulations that affect financial business operations and transactions
* **Financial-information Management (FM):** Understand tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate financial information to assist business decision-making
* **Risk Management (RM):** Understand risk-management strategies and techniques used to minimize business loss

Instructional areas specific to Marketing include:

* **Channel Management (CM):** Understand the concepts and processes needed to identify, select, monitor, and evaluate sales channels
* **Marketing-information Management (IM):** Understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
* **Market Planning (MP):** Understand the concepts and strategies utilized to determine and target marketing strategies to a select audience
* **Pricing (PI):** Understand concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers’ perceptions of value
* **Product/Service Management (PM):** Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and to build brand for the organization
* **Promotion (PR):** Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
* **Selling (SE):** Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities

# Accounting & Financial Management Pathway Standards

The Accounting & Financial Management Pathway is designed to prepare students for a career in accounting, finance, and insurance. Standards include:

* [Finance Core Cluster Standards](#_heading=h.2s8eyo1)
* [Accounting Pathway Standards](#_heading=h.17dp8vu)
* [Business Administration Core Standards for the Accounting & Financial Management Pathway](#_heading=h.3rdcrjn)

## Accounting & Financial Management Pathway Courses

* Accounting I (12108)
* Accounting II (12111)
* Business Law (12054)

## Standards

### Finance Core Cluster Standards

| **Instructional Element** | **MBA Research Standard** | **Objective/Outcome** |
| --- | --- | --- |
| **Finance Standard-Core** | **Fin-1** | **Business Law (BL): Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions** |
| **Performance Element** | **Fin-1.1** | **Understand government regulations pertaining to the finance industry to protect the company wellbeing.** |
| Performance Indicator | Fin-1.1.1 | Discuss legal considerations in the finance industry (BL:133) (SP) |
| Performance Indicator | Fin-1.1.2 | Discuss the effect of tax laws and regulations on financial transactions (BL:134) (SP) |
| **Performance Element** | **Fin-1.2** | **Acquire a foundational knowledge of compliance to understand its nature and scope.** |
| Performance Indicator | Fin-1.2.1 | Discuss the nature and scope of compliance in the finance industry (BL:148) (SP)  |
| Performance Indicator | Fin-1.2.2 | Describe the use of technology in compliance (BL:149) (SP) |
| **Performance Element** | **Fin-1.3** | **Develop a compliance program to protect the company wellbeing.**  |
| Performance Indicator | Fin-1.3.1 | Develop policies/procedures to comply with regulatory requirements and self-regulatory guidelines (BL:150) (MN) |
| **Finance Standard-Core** | **Fin-3** | **Financial Analysis (FI): Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources** |
| **Performance Element** | **Fin-3.1** | **Understand financial markets to recognize their importance in business.** |
| Performance Indicator | Fin-3.1.1 | Describe the role of financial institutions (FI:336) (CS) |
| Performance Indicator | Fin-3.1.2 | Explain types of financial markets (e.g., money market, capital market, insurance market, commodities markets, etc.) (FI:337) (SP) |
| Performance Indicator | Fin-3.1.3 | Discuss the nature of convergence/consolidation in the finance industry (FI:573) (SP)  |
| Performance Indicator | Fin-3.1.4 | Describe the relationship between economic conditions and financial markets (FI:574) (SP)  |
| **Performance Element** | **Fin-3.3** | **Manage financial resources to ensure solvency.**  |
| Performance Indicator | Fin-3.3.1 | Calculate the time value of money (FI:238) (SP) |
| Performance Indicator | Fin-3.3.2 | Describe types of financial statement analysis (e.g., ratio analysis, trend analysis, etc.) (FI:334) (MN)  |
| Performance Indicator | Fin-3.3.3 | Discuss limitations of using financial statements to assess business performance (FI:655) (MN) |
| **Performance Element** | **Fin-3.6** | **Understand the fundamentals of managerial accounting to aid in financial decision-making.** |
| Performance Indicator | Fin-3.6.1 | Describe the scope of costs in managerial accounting (e.g., direct cost, indirect cost, sunk cost, differential cost, etc.) (FI:658) (SP) |
| Performance Indicator | Fin-3.6.2 | Describe marginal analysis techniques and applications (FI:659) (SP)  |
| Performance Indicator | Fin-3.6.3 | Explain the nature of managerial accounting (FI:660) (SP) |
| Performance Indicator | Fin-3.6.4 | Discuss the use of variance analysis in managerial accounting (FI:661) (SP)  |
| Performance Indicator | Fin-3.6.5 | Discuss the nature of cost accounting budgets (FI:662) (SP) |
| Performance Indicator | Fin-3.6.6 | Discuss the nature of cost allocation (FI:663) (SP) |
| **Finance Standard-Core** | **Fin-6** | **Financial-Information Management (FM): Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate financial information to assist business decision-making** |
| **Performance Element** | **Fin-6.1** | **Acquire foundational knowledge of financial-information management to understand its scope and nature.** |
| Performance Indicator | Fin-6.1.1 | Explain the nature and scope of the financial-information management function (FM:002) (SP)  |
| Performance Indicator | Fin-6.1.2 | Explain the role of ethics in financial-information management (FM:003) (SP) |
| **Performance Element** | **Fin-6.2** | **Utilize financial information technology tools to manage financial information and perform work responsibilities.** |
| Performance Indicator | Fin-6.2.1 | Describe the use of technology in the financial-information management function (FM:011) (SP)  |
| Performance Indicator | Fin-6.2.2 | Demonstrate budgeting applications (FM:013) (SP) |
| Performance Indicator | Fin-6.2.3 | Demonstrate financial analysis applications (FM:014) (SP) |
| **Performance Element** | **Fin-6.3** | **Acquire foundational knowledge of financial information analysis to aid in financial decision-making.** |
| Performance Indicator | Fin-6.3.1 | Describe techniques used to analyze customer financial information (FM:009) (SP) |
| Performance Indicator | Fin-6.3.2 | Discuss non-traditional uses for financial information (e.g., lean, sustainability reporting, activity- based costing [ABC], six sigma) (FM:016) (SP) |
| **Finance Standard-Core** | **Fin-7** | **Risk Management (RM): Understands risk-management strategies and techniques used to minimize business loss** |
| **Performance Element** | **Fin-7.3** | **Manage risk to protect a business's well-being.**  |
| Performance Indicator | Fin-7.3.1 | Discuss the nature of enterprise risk management (ERM) (RM:062) (SP)  |
| Performance Indicator | Fin-7.3.3 | Identify business risks (RM:056) (MN) |
| Performance Indicator | Fin-7.3.4 | Explain ways to assess risk (RM:059) (MN) |
| Performance Indicator | Fin-7.3.5 | Develop a risk management program (RM:045) (MN)  |

### Accounting Pathway Standards

| **Instructional Element** | **MBA Research Standard** | **Objective/Outcome** |
| --- | --- | --- |
| **Finance Standard-Accounting** | **Fin-8** | **Business Law (BL): Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions** |
| **Performance Element** | **Fin-8.1** | **Implement compliance measures in accounting to adhere to regulatory requirements.** |
| Performance Indicator | Fin-8.1.1 | Explain financial disclosure regulations and policies (BL:153) (SP) |
| Performance Indicator | Fin-8.1.2 | Comply with financial reporting and internal control regulations in accounting (BL:088) (SP)  |
| Performance Indicator | Fin-8.1.3 | Discuss state regulation of the accounting industry (BL:090) (SP) |
| **Finance Standard-Accounting** | **Fin-9** | **Financial Analysis (FI): Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources** |
| **Performance Element** | **Fin-9.1** | **Classify, record, and summarize data to produce needed financial information.** |
| Performance Indicator | Fin-9.1.1 | Discuss the nature of the accounting cycle (FI:342) (CS)  |
| Performance Indicator | Fin-9.1.2 | Distinguish among types of business transactions (FI:673) (CS)  |
| Performance Indicator | Fin-9.1.4 | Demonstrate the effects of transactions on the accounting equation (FI:378) (CS)  |
| Performance Indicator | Fin-9.1.5 | Prepare a chart of accounts (FI:379) (CS) |
| Performance Indicator | Fin-9.1.7 | Journalize business transactions (FI:381) (CS) |
| Performance Indicator | Fin-9.1.8 | Post journal entries to general ledger accounts (FI:382) (CS)  |
| Performance Indicator | Fin-9.1.9 | Prepare a trial balance (FI:383) (CS) |
| Performance Indicator | Fin-9.1.10 | Journalize and post adjusting entries (FI:384) (CS)  |
| Performance Indicator | Fin-9.1.11 | Journalize and post closing entries (FI:385) (CS)  |
| Performance Indicator | Fin-9.1.12 | Prepare a post-closing trial balance (FI:386) (CS)  |
| Performance Indicator | Fin-9.1.13 | Identify and correct accounting errors (FI:675) (SP)  |
| Performance Indicator | Fin-9.1.14 | Prepare worksheets (FI:387) (SP) |
| **Performance Element** | **Fin-9.2** | **Maintain cash controls to track cash flow.**  |
| Performance Indicator | Fin-9.2.1 | Explain cash control procedures (e.g., signature cards, deposit slips, internal/external controls, cash clearing, etc.) (FI:113) (CS) |
| Performance Indicator | Fin-9.2.2 | Reconcile cash (FI:396) (CS)  |
| Performance Indicator | Fin-9.2.3 | Account for petty cash (FI:676) (CS) |
| Performance Indicator | Fin-9.2.4 | Account for cash receipts (e.g., record cash, record income) (FI:677) (CS)  |
| Performance Indicator | Fin-9.2.5 | Account for cash payments (e.g., record cash, record expenses) (FI:678) (CS) |
| **Performance Element** | **Fin-9.3** | **Perform accounts payable functions to record, control, and disburse payments to vendors.** |
| Performance Indicator | Fin-9.3.1 | Explain the nature of accounts payable (FI:409) (CS) |
| Performance Indicator | Fin-9.3.2 | Account for purchases (e.g., purchase requisitions, purchase orders, invoices, vouchers, etc.) (FI:679) (CS) |
| Performance Indicator | Fin-9.3.3 | Process accounts payable (e.g., maintain vendor file, post to ledger, process invoices and checks) (FI:680) (SP) |
| Performance Indicator | Fin-9.3.4 | Manage accounts payable (FI:681) (MN) |
| **Performance Element** | **Fin-9.4** | **Perform accounts receivable functions to record, control, and collect payments due from the sale of goods and services.** |
| Performance Indicator | Fin-9.4.1 | Explain the nature of accounts receivable (FI:424) (CS)  |
| Performance Indicator | Fin-9.4.2 | Account for sales (e.g., invoices, sales slips, etc.) (FI:682) (CS) |
| Performance Indicator | Fin-9.4.3 | Process accounts receivable (e.g., post to ledger, process payment, process uncollectible account, etc.) (FI:683) (SP) |
| Performance Indicator | Fin-9.4.4 | Manage accounts receivable (FI:684) (MN) |
| **Performance Element** | **Fin-9.6** | **Complete payroll procedures to calculate, record, and distribute payroll.**  |
| Performance Indicator | Fin-9.6.1 | Explain the nature of payroll expenses (e.g., Social Security tax, Medicare tax, FUTA, SUTA, workers' compensation, etc.) (FI:638) (CS) |
| Performance Indicator | Fin-9.6.2 | Maintain employee earnings records (e.g., timecards, time sheets, etc.) (FI:134) (CS)  |
| Performance Indicator | Fin-9.6.3 | Calculate employee earnings (FI:438) (SP) |
| Performance Indicator | Fin-9.6.4 | Calculate employee deductions (FI:439) (SP)  |
| Performance Indicator | Fin-9.6.5 | Calculate payroll taxes (FI:442) (SP) |
| Performance Indicator | Fin-9.6.6 | Account for payroll transactions (e.g., earnings, taxes, benefits, other deductions) (FI:686) (SP)  |
| **Performance Element** | **Fin-9.9** | **Perform tax accounting functions to lessen clients' tax burdens.**  |
| Performance Indicator | Fin-9.9.1 | Explain record keeping procedures for tax accounting (FI:484) (SP)  |
| Performance Indicator | Fin-9.9.2 | Calculate taxes owed by clients (i.e., individual and business) (FI:696) (SP)  |
| Performance Indicator | Fin-9.9.3 | Account for taxes (FI:697) (SP) |
| Performance Indicator | Fin-9.9.4 | Prepare tax returns for clients (i.e., individuals and business) (FI:698) (SP)  |
| Performance Indicator | Fin-9.9.5 | Identify tax issues for clients (FI:485) (SP) |
| **Performance Element** | **Fin-9.13** | **Produce financial reports to communicate the results of business activity.**  |
| Performance Indicator | Fin-9.13.1 | Discuss the nature of annual reports (FI:388) (SP) |
| Performance Indicator | Fin-9.13.2 | Analyze transactions and accounts (e.g., purchase, sales, sales returns and allowances, uncollectible accounts, depreciation, debt) (FI:449) (SP) |
| Performance Indicator | Fin-9.13.3 | Prepare income statements (FI:149) (MN) |
| Performance Indicator | Fin-9.13.5 | Prepare balance sheets (FI:393) (MN) |
| Performance Indicator | Fin-9.13.6 | Prepare notes to financial statements (FI:709) (MN)  |
| Performance Indicator | Fin-9.13.10 | Complete a worksheet for a corporation (FI:476) (MN) |
| **Performance Element** | **Fin-9.14** | **Implement suitable internal accounting controls to ensure the proper recording of financial transactions.** |
| Performance Indicator | Fin-9.14.3 | Determine the components of internal accounting control procedures for a business (FI:479) (SP)  |
| Performance Indicator | Fin-9.14.4 | Maintain internal accounting controls (FI:480) (SP) |
| Performance Indicator | Fin-9.14.5 | Assess the effectiveness of internal accounting controls (FI:707) (MN)  |
| **Performance Element** | **Fin-9.15** | **Conduct an audit to verify the integrity of a business's financial reporting process, accounting functions, and internal controls.** |
| Performance Indicator | Fin-9.15.3 | Describe auditing techniques/procedures (FI:714) (SP) |
| Performance Indicator | Fin-9.15.4 | Conduct audit engagements (FI:482) (SP) |
| Performance Indicator | Fin-9.15.5 | Discuss the requirements to consider fraud in financial statement audits (FI:481) (MN)  |
| Performance Indicator | Fin-9.15.8 | Prepare auditing reports (FI:483) (MN) |
| **Performance Element** | **Fin-9.16** | **Utilize managerial accounting methods to track, record, and analyze business costs.** |
| Performance Indicator | Fin-9.16.1 | Maintain job order cost sheets (FI:450) (SP)  |
| Performance Indicator | Fin-9.16.2 | Calculate the cost of goods sold (FI:451) (SP) |
| Performance Indicator | Fin-9.16.3 | Apply cost accounting techniques (e.g., overhead calculation, job and process costing, activity- based costing) (FI:726) (SP) |
| Performance Indicator | Fin-9.16.4 | Perform cost allocation functions (FI:458) (MN)  |
| Performance Indicator | Fin-9.16.5 | Prepare cost of production reports (FI:459) (MN)  |
| Performance Indicator | Fin-9.16.10 | Conduct cost-volume-profit analysis (FI:454) (MN) |
| **Performance Element** | **Fin-9.17** | **Prepare budget reports to make business decisions.**  |
| Performance Indicator | Fin-9.17.2 | Project future revenues and expenses (FI:394) (SP) |
| Performance Indicator | Fin-9.17.3 | Process preliminary budget detail (FI:460) (SP) |
| Performance Indicator | Fin-9.17.4 | Prepare budget statements (e.g., overhead, production, operating, capital expenditure, cash) (FI:461) (MN) |
| Performance Indicator | Fin-9.17.5 | Produce budgeted financial statements (e.g., income statement, balance sheet, cash flows) (FI:685) (MN) |
| **Finance Standard-Accounting** | **Fin-10** | **Information Management (NF): Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making** |
| **Performance Element** | **Fin-10.1** | **Utilize technology to record and analyze accounting transactions.**  |
| Performance Indicator | Fin-10.1.1 | Use accounting applications and systems (NF:225) (CS) |
| Performance Indicator | Fin-10.1.3 | Integrate technology into accounting (NF:133) (SP) |
| Performance Indicator | Fin-10.1.4 | Preserve automated accounting records (NF:227) (SP) |
| **Performance Element** | **Fin-10.3** | **Interpret research data into information for business decision-making.**  |
| Performance Indicator | Fin-10.3.1 | Explain the use of descriptive statistics in business decision making (NF:236) (SP) |
| Performance Indicator | Fin-10.3.2 | Interpret descriptive statistics for business decision making (NF:237) (SP)  |
| Performance Indicator | Fin-10.3.4 | Draw conclusions on the research question/issue (NF:239) (SP) |
| **Finance Standard-Accounting** | **Fin-12** | **Professional Development (PD): Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career** |
| **Performance Element** | **Fin-12.1** | **Understand careers in accounting to determine which role and responsibilities best match personal abilities and traits.** |
| Performance Indicator | Fin-12.1.1 | Identify career opportunities in accounting (PD:337) (SP) |
| Performance Indicator | Fin-12.1.2 | Explain the roles and responsibilities of accounting professionals (PD:338) (SP) |
| **Performance Element** | **Fin-12.2** | **Acquire knowledge of accounting standards to record, report, and evaluate financial data appropriately.** |
| Performance Indicator | Fin-12.2.1 | Discuss professional designations for accountants (e.g., CPA, CMA, CIA, CFE, etc.) (PD:168) (SP) |
| **Performance Element** | **Fin-12.3** | **Acquire knowledge of accounting standards to record, report, and evaluate financial data appropriately.** |
| Performance Indicator | Fin-12.3.1 | Explain the nature of accounting standards (PD:158) (CS) |
| Performance Indicator | Fin-12.3.2 | Discuss the roles and responsibilities of accounting-standard-setting bodies (i.e., SEC, FASB, IASB, GASB) (PD:295) (SP) |
| Performance Indicator | Fin-12.3.3 | Compare U.S. Generally Accepted Accounting Principles (GAAP) and International Financial Reporting Standards (IFRS) (PD:296) (SP) |
| Performance Indicator | Fin-12.3.4 | Discuss the levels and types of external financial reporting (PD:340) (SP) |

### Business Administration Core Standards for the Accounting & Financial Management Pathway

| **Instructional Element** | **MBA Research Standard** | **Objective/Outcome** |
| --- | --- | --- |
| **BusAdm Core Standard** | **BA-1** | **Business Law (BL): Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions** |
| **Performance Element** | **BA-1.1** | **Acquire foundational knowledge of business laws and regulations to understand their nature and scope.** |
| Performance Indicator | BA-1.1.1 | Comply with the spirit and intent of laws and regulations (BL:163, LAP-BL-163) (CS)  |
| **BusAdm Core Standard** | **BA-2** | **Communication Skills (CO): Understands the concepts, strategies, and systems used to obtain and convey ideas and information** |
| **Performance Element** | **BA-2.1** | **Read to acquire meaning from written material and to apply the information to a task.** |
| Performance Indicator | BA-2.1.1 | Identify sources that provide relevant, valid written material (CO:054) (PQ)  |
| Performance Indicator | BA-2.1.3 | Apply written directions to achieve tasks (CO:056) (PQ) |
| **Performance Element** | **BA-2.2** | **Apply active listening skills to demonstrate understanding of what is being said.** |
| Performance Indicator | BA-2.2.1 | Explain communication techniques that support and encourage a speaker (CO:082) (PQ)  |
| Performance Indicator | BA-2.2.2 | Follow oral directions (CO:119) (PQ) |
| Performance Indicator | BA-2.2.3 | Demonstrate active listening skills (CO:017, LAP-CO-017) (PQ) |
| **Performance Element** | **BA-2.3** | **Apply verbal skills to obtain and convey information.**  |
| Performance Indicator | BA-2.3.2 | Ask relevant questions (CO:058) (PQ) |
| Performance Indicator | BA-2.3.4 | Provide legitimate responses to inquiries (CO:060) (PQ)  |
| Performance Indicator | BA-2.3.6 | Employ communication styles appropriate to target audience (CO:084) (CS)  |
| Performance Indicator | BA-2.3.11 | Make oral presentations (CO:025, LAP-CO-025) (SP) |
| **Performance Element** | **BA-2.4** | **Record information to maintain and present a report of business activity.**  |
| Performance Indicator | BA-2.4.2 | Organize information (CO:086) (CS) |
| **Performance Element** | **BA-2.5** | **Write internal and external business correspondence to convey and obtain information effectively.** |
| Performance Indicator | BA-2.5.2 | Select and utilize appropriate formats for professional writing (CO:088) (CS) |
| Performance Indicator | BA-2.5.4 | Write professional emails (CO:090) (CS) |
| Performance Indicator | BA-2.5.10 | Prepare simple written reports (CO:094) (SP) |
| Performance Indicator | BA-2.5.11 | Explain how digital communications (e.g., email, text messages, chats) exposes business to risk (CO:202) (SP) |
| Performance Indicator | BA-2.5.13 | Use data visualization techniques (e.g., infographics, heat-maps, dynamic model outputs) (CO:204) (SP) |
| **Performance Element** | **BA-2.7** | **Communicate with staff to clarify workplace objectives.**  |
| Performance Indicator | BA-2.7.2 | Choose and use appropriate channel for workplace communication (CO:092) (CS)  |
| **BusAdm Core Standard** | **BA-3** | **Customer Relations (CR): Understands the techniques and strategies used to foster positive, ongoing relationships with customers** |
| **Performance Element** | **BA-3.1** | **Foster positive relationships with customers to enhance company image.**  |
| Performance Indicator | BA-3.1.1 | Explain the nature of positive customer relations (CR:003, LAP-CR-003) (CS)  |
| Performance Indicator | BA-3.1.7 | Build and maintain relationships with customers (CR:030) (SP)  |
| **Performance Element** | **BA-3.2** | **Resolve conflicts with/for customers to encourage repeat business.**  |
| Performance Indicator | BA-3.2.2 | Demonstrate strategies for handling customer/client complaints (CR:010, LAP-CR-010) (CS) |
| **Performance Element** | **BA-3.3** | **Reinforce company's image to exhibit the company's brand promise.**  |
| Performance Indicator | BA-3.3.1 | Identify company's brand promise (CR:001, LAP-CR-006) (CS) |
| **Performance Element** | **BA-3.4** | **Understand the nature of customer relationship management to show its contributions to a company.** |
| Performance Indicator | BA-3.4.2 | Explain the role of ethics in customer relationship management (CR:017, LAP-CR-017) (SP)  |
| Performance Indicator | BA-3.4.3 | Describe the use of technology in customer relationship management (CR:018) (SP) |
| **BusAdm Core Standard** | **BA-4** | **Economics (EC): Understands the economic principles and concepts fundamental to business operations** |
| **Performance Element** | **BA-4.1** | **Understand fundamental economic concepts to obtain a foundation for employment in business.** |
| Performance Indicator | BA-4.1.1 | Distinguish between economic goods and services (EC:002, LAP-EC-010) (CS)  |
| Performance Indicator | BA-4.1.2 | Explain the concept of economic resources (EC:003, LAP-EC-014) (CS) |
| Performance Indicator | BA-4.1.4 | Determine economic utilities created by business activities (EC:004, LAP-EC-013) (CS)  |
| Performance Indicator | BA-4.1.5 | Explain the principles of supply and demand (EC:005, LAP-EC-011) (CS) |
| Performance Indicator | BA-4.1.6 | Describe the functions of prices in markets (EC:006, LAP-EC-012) (CS) |
| **Performance Element** | **BA-4.2** | **Understand the nature of business to show its contributions to society.**  |
| Performance Indicator | BA-4.2.1 | Explain the role of business in society (EC:070, LAP-EC-070) (CS)  |
| Performance Indicator | BA-4.2.2 | Describe types of business activities (EC:071, LAP-EC-071) (CS)  |
| **Performance Element** | **BA-4.3** | **Understand economic systems to be able to recognize the environments in which businesses function.** |
| Performance Indicator | BA-4.3.1 | Explain the types of economic systems (EC:007, LAP-EC-017) (CS) |
| Performance Indicator | BA-4.3.4 | Identify factors affecting a business's profit (EC:010, LAP-EC-002) (CS)  |
| Performance Indicator | BA-4.3.5 | Determine factors affecting business risk (EC:011, LAP-EC-003) (CS)  |
| Performance Indicator | BA-4.3.6 | Explain the concept of competition (EC:012, LAP-EC-008) (CS) |
| **Performance Element** | **BA-4.4** | **Acquire knowledge of the impact of government on business activities to make informed economic decisions.** |
| Performance Indicator | BA-4.4.1 | Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)  |
| **Performance Element** | **BA-4.5** | **Analyze cost/profit relationships to guide business decision-making.**  |
| Performance Indicator | BA-4.5.1 | Explain the concept of productivity (EC:013, LAP-EC-018) (CS) |
| Performance Indicator | BA-4.5.2 | Analyze impact of specialization/division of labor on productivity (EC:014, LAP-EC-007) (SP)  |
| Performance Indicator | BA-4.5.5 | Describe the concept of economies of scale (EC:077) (MN) |
| **BusAdm Core Standard** | **BA-5** | **Emotional Intelligence (EI): Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others** |
| **Performance Element** | **BA-5.1** | **Foster self-understanding to recognize the impact of personal feelings on others.** |
| Performance Indicator | BA-5.1.3 | Recognize and overcome personal biases and stereotypes (EI:017, LAP-EI-139) (PQ)  |
| Performance Indicator | BA-5.1.4 | Assess personal strengths and weaknesses (EI:002, LAP-EI-017) (PQ) |
| **Performance Element** | **BA-5.11** | **Manage internal and external business relationships to foster positive interactions.** |
| Performance Indicator | BA-5.11.2 | Foster positive working relationships (EI:037, LAP-EI-037) (CS)  |
| Performance Indicator | BA-5.11.3 | Establish strategic relationships with others (EI:114) (MN) |
| **Performance Element** | **BA-5.3** | **Apply ethics to demonstrate trustworthiness.**  |
| Performance Indicator | BA-5.3.1 | Demonstrate honesty and integrity (EI:022, LAP-EI-138) (PQ)  |
| Performance Indicator | BA-5.3.11 | Manage commitments in a timely manner (EI:077, LAP-EI-077) (CS)  |
| **Performance Element** | **BA-5.5** | **Identify with others' feelings, needs, and concerns to enhance interpersonal relations.** |
| Performance Indicator | BA-5.5.3 | Maintain the confidentiality of others (EI:103) (CS)  |
| Performance Indicator | BA-5.5.4 | Exhibit cultural sensitivity (EI:033, LAP-EI-033) (CS) |
| **Performance Element** | **BA-5.6** | **Use communication skills to foster open, honest communications.**  |
| Performance Indicator | BA-5.6.3 | Foster open, honest communication (EI:129, LAP-EI-129) (SP)  |
| **Performance Element** | **BA-5.7** | **Use communication skills to influence others.**  |
| **Performance Element** | **BA-5.9** | **Implement teamwork techniques to accomplish goals.**  |
| Performance Indicator | BA-5.9.1 | Participate as a team member (EI:045, LAP-EI-045) (CS)  |
| Performance Indicator | BA-5.9.2 | Use consensus-building skills (EI:011, LAP-EI-019) (SP)  |
| **BusAdm Core Standard** | **BA-7** | **Financial Analysis (FI): Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources** |
| **Performance Element** | **BA-7.1** | **Understand the fundamental principles of money needed to make financial exchanges.** |
| Performance Indicator | BA-7.1.1 | Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.) (FI:058) (PQ)  |
| Performance Indicator | BA-7.1.2 | Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.) (FI:059) (PQ) |
| Performance Indicator | BA-7.1.3 | Describe functions of money (medium of exchange, unit of measure, store of value) (FI:060) (PQ)  |
| Performance Indicator | BA-7.1.4 | Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.) (FI:061) (PQ) |
| Performance Indicator | BA-7.1.5 | Explain the time value of money (FI:062) (CS) |
| Performance Indicator | BA-7.1.6 | Explain the purposes and importance of credit (FI:002, LAP-FI-002) (CS)  |
| Performance Indicator | BA-7.1.7 | Explain legal responsibilities associated with financial exchanges (FI:063) (CS) |
| **Performance Element** | **BA-7.11** | **Manage financial resources to ensure solvency.**  |
| Performance Indicator | BA-7.11.1 | Describe the nature of budgets (FI:106, LAP-FI-106) (SP)  |
| Performance Indicator | BA-7.11.2 | Explain the nature of operating budgets (FI:098) (SU) |
| Performance Indicator | BA-7.11.3 | Describe the nature of cost/benefit analysis (FI:357, LAP-FI-357) (MN) |
| Performance Indicator | BA-7.11.4 | Determine relationships among total revenue, marginal revenue, output, and profit (FI:358) (MN)  |
| Performance Indicator | BA-7.11.5 | Develop company's/department's budget (FI:099, LAP-FI-099) (MN) |
| Performance Indicator | BA-7.11.8 | Interpret financial statements (FI:102) (MN)  |
| Performance Indicator | BA-7.11.9 | File business tax returns (FI:652) (ON) |
| Performance Indicator | BA-7.11.10 | Verify the accuracy of business financial records (FI:653) (ON) |
| **Performance Element** | **BA-7.2** | **Analyze financial needs and goals to determine financial requirements.**  |
| Performance Indicator | BA-7.2.2 | Set financial goals (FI:065) (CS) |
| **Performance Element** | **BA-7.3** | **Manage personal finances to achieve financial goals.**  |
| Performance Indicator | BA-7.3.1 | Explain the nature of tax liabilities (FI:067) (PQ)  |
| Performance Indicator | BA-7.3.2 | Interpret a pay stub (FI:068) (PQ) |
| Performance Indicator | BA-7.3.3 | Prepare bank account documents (e.g., checks, deposit/withdrawal slips, endorsements, etc.) (FI:560) (PQ) |
| Performance Indicator | BA-7.3.4 | Maintain financial records (FI:069) (PQ) |
| Performance Indicator | BA-7.3.5 | Read and reconcile bank statements (FI:070) (PQ)  |
| Performance Indicator | BA-7.3.6 | Calculate the cost of credit (FI:782) (CS)  |
| Performance Indicator | BA-7.3.7 | Demonstrate the wise use of credit (FI:071) (CS)  |
| Performance Indicator | BA-7.3.8 | Validate credit history (FI:072) (CS) |
| Performance Indicator | BA-7.3.9 | Make responsible financial decisions (FI:783) (CS)  |
| Performance Indicator | BA-7.3.10 | Protect against identity theft (FI:073) (CS) |
| Performance Indicator | BA-7.3.11 | Pay bills (FI:565) (CS) |
| Performance Indicator | BA-7.3.14 | Prepare personal income tax forms (FI:074) (CS)  |
| **Performance Element** | **BA-7.7** | **Acquire a foundational knowledge of accounting to understand its nature and scope.** |
| Performance Indicator | BA-7.7.1 | Describe the need for financial information (FI:579, LAP-FI-579) (CS)  |
| Performance Indicator | BA-7.7.2 | Explain the concept of accounting (FI:085, LAP-FI-085) (CS) |
| Performance Indicator | BA-7.7.3 | Discuss the role of ethics in accounting (FI:351, LAP-FI-351) (SP)  |
| Performance Indicator | BA-7.7.4 | Explain the use of technology in accounting (FI:352) (SP)  |
| Performance Indicator | BA-7.7.5 | Explain legal considerations for accounting (FI:353) (SP) |
| **Performance Element** | **BA-7.8** | **Implement accounting procedures to track money flow and to determine financial status.** |
| Performance Indicator | BA-7.8.1 | Describe the nature of cash flow statements (FI:091, LAP-FI-091) (SP)  |
| Performance Indicator | BA-7.8.2 | Prepare cash flow statements (FI:092) (MN) |
| Performance Indicator | BA-7.8.3 | Explain the nature of balance sheets (FI:093, LAP-FI-093) (SP)  |
| Performance Indicator | BA-7.8.4 | Describe the nature of income statements (FI:094, LAP-FI-094) (SP) |
| **Performance Element** | **BA-7.9** | **Acquire a foundational knowledge of finance to understand its nature and scope.** |
| Performance Indicator | BA-7.9.1 | Explain the role of finance in business (FI:354, LAP-FI-354) (CS)  |
| Performance Indicator | BA-7.9.2 | Discuss the role of ethics in finance (FI:355, LAP-FI-355) (SP)  |
| Performance Indicator | BA-7.9.3 | Explain legal considerations for finance (FI:356) (SP) |
| **BusAdm Core Standard** | **BA-8** | **Human Resources Management (HR): Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources** |
| **Performance Element** | **BA-8.1** | **Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.** |
| **BusAdm Core Standard** | **BA-11** | **Operations (OP): Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning** |
| **Performance Element** | **BA-11.3** | **Implement safety procedures to minimize loss.**  |
| Performance Indicator | BA-11.3.1 | Follow instructions for use of equipment, tools, and machinery (OP:006) (PQ)  |
| Performance Indicator | BA-11.3.2 | Follow safety precautions (OP:007) (PQ) |
| **Performance Element** | **BA-11.5** | **Implement security policies/procedures to minimize chance for loss.**  |
| Performance Indicator | BA-11.5.1 | Explain routine security precautions (OP:013) (CS) |
| **Performance Element** | **BA-11.9** | **Utilize project management skills to improve workflow and minimize costs.** |
| Performance Indicator | BA-11.9.3 | Evaluate project success (OP:521, LAP-OP-521) (CS) |
| **Performance Element** | **BA-11.10** | **Implement purchasing activities to obtain business supplies, equipment, resources, and services.** |
| **BusAdm Core Standard** | **BA-12** | **Professional Development (PD): Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career** |
| **Performance Element** | **BA-12.1** | **Acquire self-development skills to enhance relationships and improve efficiency in the work environment.** |
| **Performance Element** | **BA-12.5** | **Participate in career planning to enhance job-success potential.**  |
| Performance Indicator | BA-12.5.4 | Identify sources of career information (PD:022) (CS)  |
| Performance Indicator | BA-12.5.6 | Explain employment opportunities in business (PD:025, LAP-PD-025) (CS)  |
| **Performance Element** | **BA-12.6** | **Implement job-seeking skills to obtain employment.**  |
| Performance Indicator | BA-12.6.1 | Utilize job-search strategies (PD:026) (PQ)  |
| Performance Indicator | BA-12.6.2 | Complete a job application (PD:027) (PQ)  |
| **BusAdm Core Standard** | **BA-13** | **Strategic Management (SM): Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department** |
| **Performance Element** | **BA-13.2** | **Utilize planning tools to guide organization's/department's activities.**  |
| Performance Indicator | BA-13.2.7 | Develop action plans (SM:012) (ON) |
| **Performance Element** | **BA-13.4** | **Identify potential business threats and opportunities to protect a business’s financial well-being.** |
| Performance Indicator | BA-13.4.2 | Conduct a risk assessment of an event (SM:076) (SP) |
| Performance Indicator | BA-13.4.3 | Identify speculative business risks (SM:077) (MN) |

# Marketing Pathway Standards

The Marketing Pathway is designed to prepare students for a career in marketing, advertising, sales, communications, and merchandising. Standards include:

* [Marketing Core Cluster Standards](#_heading=h.1ksv4uv)
* [Marketing Communications Pathway Standards](#_heading=h.44sinio)
* [Marketing Management Pathway Standards](#_heading=h.2jxsxqh)
* [Merchandising Pathway Standards](#_heading=h.z337ya)
* [Professional Selling Pathway Standards](#_heading=h.3j2qqm3)
* [Business Administration Core Standards for Marketing Pathway](#_heading=h.1y810tw)

## Marketing Pathway Courses

* Marketing (12164)
* Graphic Design (10202)
* Digital Marketing (12169)
* Web Development (10111)
* Advertising & Selling (12165)
* Sports & Entertainment Marketing (12163)

### Marketing Core Cluster Standards

| **Instructional Element** | **MBA Research Standard** | **Objective/Outcome** |
| --- | --- | --- |
| **Marketing Standard-Core** | **Mrkt-2** | **Product/Service Management (PM): Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and to build brand for the organization** |
| **Performance Element** | **Mrkt-2.1** | **Acquire a foundational knowledge of product/service management to understand its nature and scope.** |
| Performance Indicator | Mrkt-2.1.1 | Explain the nature and scope of the product/service management function (PM:001, LAP-PM-017) (SP) |
| Performance Indicator | Mrkt-2.1.2 | Identify the impact of product life cycles on marketing decisions (PM:024, LAP-PM-024) (SP)  |
| Performance Indicator | Mrkt-2.1.3 | Describe the use of technology in the product/service management function (PM:039) (SP)  |
| Performance Indicator | Mrkt-2.1.4 | Explain business ethics in product/service management (PM:040, LAP-PM-040) (SP) |
| **Performance Element** | **Mrkt-2.2** | **Generate product ideas to contribute to ongoing business success.**  |
| Performance Indicator | Mrkt-2.2.1 | Identify product opportunities (PM:134) (SP) |
| Performance Indicator | Mrkt-2.2.2 | Identify methods/techniques to generate a product idea (PM:127, LAP-PM-127) (SP)  |
| Performance Indicator | Mrkt-2.2.3 | Generate product ideas (PM:128) (SP) |
| **Performance Element** | **Mrkt-2.5** | **Position company to acquire desired business image.**  |
| Performance Indicator | Mrkt-2.5.1 | Explain the nature of corporate branding (PM:206, LAP-PM-020) (SP) |
| Performance Indicator | Mrkt-2.5.2 | Describe factors used by businesses to position corporate brands (PM:207) (SP)  |
| **Performance Element** | **Mrkt-2.6** | **Position products/services to acquire desired business image.**  |
| Performance Indicator | Mrkt-2.6.1 | Describe factors used by marketers to position products/services (PM:042, LAP-PM-042) (SP)  |
| Performance Indicator | Mrkt-2.6.5 | Identify company’s unique selling proposition (PM:272, LAP-PM-272) (MN) |
| Performance Indicator | Mrkt-2.6.6 | Develop strategies to position products/services (PM:043) (MN)  |
| **Marketing Standard-Core** | **Mrkt-3** | **Channel Management (CM): Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels** |
| **Performance Element** | **Mrkt-3.1** | **Acquire foundational knowledge of channel management to understand its role in marketing.** |
| Performance Indicator | Mrkt-3.1.1 | Explain the nature and scope of channel management (CM:001, LAP-CM-002) (CS)  |
| Performance Indicator | Mrkt-3.1.3 | Describe the use of technology in the channel management function (CM:004) (CS)  |
| **Performance Element** | **Mrkt-3.2** | **Manage channel activities to minimize costs and to determine distribution strategies.** |
| Performance Indicator | Mrkt-3.2.1 | Coordinate channel management with other marketing activities (CM:007) (SP)  |
| Performance Indicator | Mrkt-3.2.5 | Select channels of distribution (CM:010) (MN)  |
| **Marketing Standard-Core** | **Mrkt-4** | **Marketing-Information Management (IM): Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions** |
| **Performance Element** | **Mrkt-4.2** | **Understand marketing-research activities to show command of their nature and scope.** |
| Performance Indicator | Mrkt-4.2.1 | Explain the nature of marketing research (IM:010, LAP-IM-010) (SP) |
| **Performance Element** | **Mrkt-4.4** | **Understand data-collection methods to evaluate their appropriateness for the research problem/issue.** |
| Performance Indicator | Mrkt-4.4.1 | Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools) (IM:289, LAP-IM-017) (SP) |
| **Performance Element** | **Mrkt-4.5** | **Interpret marketing information to test hypotheses and/or to resolve issues.** |
| Performance Indicator | Mrkt-4.5.1 | Explain techniques for processing marketing data (IM:062) (SP)  |
| Performance Indicator | Mrkt-4.5.3 | Explain the use of descriptive statistics in marketing decision making (IM:191) (SP) |
| **Marketing Standard-Core** | **Mrkt-5** | **Market Planning (MP): Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience** |
| **Performance Element** | **Mrkt-5.1** | **Develop marketing strategies to guide marketing tactics.**  |
| Performance Indicator | Mrkt-5.1.1 | Explain the concept of marketing strategies (MP:001, LAP-MP-002) (CS) |
| Performance Indicator | Mrkt-5.1.2 | Identify considerations in implementing global marketing strategies (MP:002) (MN) |
| **Performance Element** | **Mrkt-5.2** | **Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).** |
| Performance Indicator | Mrkt-5.2.2 | Identify market segments (MP:004) (MN) |
| Performance Indicator | Mrkt-5.2.3 | Develop customer profile (MP:031) (MN)  |
| Performance Indicator | Mrkt-5.2.4 | Select target market (MP:005) (MN) |
| **Performance Element** | **Mrkt-5.3** | **Employ marketing-information to plan marketing activities.**  |
| Performance Indicator | Mrkt-5.3.4 | Conduct market analysis (market size, area, potential, etc.) (MP:009) (MN) |
| Performance Indicator | Mrkt-5.3.5 | Conduct SWOT analysis for use in the marketing planning process (MP:010, LAP-MP-010) (MN)  |
| Performance Indicator | Mrkt-5.3.9 | Forecast sales for marketing plan (MP:014) (MN) |
| Performance Indicator | Mrkt-5.3.10 | Set marketing goals and objectives (MP:015) (MN)  |
| Performance Indicator | Mrkt-5.3.12 | Set marketing budget (MP:017) (MN) Develop marketing plan (MP:018) (MN) |
| **Marketing Standard-Core** | **Mrkt-6** | **Pricing (PI): Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers’ perceptions of value** |
| **Performance Element** | **Mrkt-6.1** | **Develop a foundational knowledge of pricing to understand its role.**  |
| Performance Indicator | Mrkt-6.1.1 | Explain the nature and scope of the pricing function (PI:001, LAP-PI-001) (SP)  |
| Performance Indicator | Mrkt-6.1.2 | Describe the role of business ethics in pricing (PI:015) (SP) |
| Performance Indicator | Mrkt-6.1.3 | Explain the use of technology in the pricing function (PI:016) (SP)  |
| **Marketing Standard-Core** | **Mrkt-7** | **Promotion (PR): Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome** |
| **Performance Element** | **Mrkt-7.1** | **Acquire a foundational knowledge of promotion to understand its nature and scope.** |
| Performance Indicator | Mrkt-7.1.1 | Explain the role of promotion as a marketing function (PR:001, LAP-PR-002) (CS)  |
| Performance Indicator | Mrkt-7.1.2 | Explain the types of promotion (i.e., institutional, product) (PR:002, LAP-PR-004) (CS)  |
| **Performance Element** | **Mrkt-7.2** | **Understand promotional channels used to communicate with targeted audiences.** |
| Performance Indicator | Mrkt-7.2.1 | Explain types of advertising media (PR:007, LAP-PR-003) (SP) |
| Performance Indicator | Mrkt-7.2.3 | Explain the nature of direct marketing channels (PR:089) (SP) |
| **Performance Element** | **Mrkt-7.3** | **Understand the use of an advertisement’s components to communicate with targeted audiences.** |
| Performance Indicator | Mrkt-7.3.1 | Explain the components of advertisements (PR:014) (SP) |
| **Performance Element** | **Mrkt-7.4** | **Understand the use of public-relations activities to communicate with targeted audiences.** |
| Performance Indicator | Mrkt-7.4.1 | Identify types of public-relations activities (PR:252) (SP) |
| Performance Indicator | Mrkt-7.4.2 | Discuss internal and external audiences for public-relations activities (PR:253) (SP) |
| **Marketing Standard-Core** | **Mrkt-8** | **Selling (SE): Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities** |
| **Performance Element** | **Mrkt-8.1** | **Acquire a foundational knowledge of selling to understand its nature and scope.** |
| Performance Indicator | Mrkt-8.1.1 | Explain the nature and scope of the selling function (SE:017, LAP-SE-017) (CS) |
| Performance Indicator | Mrkt-8.1.2 | Explain the role of customer service as a component of selling relationships (SE:076, LAP-SE-076) (CS) |
| **Performance Element** | **Mrkt-8.2** | **Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.** |
| Performance Indicator | Mrkt-8.2.1 | Acquire product information for use in selling (SE:062, LAP-SE-062) (CS) |
| Performance Indicator | Mrkt-8.2.2 | Analyze product information to identify product features and benefits (SE:109, LAP-SE-109) (SP) |
| **Performance Element** | **Mrkt-8.3** | **Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.** |
| Performance Indicator | Mrkt-8.3.1 | Explain the selling process (SE:048, LAP-SE-048) (CS) |
| Performance Indicator | Mrkt-8.3.2 | Discuss motivational theories that impact buying behavior (SE:359) (SP) |

### Marketing Communications Pathway Standards

| **Instructional Element** | **MBA Research Standard** | **Objective/Outcome** |
| --- | --- | --- |
| **Marketing Standard-Communication** | **Mrkt-10** | **Communication Skills (CO): Understands the concepts, strategies, and systems used to obtain and convey ideas and information** |
| **Performance Element** | **Mrkt-10.1** | **Apply verbal skills to obtain and convey information.**  |
| Performance Indicator | Mrkt-10.1.1 | Make client presentations (includes strategies and research findings) (CO:174) (SP) |
| **Performance Element** | **Mrkt-10.2** | **Write internal and external business correspondence to convey and obtain information effectively.** |
| Performance Indicator | Mrkt-10.2.1 | Prepare contact reports (CO:175) (SP) |
| Performance Indicator | Mrkt-10.2.2 | Maintain day-to-day content on social platforms (CO:193) (SP)  |
| Performance Indicator | Mrkt-10.2.3 | Write white papers (CO:178) (SP) |
| Performance Indicator | Mrkt-10.2.4 | Write pitch/sales letters (CO:179) (SP)  |
| Performance Indicator | Mrkt-10.2.5 | Write new-business pitches (CO:177) (SP)  |
| Performance Indicator | Mrkt-10.2.6 | Write management reports (CO:176) (MN) |
| **Performance Element** | **Mrkt-10.3** | **Manage communications efforts to protect brand viability.**  |
| Performance Indicator | Mrkt-10.3.1 | Explain the nature of communications plans (CO:195) (SP)  |
| Performance Indicator | Mrkt-10.3.2 | Implement a communications plan (CO:196) (SP) |
| Performance Indicator | Mrkt-10.3.6 | Develop a crisis management plan (CO:200) (MN) |
| **Marketing Standard-Communication** | **Mrkt-11** | **Customer Relations (CR): Understands the techniques and strategies used to foster positive, ongoing relationships with customers** |
| **Performance Element** | **Mrkt-11.1** | **Foster positive relationships with customers to enhance sales.**  |
| Performance Indicator | Mrkt-11.1.1 | Use digital media to enhance customer post-sales experience (CR:028) (SP) |
| **Performance Element** | **Mrkt-11.2** | **Use communication skills to foster ethical interactions.**  |
| Performance Indicator | Mrkt-11.2.1 | Apply ethics to digital communications (EI:073) (CS)  |
| Performance Indicator | Mrkt-11.2.2 | Gain commitment from client (EI:068) (SP) |
| Performance Indicator | Mrkt-11.2.3 | Obtain buy-in to strategic thinking (EI:071) (MN) |
| **Performance Element** | **Mrkt-11.4** | **Manage internal and external business relationships to foster positive interactions.** |
| Performance Indicator | Mrkt-11.4.1 | Foster client-agency relationship (EI:067) (SP)  |
| Performance Indicator | Mrkt-11.4.2 | Build rapport with suppliers (EI:065) (SP) |
| **Marketing Standard-Communication** | **Mrkt-14** | **Marketing (MK): Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives** |
| **Performance Element** | **Mrkt-14.1** | **Understand marketing’s role and function in business to facilitate economic exchanges with customers.** |
| Performance Indicator | Mrkt-14.1.1 | Differentiate between service marketing and product marketing (MK:008) (CS)  |
| Performance Indicator | Mrkt-14.1.2 | Discuss the relationship between promotion and marketing (MK:018) (CS) |
| **Marketing Standard-Communication** | **Mrkt-15** | **Information Management (NF): Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making** |
| **Performance Element** | **Mrkt-15.1** | **Acquire information to guide business decision-making.**  |
| Performance Indicator | Mrkt-15.1.1 | Describe current issues/trends in marketing communications (NF:206) (SP)  |
| Performance Indicator | Mrkt-15.1.2 | Identify trends in social-media space (NF:210) (SP) |
| **Marketing Standard-Communication** | **Mrkt-18** | **Product/Service Management (PM): Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and to build brand for the organization** |
| **Performance Element** | **Mrkt-18.1** | **Understand product/service management activities to demonstrate in- depth understanding of their nature and scope.** |
| Performance Indicator | Mrkt-18.1.1 | Explain the concept of “product” in marketing communications (PM:091) (SP)  |
| Performance Indicator | Mrkt-18.1.2 | Describe services offered by the marketing-communications industry (PM:220) (SP) |
| **Performance Element** | **Mrkt-18.2** | **Generate marketing-communications ideas to contribute to ongoing marketing communications success.** |
| Performance Indicator | Mrkt-18.2.1 | Generate marketing communications ideas (PM:187) (SP)  |
| Performance Indicator | Mrkt-18.2.2 | Screen marketing communications ideas (PM:188) (MN)  |
| Performance Indicator | Mrkt-18.2.3 | Develop a creative concept (PM:226) (MN) |
| **Performance Element** | **Mrkt-18.5** | **Evaluate the effectiveness of the marketing-communications mix to make product-mix decisions.** |
| Performance Indicator | Mrkt-18.5.1 | Identify techniques that can be used to evaluate product-mix effectiveness (PM:247) (MN)  |
| Performance Indicator | Mrkt-18.5.2 | Modify product mix (PM:250) (MN) |
| **Marketing Standard-Communication** | **Mrkt-19** | **Marketing-Information Management (IM): Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions** |
| **Performance Element** | **Mrkt-19.1** | **Plan marketing-research activities to ensure appropriateness and adequacy of data-collection efforts.** |
| Performance Indicator | Mrkt-19.1.1 | Analyze media research tools (IM:303) (MN) |
| Performance Indicator | Mrkt-19.1.2 | Select appropriate research techniques for marketing communications (IM:464) (MN) |
| **Performance Element** | **Mrkt-19.3** | **Collect marketing information to ensure accuracy and adequacy of data for decision-making in marketing communications.** |
| Performance Indicator | Mrkt-19.3.1 | Gather brand information (IM:361) (SP)  |
| Performance Indicator | Mrkt-19.3.2 | Conduct pre-campaign testing (IM:323) (SP) |
| Performance Indicator | Mrkt-19.3.3 | Track performance of promotional activities (IM:410) (SP)  |
| **Marketing Standard-Communication** | **Mrkt-20** | **Market Planning (MP): Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience** |
| **Performance Element** | **Mrkt-20.1** | **Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).** |
| Performance Indicator | Mrkt-20.1.1 | Identify ways to segment markets for marketing communications (MP:028) (SP)  |
| Performance Indicator | Mrkt-20.1.2 | Describe the nature of target marketing in marketing communications (MP:029) (SP)  |
| Performance Indicator | Mrkt-20.1.3 | Use digital tools to aid in market segmentation (MP:039) (MN) |
| **Marketing Standard-Communication** | **Mrkt-22** | **Promotion (PR): Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired Promotion (PR)** |
| **Performance Element** | **Mrkt-22.3** | **Use product placement to build brand and to promote products.**  |
| Performance Indicator | Mrkt-22.3.1 | Explain the use of product placement (PR:323) (SP) |
| Performance Indicator | Mrkt-22.3.2 | Identify opportunities for product placement (PR:331) (MN) |
| **Performance Element** | **Mrkt-22.4** | **Understand the use of direct marketing to attract attention and to build brand.** |
| Performance Indicator | Mrkt-22.4.1 | Discuss types of direct mail tactics (PR:301) (SP) |
| Performance Indicator | Mrkt-22.4.2 | Explain the nature of online advertising (e.g., advergaming, virtual worlds, display ads, banner ads, pop-up ads, pay-per-click ads, etc.) (PR:164) (SP) |
| Performance Indicator | Mrkt-22.4.3 | Explain the nature of email marketing tactics (PR:165) (SP) |
| Performance Indicator | Mrkt-22.4.4 | Explain the role of business websites in digital marketing (PR:364) (SP)  |
| Performance Indicator | Mrkt-22.4.5 | Explain the use of social media for digital marketing (PR:365) (SP)  |
| Performance Indicator | Mrkt-22.4.8 | Discuss the use of podcasts/webcasts (PR:298) (SP) |
| Performance Indicator | Mrkt-22.4.10 | Explain the use of video/images for digital marketing (PR:366) (SP)  |
| Performance Indicator | Mrkt-22.4.12 | Explain mobile marketing applications (PR:367) (SP) |
| Performance Indicator | Mrkt-22.4.13 | Discuss the use of search-engine optimization tactics for digital marketing (PR:299) (SP) |
| **Performance Element** | **Mrkt-22.5** | **Develop content for use in marketing communications to create interest in product/business/idea.** |
| Performance Indicator | Mrkt-22.5.1 | Identify effective advertising headlines (PR:330) (SP)  |
| Performance Indicator | Mrkt-22.5.2 | Explain the use of storytelling in marketing (PR:388) (SP)  |
| Performance Indicator | Mrkt-22.5.4 | Write copy for advertisements (PR:368) (SP) |
| Performance Indicator | Mrkt-22.5.7 | Write direct-mail letters (PR:122) (SP) |
| Performance Indicator | Mrkt-22.5.10 | Write e-mail marketing copy (PR:362) (SP) |
| Performance Indicator | Mrkt-22.5.12 | Write content for use on the website (PR:370) (SP)  |
| Performance Indicator | Mrkt-22.5.13 | Write content for use in social media (PR:371) (SP) |
| Performance Indicator | Mrkt-22.5.17 | Write mobile marketing content (PR:372) (SP) |
| **Performance Element** | **Mrkt-22.7** | **Critique advertisements to ensure achievement of marketing communications goals/objectives.** |
| Performance Indicator | Mrkt-22.7.1 | Check advertising proofs (PR:130) (SP) |
| Performance Indicator | Mrkt-22.7.2 | Evaluate storyboards for broadcast advertisements (PR:309) (MN)  |
| Performance Indicator | Mrkt-22.7.3 | Assess collateral pieces for direct marketing (PR:261) (MN)  |
| Performance Indicator | Mrkt-22.7.4 | Critique advertisements (PR:272) (MN) |
| **Performance Element** | **Mrkt-22.9** | **Manage media planning and placement to enhance return on marketing investment.** |
| Performance Indicator | Mrkt-22.9.4 | Select advertising media (PR:010) (MN) |
| Performance Indicator | Mrkt-22.9.7 | Schedule ads and commercials (PR:131) (SP)  |
| **Performance Element** | **Mrkt-22.11** | **Utilize publicity to inform stakeholders of business activities.**  |
| Performance Indicator | Mrkt-22.11.2 | Write a press release (PR:057) (SP) |
| Performance Indicator | Mrkt-22.11.3 | Create a public-service announcement (PR:268) (SP)  |
| Performance Indicator | Mrkt-22.11.4 | Create a press kit (PR:226) (SP) |
| **Performance Element** | **Mrkt-22.16** | **Plan marketing communications to maximize effectiveness and to minimize costs.** |
| Performance Indicator | Mrkt-22.16.4 | Develop offline campaign to drive traffic to online platforms (PR:380) (MN) |
| Performance Indicator | Mrkt-22.16.5 | Determine appropriateness of promotional strategy across product lines (PR:159) (MN)  |
| Performance Indicator | Mrkt-22.16.9 | Develop an advertising campaign (PR:079) (MN) |
| Performance Indicator | Mrkt-22.16.11 | Develop digital marketing strategies (PR:383) (MN)  |
| Performance Indicator | Mrkt-22.16.12 | Develop social media plan (PR:384) (MN) |
| **Marketing Standard-Communication** | **Mrkt-23** | **Selling (SE): Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities** |
| **Performance Element** | **Mrkt-23.2** | **Utilize sales processes and techniques to determine and satisfy customer needs.** |
| Performance Indicator | Mrkt-23.2.1 | Pitch marketing communications idea to client (SE:347) (SP)  |
| Performance Indicator | Mrkt-23.2.2 | Present an advertising campaign to clients (SE:395) (SP) |

### Marketing Management Pathway Standards

| **Instructional Element** | **MBA Research Standard** | **Objective/Outcome** |
| --- | --- | --- |
| **Marketing Standard-Management** | **Mrkt-25** | **Financial Analysis (FI): Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources** |
| **Performance Element** | **Mrkt-25.2** | **Manage marketing finances to monitor and measure return on marketing investment (ROMI).** |
| Performance Indicator | Mrkt-25.2.1 | Allocate marketing budget (FI:320) (MN) |
| Performance Indicator | Mrkt-25.2.2 | Calculate return on marketing investment (ROMI) (FI:321) (MN)  |
| **Marketing Standard-Management** | **Mrkt-31** | **Product/Service Management (PM): Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and to build brand for the organization** |
| **Performance Element** | **Mrkt-31.4** | **Plan product/service management activities to facilitate product development.** |
| Performance Indicator | Mrkt-31.4.1 | Create a product/brand plan (PM:218) (MN)  |
| Performance Indicator | Mrkt-31.4.3 | Develop new-product launch plan (PM:227) (MN)  |
| Performance Indicator | Mrkt-31.4.4 | Coordinate product launches (PM:217) (MN) |
| **Performance Element** | **Mrkt-31.6** | **Assess product packaging to improve its function and to improve its brand recognition.** |
| Performance Indicator | Mrkt-31.6.1 | Assess product-packaging requirements (PM:213) (SP)  |
| Performance Indicator | Mrkt-31.6.2 | Evaluate graphic design on packages (PM:236) (SP)  |
| Performance Indicator | Mrkt-31.6.3 | Evaluate adequacy of product packaging (PM:233) (SP)  |
| Performance Indicator | Mrkt-31.6.4 | Conduct reviews of product packaging (PM:216) (MN) |
| **Marketing Standard-Management** | **Mrkt-33** | **Marketing-Information Management (IM): Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions** |
| **Performance Element** | **Mrkt-33.8** | **Analyze marketing information to facilitate product/service management decisions.** |
| Performance Indicator | Mrkt-33.8.2 | Measure brand value (IM:460) (MN)  |
| Performance Indicator | Mrkt-33.8.4 | Predict brand share (IM:384) (MN)  |
| Performance Indicator | Mrkt-33.8.7 | Conduct product analysis (IM:324) (MN) |
| Performance Indicator | Mrkt-33.8.8 | Evaluate competitive products (IM:457) (MN) |
| Performance Indicator | Mrkt-33.8.10 | Identify new-product opportunities (IM:366) (MN)  |
| Performance Indicator | Mrkt-33.8.11 | Determine needed product adaptations (IM:471) (MN)  |
| **Performance Element** | **Mrkt-33.9** | **Manage marketing information to guide and assess promotional activities.**  |
| Performance Indicator | Mrkt-33.9.1 | Measure media audience (IM:374) (SP) |
| Performance Indicator | Mrkt-33.9.2 | Leverage data to recommend personalized, relevant campaigns (IM:472) (SP) |
| Performance Indicator | Mrkt-33.9.3 | Leverage data to support real-time customization of customer interactions (IM:473) (SP)  |
| **Marketing Standard-Management** | **Mrkt-35** | **Pricing (PI): Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers’ perceptions of value** |
| **Performance Element** | **Mrkt-35.1** | **Employ pricing strategies to determine optimal pricing.**  |
| Performance Indicator | Mrkt-35.1.1 | Determine cost of product (breakeven, ROI, markup) (PI:019) (MN)  |
| Performance Indicator | Mrkt-35.1.2 | Calculate break-even point (PI:006, LAP-PI-006) (MN) |
| Performance Indicator | Mrkt-35.1.3 | Establish pricing objectives (PI:044) (MN)  |
| Performance Indicator | Mrkt-35.1.4 | Select pricing policies (PI:068) (MN)  |
| Performance Indicator | Mrkt-35.1.5 | Determine terms of trading (PI:063) (MN) |
| Performance Indicator | Mrkt-35.1.6 | Determine discounts and allowances that can be used to adjust base prices (PI:022) (MN)  |
| Performance Indicator | Mrkt-35.1.7 | Set prices (PI:007) (MN) |
| Performance Indicator | Mrkt-35.1.8 | Adjust prices to maximize profitability (PI:008) (MN) |
| **Performance Element** | **Mrkt-36.2** | **Participate in company’s community outreach involvement to foster a positive company image and to meet other professionals.** |
| Performance Indicator | Mrkt-36.2.1 | Explain the importance of company involvement in community activities (PR:315) (SP)  |
| **Performance Element** | **Mrkt-36.3** | **Plan marketing communications to maximize effectiveness and to minimize costs.** |
| Performance Indicator | Mrkt-36.3.3 | Develop communications objectives (PR:287) (MN)  |
| Performance Indicator | Mrkt-36.3.4 | Develop promotional-mix activities (PR:289) (MN) |
| Performance Indicator | Mrkt-36.3.5 | Develop advertising plans to achieve communications objectives (PR:286) (MN)  |
| Performance Indicator | Mrkt-36.3.6 | Develop sales promotion plan to achieve communications objectives (PR:292) (MN) |
| Performance Indicator | Mrkt-36.3.7 | Develop public relations/publicity plan to achieve communications objectives (PR:290) (MN) |

### Merchandising Pathway Standards

| **Instructional Element** | **MBA Research Standard** | **Objective/Outcome** |
| --- | --- | --- |
| **Marketing Standard-Merchandising**  | **Mrkt-47** | **Operations (OP): Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning** |
| **Performance Element** | **Mrkt-47.4** | **Acquire foundational knowledge of distribution to understand its role and function.** |
| Performance Indicator | Mrkt-47.4.1 | Explain the nature and scope of distribution (OP:522) (CS) |
| Performance Indicator | Mrkt-47.4.3 | Describe the use of technology in distribution (OP:524) (SP) |
| Performance Indicator | Mrkt-47.4.4 | Explain legal considerations in distribution (OP:525) (SP)  |
| Performance Indicator | Mrkt-47.4.5 | Describe ethical considerations in distribution (OP:526) (SP)  |
| **Performance Element** | **Mrkt-47.5** | **Utilize order-fulfillment processes to move product through the supply chain.** |
| Performance Indicator | Mrkt-47.5.1 | Use an information system for order fulfillment (OP:380) (CS)  |
| **Performance Element** | **Mrkt-47.6** | **Implement receiving processes to ensure accuracy and quality of incoming shipments.** |
| Performance Indicator | Mrkt-47.6.1 | Explain the receiving process (OP:384) (CS) |
| Performance Indicator | Mrkt-47.6.2 | Explain stock-handling techniques used in receiving deliveries (OP:385) (CS)  |
| Performance Indicator | Mrkt-47.6.3 | Process incoming merchandise (OP:386) (CS) |
| **Marketing Standard-Merchandising**  | **Mrkt-49** | **Product/Service Management (PM): Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and to build brand for the organization** |
| **Performance Element** | **Mrkt-49.1** | **Apply quality assurances to enhance product/service offerings.**  |
| Performance Indicator | Mrkt-49.1.1 | Determine the impact of product standards’ issues associated with global business (PM:278) (SP) |
| **Performance Element** | **Mrkt-49.2** | **Utilize assortment-mix strategies to create maximum mix of products at minimum cost.** |
| Performance Indicator | Mrkt-49.2.1 | Obtain samples (PM:253) (SP) |
| Performance Indicator | Mrkt-49.2.2 | Determine quality of merchandise to offer (PM:223) (SP) |
| Performance Indicator | Mrkt-49.2.7 | Develop seasonal assortment strategies (PM:230) (MN)  |
| **Performance Element** | **Mrkt-49.3** | **Develop merchandise plans (budgets) to guide selection of retail products.**  |
| Performance Indicator | Mrkt-49.3.1 | Explain the nature of merchandise plans (budgets) (PM:061) (SP) Calculate open-to-buy (PM:058) (SP) |
| Performance Indicator | Mrkt-49.3.2 | Create/maintain daily sales plan (PM:219) (SP) Identify emerging trends (PM:257) (SP) |
| Performance Indicator | Mrkt-49.3.3 | Plan stock (PM:062) (SP) |
| **Performance Element** | **Mrkt-49.4** | **Perform buying activities to obtain products for resale.**  |
| Performance Indicator | Mrkt-49.4.1 | Write purchase orders (PM:258) (SP) |
| Performance Indicator | Mrkt-49.4.5 | Determine quantities to buy/reorder (PM:261) (SP)  |
| Performance Indicator | Mrkt-49.4.6 | Determine when to buy/reorder (PM:262) (SP)  |
| **Marketing Standard-Merchandising**  | **Mrkt-52** | **Pricing (PI): Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers’ perceptions of value** |
| **Performance Element** | **Mrkt-52.1** | **Employ pricing strategies to determine optimal pricing.**  |
| Performance Indicator | Mrkt-52.1.1 | Select approach for setting a base price (cost, demand, competition) (PI:018) (MN)  |
| Performance Indicator | Mrkt-52.1.2 | Determine cost of product (breakeven, ROI, markup) (PI:019) (MN) |
| Performance Indicator | Mrkt-52.1.3 | Calculate break-even point (PI:006, LAP-PI-006) (MN)  |
| **Marketing Standard-Merchandising**  | **Mrkt-53** | **Promotion (PR): Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome** |
| **Performance Element** | **Mrkt-53.1** | **Advertise to communicate promotional messages to targeted audiences.**  |
| Performance Indicator | Mrkt-53.1.1 | Proof ads (PR:346) (SP) |
| Performance Indicator | Mrkt-53.1.2 | Analyze ad performance (PR:258) (MN) |
| **Performance Element** | **Mrkt-53.2** | **Utilize special events to increase sales.**  |
| Performance Indicator | Mrkt-53.2.1 | Plan special events (PR:360) (SP) |
| Performance Indicator | Mrkt-53.2.2 | Prepare store/department for special event (PR:068) (SP) |
| **Performance Element** | **Mrkt-53.3** | **Employ visual merchandising techniques to increase interest in product offerings.** |
| Performance Indicator | Mrkt-53.3.1 | Explain the use of visual merchandising in retailing (PR:023) (CS)  |
| Performance Indicator | Mrkt-53.3.2 | Distinguish between visual merchandising and display (PR:302) (CS)  |
| Performance Indicator | Mrkt-53.3.3 | Place merchandise for impact (PR:342) (SP) |
| Performance Indicator | Mrkt-53.3.4 | Determine on-floor assortments (PR:284) (SP)  |
| **Performance Element** | **Mrkt-53.4** | **Implement display techniques to attract customers and increase sales potential.** |
| Performance Indicator | Mrkt-53.4.1 | Explain types of display arrangements (PR:026) (CS)  |
| Performance Indicator | Mrkt-53.4.2 | Maintain displays (PR:052) (CS) |
| Performance Indicator | Mrkt-53.4.8 | Create displays (PR:047) (SP) |
| **Performance Element** | **Mrkt-53.5** | **Manage promotional activities to maximize return on promotional efforts.**  |
| Performance Indicator | Mrkt-53.5.1 | Develop promotional calendar (PR:209) (SP) |
| Performance Indicator | Mrkt-53.5.2 | Plan/Schedule displays/themes with management (PR:077) (SP)  |
| **Marketing Standard-Merchandising**  | **Mrkt-54** | **Selling (SE): Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities** |
| **Performance Element** | **Mrkt-54.1** | **Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.** |
| Performance Indicator | Mrkt-54.1.1 | Explain the use of brand names in selling (SE:019) (CS) |

### Professional Selling Pathway Standards

| **Instructional Element** | **MBA Research Standard** | **Objective/Outcome** |
| --- | --- | --- |
| **Marketing Standard-Selling** | **Mrkt-59** | **Selling (SE): Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities** |
| **Performance Element** | **Mrkt-59.1** | **Understand sales activities to show command of their nature and scope.**  |
| Performance Indicator | Mrkt-59.1.1 | Explain the impact of sales and buying cycles (SE:380) (SP) |
| Performance Indicator | Mrkt-59.1.2 | Describe the impact that digital communication is having on selling (SE:490) (SP) |
| **Performance Element** | **Mrkt-59.3** | **Perform pre-sales activities to facilitate sales presentation.**  |
| Performance Indicator | Mrkt-59.3.5 | Determine sales strategies (SE:377) (SP) |
| Performance Indicator | Mrkt-59.3.7 | Prepare sales presentation (SE:067) (SP) |
| **Performance Element** | **Mrkt-59.4** | **Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.** |
| Performance Indicator | Mrkt-59.4.1 | Build rapport and credibility with prospect (SE:483) (SP) |
| Performance Indicator | Mrkt-59.4.10 | Close the sale (SE:895, LAP-SE-895) (SP) |
| Performance Indicator | Mrkt-59.4.12 | Oversee fulfillment/completion of sale (SE:485) (SP)  |
| **Performance Element** | **Mrkt-59.11** | **Control sales activities to meet sales goals/objectives.**  |
| Performance Indicator | Mrkt-59.11.1 | Set sales quotas (SE:282) (MN)  |
| Performance Indicator | Mrkt-59.11.2 | Analyze sales reports (SE:363) (MN) |
| Performance Indicator | Mrkt-59.11.3 | Monitor sales performance (SE:391) (MN) |

### Business Administration Core Standards for Marketing Pathway

| **Instructional Element** | **MBA Research Standard** | **Objective/Outcome** |
| --- | --- | --- |
| **BusAdm Core Standard** | **BA-1** | **Business Law (BL): Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions** |
| **BusAdm Core Standard** | **BA-2** | **Communication Skills (CO): Understands the concepts, strategies, and systems used to obtain and convey ideas and information** |
| **Performance Element** | **BA-2.1** | **Read to acquire meaning from written material and to apply the information to a task.** |
| Performance Indicator | BA-2.1.1 | Identify sources that provide relevant, valid written material (CO:054) (PQ)  |
| Performance Indicator | BA-2.1.3 | Apply written directions to achieve tasks (CO:056) (PQ) |
| **Performance Element** | **BA-2.2** | **Apply active listening skills to demonstrate understanding of what is being said.** |
| Performance Indicator | BA-2.2.1 | Explain communication techniques that support and encourage a speaker (CO:082) (PQ)  |
|   | BA-2.2.2 | Follow oral directions (CO:119) (PQ) |
| Performance Indicator | BA-2.2.3 | Demonstrate active listening skills (CO:017, LAP-CO-017) (PQ) |
| **Performance Element** | **BA-2.3** | **Apply verbal skills to obtain and convey information.**  |
| Performance Indicator | BA-2.3.2 | Ask relevant questions (CO:058) (PQ) |
| Performance Indicator | BA-2.3.4 | Provide legitimate responses to inquiries (CO:060) (PQ)  |
| Performance Indicator | BA-2.3.5 | Give verbal directions (CO:083) (PQ) |
| Performance Indicator | BA-2.3.6 | Employ communication styles appropriate to target audience (CO:084) (CS)  |
| Performance Indicator | BA-2.3.11 | Make oral presentations (CO:025, LAP-CO-025) (SP) |
| **Performance Element** | **BA-2.4** | **Record information to maintain and present a report of business activity.**  |
| Performance Indicator | BA-2.4.2 | Organize information (CO:086) (CS) |
| **Performance Element** | **BA-2.5** | **Write internal and external business correspondence to convey and obtain information effectively.** |
| Performance Indicator | BA-2.5.2 | Select and utilize appropriate formats for professional writing (CO:088) (CS) |
| Performance Indicator | BA-2.5.4 | Write professional emails (CO:090) (CS) |
| Performance Indicator | BA-2.5.8 | Write persuasive messages (CO:031) (SP)  |
| Performance Indicator | BA-2.5.9 | Write executive summaries (CO:091) (SP)  |
| Performance Indicator | BA-2.5.10 | Prepare simple written reports (CO:094) (SP) |
| Performance Indicator | BA-2.5.11 | Explain how digital communications (e.g., email, text messages, chats) exposes business to risk (CO:202) (SP) |
| Performance Indicator | BA-2.5.12 | Adapt written correspondence to targeted audiences (CO:203) (SP) |
| Performance Indicator | BA-2.5.13 | Use data visualization techniques (e.g., infographics, heat-maps, dynamic model outputs) (CO:204) (SP) |
| Performance Indicator | BA-2.5.15 | Write proposals (CO:062) (MN) |
| **Performance Element** | **BA-2.6** | **Use social media to communicate with a business's stakeholders.**  |
| Performance Indicator | BA-2.6.1 | Describe the impact of a person's social media brand on the achievement of organizational objectives (CO:205) (CS) |
| Performance Indicator | BA-2.6.2 | Distinguish between using social media for business and personal purposes (CO:206) (CS) |
| **Performance Element** | **BA-2.7** | **Communicate with staff to clarify workplace objectives.**  |
| Performance Indicator | BA-2.7.2 | Choose and use appropriate channel for workplace communication (CO:092) (CS)  |
| **BusAdm Core Standard** | **BA-3** | **Customer Relations (CR): Understands the techniques and strategies used to foster positive, ongoing relationships with customers** |
| **Performance Element** | **BA-3.1** | **Foster positive relationships with customers to enhance company image.**  |
| Performance Indicator | BA-3.1.1 | Explain the nature of positive customer relations (CR:003, LAP-CR-003) (CS)  |
| Performance Indicator | BA-3.1.6 | Interpret business policies to customers/clients (CR:007) (CS) |
| Performance Indicator | BA-3.1.7 | Build and maintain relationships with customers (CR:030) (SP)  |
| **Performance Element** | **BA-3.2** | **Resolve conflicts with/for customers to encourage repeat business.**  |
| Performance Indicator | BA-3.2.2 | Demonstrate strategies for handling customer/client complaints (CR:010, LAP-CR-010) (CS) |
| **Performance Element** | **BA-3.3** | **Reinforce company's image to exhibit the company's brand promise.**  |
| Performance Indicator | BA-3.3.1 | Identify company's brand promise (CR:001, LAP-CR-006) (CS) |
| **Performance Element** | **BA-3.4** | **Understand the nature of customer relationship management to show its contributions to a company.** |
| Performance Indicator | BA-3.4.2 | Explain the role of ethics in customer relationship management (CR:017, LAP-CR-017) (SP)  |
| Performance Indicator | BA-3.4.3 | Describe the use of technology in customer relationship management (CR:018) (SP) |
| **BusAdm Core Standard** | **BA-4** | **Economics (EC): Understands the economic principles and concepts fundamental to business operations** |
| **Performance Element** | **BA-4.1** | **Understand fundamental economic concepts to obtain a foundation for employment in business.** |
| Performance Indicator | BA-4.1.2 | Explain the concept of economic resources (EC:003, LAP-EC-014) (CS) |
| Performance Indicator | BA-4.1.4 | Determine economic utilities created by business activities (EC:004, LAP-EC-013) (CS)  |
| Performance Indicator | BA-4.1.5 | Explain the principles of supply and demand (EC:005, LAP-EC-011) (CS) |
| Performance Indicator | BA-4.1.6 | Describe the functions of prices in markets (EC:006, LAP-EC-012) (CS) |
| **Performance Element** | **BA-4.2** | **Understand the nature of business to show its contributions to society.**  |
| Performance Indicator | BA-4.2.1 | Explain the role of business in society (EC:070, LAP-EC-070) (CS)  |
| Performance Indicator | BA-4.2.2 | Describe types of business activities (EC:071, LAP-EC-071) (CS)  |
| **Performance Element** | **BA-4.3** | **Understand economic systems to be able to recognize the environments in which businesses function.** |
| Performance Indicator | BA-4.3.6 | Explain the concept of competition (EC:012, LAP-EC-008) (CS) |
| **Performance Element** | **BA-4.4** | **Acquire knowledge of the impact of government on business activities to make informed economic decisions.** |
| **Performance Element** | **BA-4.5** | **Analyze cost/profit relationships to guide business decision-making.**  |
| Performance Indicator | BA-4.5.2 | Analyze impact of specialization/division of labor on productivity (EC:014, LAP-EC-007) (SP)  |
| **BusAdm Core Standard** | **BA-5** | **Emotional Intelligence (EI): Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others** |
| **Performance Element** | **BA-5.1** | **Foster self-understanding to recognize the impact of personal feelings on others.** |
| Performance Indicator | BA-5.1.3 | Recognize and overcome personal biases and stereotypes (EI:017, LAP-EI-139) (PQ)  |
| Performance Indicator | BA-5.1.4 | Assess personal strengths and weaknesses (EI:002, LAP-EI-017) (PQ) |
| **Performance Element** | **BA-5.11** | **Manage internal and external business relationships to foster positive interactions.** |
| Performance Indicator | BA-5.11.2 | Foster positive working relationships (EI:037, LAP-EI-037) (CS)  |
| Performance Indicator | BA-5.11.3 | Establish strategic relationships with others (EI:114) (MN) |
| **Performance Element** | **BA-5.3** | **Apply ethics to demonstrate trustworthiness.**  |
| Performance Indicator | BA-5.3.1 | Demonstrate honesty and integrity (EI:022, LAP-EI-138) (PQ)  |
| Performance Indicator | BA-5.3.11 | Manage commitments in a timely manner (EI:077, LAP-EI-077) (CS)  |
| **Performance Element** | **BA-5.5** | **Identify with others' feelings, needs, and concerns to enhance interpersonal relations.** |
| Performance Indicator | BA-5.5.3 | Maintain the confidentiality of others (EI:103) (CS)  |
| Performance Indicator | BA-5.5.4 | Exhibit cultural sensitivity (EI:033, LAP-EI-033) (CS) |
| **Performance Element** | **BA-5.6** | **Use communication skills to foster open, honest communications.**  |
| Performance Indicator | BA-5.6.3 | Foster open, honest communication (EI:129, LAP-EI-129) (SP)  |
| Performance Indicator | BA-5.6.6 | Use social media to solicit new ideas and solutions (EI:107) (SP) |
| **Performance Element** | **BA-5.7** | **Use communication skills to influence others.**  |
| Performance Indicator | BA-5.7.1 | "Sell" ideas to others (EI:108, LAP-EI-108) (SP)  |
| **Performance Element** | **BA-5.9** | **Implement teamwork techniques to accomplish goals.**  |
| Performance Indicator | BA-5.9.1 | Participate as a team member (EI:045, LAP-EI-045) (CS)  |
| Performance Indicator | BA-5.9.2 | Use consensus-building skills (EI:011, LAP-EI-019) (SP)  |
| **Performance Element** | **BA-7.3** | **Manage personal finances to achieve financial goals.**  |
| Performance Indicator | BA-7.3.7 | Demonstrate the wise use of credit (FI:071) (CS)  |
| Performance Indicator | BA-7.3.9 | Make responsible financial decisions (FI:783) (CS)  |
| Performance Indicator | BA-7.3.10 | Protect against identity theft (FI:073) (CS) |
| **BusAdm Core Standard** | **BA-9** | **Marketing (MK): Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives** |
| **Performance Element** | **BA-9.1** | **Understand marketing's role and function in business to facilitate economic exchanges with customers.** |
| Performance Indicator | BA-9.1.2 | Describe marketing functions and related activities (MK:002, LAP-MK-001) (CS) |
| **Performance Element** | **BA-9.2** | **Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.** |
| Performance Indicator | BA-9.2.1 | Explain factors that influence customer/client/business buying behavior (MK:014, LAP-MK-014) (SP)  |
| **BusAdm Core Standard** | **BA-11** | **Operations (OP): Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning** |
| **Performance Element** | **BA-11.3** | **Implement safety procedures to minimize loss.**  |
| Performance Indicator | BA-11.3.1 | Follow instructions for use of equipment, tools, and machinery (OP:006) (PQ)  |
| Performance Indicator | BA-11.3.2 | Follow safety precautions (OP:007) (PQ) |
| **Performance Element** | **BA-11.9** | **Utilize project management skills to improve workflow and minimize costs.** |
| Performance Indicator | BA-11.9.3 | Evaluate project success (OP:521, LAP-OP-521) (CS) |
| **BusAdm Core Standard** | **BA-12** | **Professional Development (PD): Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career** |
| **Performance Element** | **BA-12.1** | **Acquire self-development skills to enhance relationships and improve efficiency in the work environment.** |
| **Performance Element** | **BA-12.5** | **Participate in career planning to enhance job-success potential.**  |
| Performance Indicator | BA-12.5.4 | Identify sources of career information (PD:022) (CS)  |
| Performance Indicator | BA-12.5.6 | Explain employment opportunities in business (PD:025, LAP-PD-025) (CS)  |
| **Performance Element** | **BA-12.6** | **Implement job-seeking skills to obtain employment.**  |
| Performance Indicator | BA-12.6.1 | Utilize job-search strategies (PD:026) (PQ)  |
| Performance Indicator | BA-12.6.2 | Complete a job application (PD:027) (PQ)  |
| **BusAdm Core Standard** | **BA-13** | **Strategic Management (SM): Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department** |
| **Performance Element** | **BA-13.2** | **Utilize planning tools to guide organization's/department's activities.**  |
| Performance Indicator | BA-13.2.7 | Develop action plans (SM:012) (ON) |

# Business Management Pathway Standards

The Business Management Pathway is designed to prepare students for a career business management and administration. Standards include:

* [Business Management Pathway Standards](#_heading=h.1ci93xb)

## Business Management Pathway Courses

* Business Leadership (12052)
* Business Law (12054)
* Accounting I (12108)

### Business Management Pathway Standards

| **Instructional Element** | **MBA Research Standard** | **Objective/Outcome** |
| --- | --- | --- |
| **BusAdm Core Standard** | **BA-1** | **Business Law (BL): Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions** |
| **Performance Element** | **BA-1.1** | **Acquire foundational knowledge of business laws and regulations to understand their nature and scope.** |
| Performance Indicator | BA-1.1.1 | Comply with the spirit and intent of laws and regulations (BL:163, LAP-BL-163) (CS)  |
| **Performance Element** | **BA-1.5** | **Apply knowledge of business ownership to establish and continue business operations.** |
| Performance Indicator | BA-1.5.1 | Explain types of business ownership (BL:003, LAP-BL-001) (CS)  |
| **BusAdm Core Standard** | **BA-2** | **Communication Skills (CO): Understands the concepts, strategies, and systems used to obtain and convey ideas and information** |
| **Performance Element** | **BA-2.1** | **Read to acquire meaning from written material and to apply the information to a task.** |
| Performance Indicator | BA-2.1.1 | Identify sources that provide relevant, valid written material (CO:054) (PQ)  |
| Performance Indicator | BA-2.1.3 | Apply written directions to achieve tasks (CO:056) (PQ) |
| **Performance Element** | **BA-2.2** | **Apply active listening skills to demonstrate understanding of what is being said.** |
| Performance Indicator | BA-2.2.1 | Explain communication techniques that support and encourage a speaker (CO:082) (PQ)  |
| Performance Indicator | BA-2.2.2 | Follow oral directions (CO:119) (PQ) |
| Performance Indicator | BA-2.2.3 | Demonstrate active listening skills (CO:017, LAP-CO-017) (PQ) |
| **Performance Element** | **BA-2.3** | **Apply verbal skills to obtain and convey information.**  |
| Performance Indicator | BA-2.3.2 | Ask relevant questions (CO:058) (PQ) |
| Performance Indicator | BA-2.3.4 | Provide legitimate responses to inquiries (CO:060) (PQ)  |
| Performance Indicator | BA-2.3.6 | Employ communication styles appropriate to target audience (CO:084) (CS)  |
| **Performance Element** | **BA-2.4** | **Record information to maintain and present a report of business activity.**  |
| Performance Indicator | BA-2.4.2 | Organize information (CO:086) (CS) |
| **Performance Element** | **BA-2.5** | **Write internal and external business correspondence to convey and obtain information effectively.** |
| Performance Indicator | BA-2.5.2 | Select and utilize appropriate formats for professional writing (CO:088) (CS) |
| Performance Indicator | BA-2.5.4 | Write professional emails (CO:090) (CS) |
| Performance Indicator | BA-2.5.8 | Write persuasive messages (CO:031) (SP)  |
| Performance Indicator | BA-2.5.9 | Write executive summaries (CO:091) (SP)  |
| Performance Indicator | BA-2.5.11 | Explain how digital communications (e.g., email, text messages, chats) exposes business to risk (CO:202) (SP) |
| **Performance Element** | **BA-2.6** | **Use social media to communicate with a business's stakeholders.**  |
| Performance Indicator | BA-2.6.1 | Describe the impact of a person's social media brand on the achievement of organizational objectives (CO:205) (CS) |
| Performance Indicator | BA-2.6.2 | Distinguish between using social media for business and personal purposes (CO:206) (CS) |
| **Performance Element** | **BA-2.7** | **Communicate with staff to clarify workplace objectives.**  |
| Performance Indicator | BA-2.7.2 | Choose and use appropriate channel for workplace communication (CO:092) (CS)  |
| **BusAdm Core Standard** | **BA-3** | **Customer Relations (CR): Understands the techniques and strategies used to foster positive, ongoing relationships with customers** |
| **Performance Element** | **BA-3.1** | **Foster positive relationships with customers to enhance company image.**  |
| Performance Indicator | BA-3.1.1 | Explain the nature of positive customer relations (CR:003, LAP-CR-003) (CS)  |
| Performance Indicator | BA-3.1.6 | Interpret business policies to customers/clients (CR:007) (CS) |
| Performance Indicator | BA-3.1.7 | Build and maintain relationships with customers (CR:030) (SP)  |
| Performance Indicator | BA-3.1.8 | Explain management's role in customer relations (CR:008) (MN) |
| **Performance Element** | **BA-3.2** | **Resolve conflicts with/for customers to encourage repeat business.**  |
| Performance Indicator | BA-3.2.2 | Demonstrate strategies for handling customer/client complaints (CR:010, LAP-CR-010) (CS) |
| **Performance Element** | **BA-3.3** | **Reinforce company's image to exhibit the company's brand promise.**  |
| Performance Element | BA-3.3.1 | Identify company’s brand promise (CR.001, LAP-CR-006) (CS) |
| **Performance Element** | **BA-3.4** | **Understand the nature of customer relationship management to show its contributions to a company.** |
| Performance Indicator | BA-3.4.1 | Discuss the nature of customer relationship management (CR:016, LAP-CR-016) (SP)  |
| Performance Indicator | BA-3.4.2 | Explain the role of ethics in customer relationship management (CR:017, LAP-CR-017) (SP)  |
| Performance Indicator | BA-3.4.3 | Describe the use of technology in customer relationship management (CR:018) (SP) |
| **BusAdm Core Standard** | **BA-4** | **Economics (EC): Understands the economic principles and concepts fundamental to business operations** |
| **Performance Element** | **BA-4.1** | **Understand fundamental economic concepts to obtain a foundation for employment in business.** |
| Performance Indicator | BA-4.1.1 | Distinguish between economic goods and services (EC:002, LAP-EC-010) (CS)  |
| Performance Indicator | BA-4.1.2 | Explain the concept of economic resources (EC:003, LAP-EC-014) (CS) |
| Performance Indicator | BA-4.1.4 | Determine economic utilities created by business activities (EC:004, LAP-EC-013) (CS)  |
| Performance Indicator | BA-4.1.5 | Explain the principles of supply and demand (EC:005, LAP-EC-011) (CS) |
| Performance Indicator | BA-4.1.6 | Describe the functions of prices in markets (EC:006, LAP-EC-012) (CS) |
| **Performance Element** | **BA-4.2** | **Understand the nature of business to show its contributions to society.**  |
| Performance Indicator | BA-4.2.1 | Explain the role of business in society (EC:070, LAP-EC-070) (CS)  |
| Performance Indicator | BA-4.2.2 | Describe types of business activities (EC:071, LAP-EC-071) (CS)  |
| **Performance Element** | **BA-4.3** | **Understand economic systems to be able to recognize the environments in which businesses function.** |
| Performance Indicator | BA-4.3.3 | Explain the concept of private enterprise (EC:009, LAP-EC-015) (CS) |
| Performance Indicator | BA-4.3.6 | Explain the concept of competition (EC:012, LAP-EC-008) (CS) |
| **Performance Element** | **BA-4.4** | **Acquire knowledge of the impact of government on business activities to make informed economic decisions.** |
| Performance Indicator | BA-4.4.1 | Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)  |
| **Performance Element** | **BA-4.5** | **Analyze cost/profit relationships to guide business decision-making.**  |
| Performance Indicator | BA-4.5.1 | Explain the concept of productivity (EC:013, LAP-EC-018) (CS) |
| Performance Indicator | BA-4.5.2 | Analyze impact of specialization/division of labor on productivity (EC:014, LAP-EC-007) (SP)  |
| Performance Indicator | BA-4.5.5 | Describe the concept of economies of scale (EC:077) (MN) |
| **BusAdm Core Standard** | **BA-5** | **Emotional Intelligence (EI): Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others** |
| **Performance Element** | **BA-5.1** | **Foster self-understanding to recognize the impact of personal feelings on others.** |
| Performance Indicator | BA-5.1.3 | Recognize and overcome personal biases and stereotypes (EI:017, LAP-EI-139) (PQ)  |
| Performance Indicator | BA-5.1.4 | Assess personal strengths and weaknesses (EI:002, LAP-EI-017) (PQ) |
| **Performance Element** | **BA-5.11** | **Manage internal and external business relationships to foster positive interactions.** |
| Performance Indicator | BA-5.11.2 | Foster positive working relationships (EI:037, LAP-EI-037) (CS)  |
| Performance Indicator | BA-5.11.3 | Establish strategic relationships with others (EI:114) (MN) |
| **Performance Element** | **BA-5.3** | **Apply ethics to demonstrate trustworthiness.**  |
| Performance Indicator | BA-5.3.1 | Demonstrate honesty and integrity (EI:022, LAP-EI-138) (PQ)  |
| Performance Indicator | BA-5.3.11 | Manage commitments in a timely manner (EI:077, LAP-EI-077) (CS)  |
| **Performance Element** | **BA-5.5** | **Identify with others' feelings, needs, and concerns to enhance interpersonal relations.** |
| Performance Indicator | BA-5.5.3 | Maintain the confidentiality of others (EI:103) (CS)  |
| Performance Indicator | BA-5.5.4 | Exhibit cultural sensitivity (EI:033, LAP-EI-033) (CS) |
| **Performance Element** | **BA-5.6** | **Use communication skills to foster open, honest communications.**  |
| Performance Indicator | BA-5.6.3 | Foster open, honest communication (EI:129, LAP-EI-129) (SP)  |
| **Performance Element** | **BA-5.7** | **Use communication skills to influence others.**  |
| **Performance Element** | **BA-5.9** | **Implement teamwork techniques to accomplish goals.**  |
| Performance Indicator | BA-5.9.1 | Participate as a team member (EI:045, LAP-EI-045) (CS)  |
| Performance Indicator | BA-5.9.2 | Use consensus-building skills (EI:011, LAP-EI-019) (SP)  |
| **BusAdm Core Standard** | **BA-6** | **Entrepreneurship (EN): Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture** |
| **Performance Element** | **BA-7.3** | **Manage personal finances to achieve financial goals.**  |
| Performance Indicator | BA-7.3.7 | Demonstrate the wise use of credit (FI:071) (CS)  |
| Performance Indicator | BA-7.3.9 | Make responsible financial decisions (FI:783) (CS)  |
| Performance Indicator | BA-7.3.10 | Protect against identity theft (FI:073) (CS) |
| **Performance Element** | **BA-7.7** | **Acquire a foundational knowledge of accounting to understand its nature and scope.** |
| Performance Indicator | BA-7.7.1 | Describe the need for financial information (FI:579, LAP-FI-579) (CS)  |
| **Performance Element** | **BA-7.11** | **Manage financial resources to ensure solvency.**  |
| Performance Indicator | BA-7.11.4 | Determine relationships among total revenue, marginal revenue, output, and profit (FI:358) (MN)  |
| Performance Indicator | BA-7.11.10 | Verify the accuracy of business financial records (FI:653) (ON) |
| **BusAdm Core Standard** | **BA-8** | **Human Resources Management (HR): Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources** |
| **Performance Element** | **BA-8.1** | **Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.** |
| Performance Indicator | BA-8.1.1 | Discuss the nature of human resources management (HR:410, LAP-HR-035) (CS)  |
| **BusAdm Core Standard** | **BA-11** | **Operations (OP): Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning** |
| **Performance Element** | **BA-11.1** | **Understand operation's role and function in business to value its contribution to a company.** |
| Performance Indicator | BA-11.1.1 | Explain the nature of operations (OP:189, LAP-OP-189) (CS)  |
| Performance Indicator | BA-11.1.2 | Discuss the role of ethics in operations (OP:190, LAP-OP-190) (SP)  |
| Performance Indicator | BA-11.1.3 | Describe the use of technology in operations (OP:191) (SP) |
| **Performance Element** | **BA-11.2** | **Adhere to health and safety regulations to support a safe work environment.** |
| Performance Indicator | BA-11.2.1 | Describe health and safety regulations in business (OP:004) (PQ) |
| **Performance Element** | **BA-11.3** | **Implement safety procedures to minimize loss.**  |
| Performance Indicator | BA-11.3.1 | Follow instructions for use of equipment, tools, and machinery (OP:006) (PQ)  |
| Performance Indicator | BA-11.3.2 | Follow safety precautions (OP:007) (PQ) |
| Performance Indicator | BA-11.3.3 | Maintain a safe work environment (OP:008) (CS)  |
| Performance Indicator | BA-11.3.4 | Explain procedures for handling accidents (OP:009) (CS)  |
| Performance Indicator | BA-11.3.5 | Handle and report emergency situations (OP:010) (CS) |
| **Performance Element** | **BA-11.5** | **Implement security policies/procedures to minimize chance for loss.**  |
| Performance Indicator | BA-11.5.1 | Explain routine security precautions (OP:013) (CS) |
| **Performance Element** | **BA-11.8** | **Acquire a foundational knowledge of project management to understand its nature and scope.** |
| **Performance Element** | **BA-11.9** | **Utilize project management skills to improve workflow and minimize costs.** |
| Performance Indicator | BA-11.9.1 | Plan project (OP:519, LAP-OP-519) (CS) |
| Performance Indicator | BA-11.9.2 | Monitor projects and take corrective actions (OP:520, LAP-OP-520) (CS)  |
| Performance Indicator | BA-11.9.3 | Evaluate project success (OP:521, LAP-OP-521) (CS) |
| **Performance Element** | **BA-11.10** | **Implement purchasing activities to obtain business supplies, equipment, resources, and services.** |
| Performance Indicator | BA-11.10.2 | Place orders/reorders (OP:016) (CS) |
| Performance Indicator | BA-11.10.3 | Maintain inventory of supplies (OP:031) (CS) |
| **Performance Element** | **BA-11.11** | **Understand production's role and function in business to recognize its need in an organization.** |
| Performance Indicator | BA-11.11.1 | Explain the concept of production (OP:017, LAP-OP-017) (CS) |
| **Performance Element** | **BA-11.16** | **Maintain property and equipment to facilitate ongoing business activities.**  |
| Performance Indicator | BA-11.16.1 | Comply with policies and procedures for use of property and equipment (OP:442) (CS) |
| **BusAdm Core Standard** | **BA-12** | **Professional Development (PD): Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career** |
| **Performance Element** | **BA-12.1** | **Acquire self-development skills to enhance relationships and improve efficiency in the work environment.** |
| **Performance Element** | **BA-12.5** | **Participate in career planning to enhance job-success potential.**  |
| Performance Indicator | BA-12.5.4 | Identify sources of career information (PD:022) (CS)  |
| Performance Indicator | BA-12.5.6 | Explain employment opportunities in business (PD:025, LAP-PD-025) (CS)  |
| **Performance Element** | **BA-12.6** | **Implement job-seeking skills to obtain employment.**  |
| Performance Indicator | BA-12.6.1 | Utilize job-search strategies (PD:026) (PQ)  |
| Performance Indicator | BA-12.6.2 | Complete a job application (PD:027) (PQ)  |
| **BusAdm Core Standard** | **BA-13** | **Strategic Management (SM): Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department** |
| **Performance Element** | **BA-13.2** | **Utilize planning tools to guide organization's/department's activities.**  |
| Performance Indicator | BA-13.2.1 | Explain the nature of business plans (SM:007, LAP-SM-007) (MN)  |
| Performance Indicator | BA-13.2.2 | Develop company goals/objectives (SM:008) (ON) |
| Performance Indicator | BA-13.2.7 | Develop action plans (SM:012) (ON) |
| Performance Indicator | BA-13.2.8 | Develop business plan (SM:013, LAP-SM-013) (ON) |
| **Performance Element** | **BA-13.4** | **Identify potential business threats and opportunities to protect a business’s financial well-being.** |
| Performance Indicator | BA-13.4.2 | Conduct a risk assessment of an event (SM:076) (SP) |
| Performance Indicator | BA-13.4.3 | Identify speculative business risks (SM:077) (MN) |

# Entrepreneurship Pathway Standards

The Entrepreneurship Pathway is designed to prepare students for a starting their own business, supporting entrepreneurial initiatives, and fostering entrepreneurial mindsets. Standards include:

* [Entrepreneurship Pathway Standards](#_heading=h.qsh70q)

## Entrepreneurship Pathway Courses

* Entrepreneurship (12053)
* Business Leadership (12052)
* Business Law (12054)
* Marketing (12164)
* Accounting I (12108)

### Entrepreneurship Pathway Standards

| **Instructional Element** | **MBA Research Standard** | **Objective/Outcome** |
| --- | --- | --- |
| **BusAdm Core Standard** | **BA-1** | **Business Law (BL): Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions** |
| **Performance Element** | **BA-1.1** | **Acquire foundational knowledge of business laws and regulations to understand their nature and scope.** |
| Performance Indicator | BA-1.1.1 | Comply with the spirit and intent of laws and regulations (BL:163, LAP-BL-163) (CS)  |
| **Performance Element** | **BA-1.5** | **Apply knowledge of business ownership to establish and continue business operations.** |
| Performance Indicator | BA-1.5.1 | Explain types of business ownership (BL:003, LAP-BL-001) (CS)  |
| **BusAdm Core Standard** | **BA-2** | **Communication Skills (CO): Understands the concepts, strategies, and systems used to obtain and convey ideas and information** |
| **Performance Element** | **BA-2.1** | **Read to acquire meaning from written material and to apply the information to a task.** |
| Performance Indicator | BA-2.1.1 | Identify sources that provide relevant, valid written material (CO:054) (PQ)  |
| Performance Indicator | BA-2.1.3 | Apply written directions to achieve tasks (CO:056) (PQ) |
| **Performance Element** | **BA-2.2** | **Apply active listening skills to demonstrate understanding of what is being said.** |
| Performance Indicator | BA-2.2.1 | Explain communication techniques that support and encourage a speaker (CO:082) (PQ)  |
| Performance Indicator | BA-2.2.2 | Follow oral directions (CO:119) (PQ) |
| Performance Indicator | BA-2.2.3 | Demonstrate active listening skills (CO:017, LAP-CO-017) (PQ) |
| **Performance Element** | **BA-2.3** | **Apply verbal skills to obtain and convey information.**  |
| Performance Indicator | BA-2.3.2 | Ask relevant questions (CO:058) (PQ) |
| Performance Indicator | BA-2.3.4 | Provide legitimate responses to inquiries (CO:060) (PQ)  |
| Performance Indicator | BA-2.3.5 | Give verbal directions (CO:083) (PQ) |
| Performance Indicator | BA-2.3.6 | Employ communication styles appropriate to target audience (CO:084) (CS)  |
| Performance Indicator | BA-2.3.11 | Make oral presentations (CO:025, LAP-CO-025) (SP) |
| **Performance Element** | **BA-2.4** | **Record information to maintain and present a report of business activity.**  |
| Performance Indicator | BA-2.4.2 | Organize information (CO:086) (CS) |
| **Performance Element** | **BA-2.5** | **Write internal and external business correspondence to convey and obtain information effectively.** |
| Performance Indicator | BA-2.5.2 | Select and utilize appropriate formats for professional writing (CO:088) (CS) |
| Performance Indicator | BA-2.5.4 | Write professional emails (CO:090) (CS) |
| Performance Indicator | BA-2.5.8 | Write persuasive messages (CO:031) (SP)  |
| Performance Indicator | BA-2.5.9 | Write executive summaries (CO:091) (SP)  |
| Performance Indicator | BA-2.5.11 | Explain how digital communications (e.g., email, text messages, chats) exposes business to risk (CO:202) (SP) |
| Performance Indicator | BA-2.5.13 | Use data visualization techniques (e.g., infographics, heat-maps, dynamic model outputs) (CO:204) (SP) |
| Performance Indicator | BA-2.5.15 | Write proposals (CO:062) (MN) |
| **Performance Element** | **BA-2.6** | **Use social media to communicate with a business's stakeholders.**  |
| Performance Indicator | BA-2.6.1 | Describe the impact of a person's social media brand on the achievement of organizational objectives (CO:205) (CS) |
| Performance Indicator | BA-2.6.2 | Distinguish between using social media for business and personal purposes (CO:206) (CS) |
| **Performance Element** | **BA-2.7** | **Communicate with staff to clarify workplace objectives.**  |
| Performance Indicator | BA-2.7.2 | Choose and use appropriate channel for workplace communication (CO:092) (CS)  |
| **BusAdm Core Standard** | **BA-3** | **Customer Relations (CR): Understands the techniques and strategies used to foster positive, ongoing relationships with customers** |
| **Performance Element** | **BA-3.1** | **Foster positive relationships with customers to enhance company image.**  |
| Performance Indicator | BA-3.1.1 | Explain the nature of positive customer relations (CR:003, LAP-CR-003) (CS)  |
| Performance Indicator | BA-3.1.6 | Interpret business policies to customers/clients (CR:007) (CS) |
| Performance Indicator | BA-3.1.7 | Build and maintain relationships with customers (CR:030) (SP)  |
| **Performance Element** | **BA-3.2** | **Resolve conflicts with/for customers to encourage repeat business.**  |
| Performance Indicator | BA-3.2.2 | Demonstrate strategies for handling customer/client complaints (CR:010, LAP-CR-010) (CS) |
| **Performance Element** | **BA-3.3** | **Reinforce company's image to exhibit the company's brand promise.**  |
| Performance Indicator | BA-3.3.1 | Identify company’s brand promise (CR:001, LAP-CR-006) (CS) |
| **Performance Element** | **BA-3.4** | **Understand the nature of customer relationship management to show its contributions to a company.** |
| Performance Indicator | BA-3.4.1 | Discuss the nature of customer relationship management (CR:016, LAP-CR-016) (SP)  |
| Performance Indicator | BA-3.4.2 | Explain the role of ethics in customer relationship management (CR:017, LAP-CR-017) (SP)  |
| Performance Indicator | BA-3.4.3 | Describe the use of technology in customer relationship management (CR:018) (SP) |
| **BusAdm Core Standard** | **BA-4** | **Economics (EC): Understands the economic principles and concepts fundamental to business operations** |
| **Performance Element** | **BA-4.1** | **Understand fundamental economic concepts to obtain a foundation for employment in business.** |
| Performance Indicator | BA-4.1.2 | Explain the concept of economic resources (EC:003, LAP-EC-014) (CS) |
| Performance Indicator | BA-4.1.4 | Determine economic utilities created by business activities (EC:004, LAP-EC-013) (CS)  |
| Performance Indicator | BA-4.1.5 | Explain the principles of supply and demand (EC:005, LAP-EC-011) (CS) |
| Performance Indicator | BA-4.1.6 | Describe the functions of prices in markets (EC:006, LAP-EC-012) (CS) |
| **Performance Element** | **BA-4.2** | **Understand the nature of business to show its contributions to society.**  |
| Performance Indicator | BA-4.2.1 | Explain the role of business in society (EC:070, LAP-EC-070) (CS)  |
| Performance Indicator | BA-4.2.2 | Describe types of business activities (EC:071, LAP-EC-071) (CS)  |
| **Performance Element** | **BA-4.3** | **Understand economic systems to be able to recognize the environments in which businesses function.** |
| Performance Indicator | BA-4.3.2 | Identify the impact of small business/entrepreneurship on market economies (EC:065) (CS)  |
| Performance Indicator | BA-4.3.3 | Explain the concept of private enterprise (EC:009, LAP-EC-015) (CS) |
| Performance Indicator | BA-4.3.6 | Explain the concept of competition (EC:012, LAP-EC-008) (CS) |
| **Performance Element** | **BA-4.4** | **Acquire knowledge of the impact of government on business activities to make informed economic decisions.** |
| Performance Indicator | BA-4.4.1 | Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)  |
| **Performance Element** | **BA-4.5** | **Analyze cost/profit relationships to guide business decision-making.**  |
| Performance Indicator | BA-4.5.1 | Explain the concept of productivity (EC:013, LAP-EC-018) (CS) |
| Performance Indicator | BA-4.5.2 | Analyze impact of specialization/division of labor on productivity (EC:014, LAP-EC-007) (SP)  |
| Performance Indicator | BA-4.5.5 | Describe the concept of economies of scale (EC:077) (MN) |
| **BusAdm Core Standard** | **BA-5** | **Emotional Intelligence (EI): Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others** |
| **Performance Element** | **BA-5.1** | **Foster self-understanding to recognize the impact of personal feelings on others.** |
| Performance Indicator | BA-5.1.3 | Recognize and overcome personal biases and stereotypes (EI:017, LAP-EI-139) (PQ)  |
| Performance Indicator | BA-5.1.4 | Assess personal strengths and weaknesses (EI:002, LAP-EI-017) (PQ) |
| **Performance Element** | **BA-5.3** | **Apply ethics to demonstrate trustworthiness.**  |
| Performance Indicator | BA-5.3.1 | Demonstrate honesty and integrity (EI:022, LAP-EI-138) (PQ)  |
| Performance Indicator | BA-5.3.11 | Manage commitments in a timely manner (EI:077, LAP-EI-077) (CS)  |
| **Performance Element** | **BA-5.5** | **Identify with others' feelings, needs, and concerns to enhance interpersonal relations.** |
| Performance Indicator | BA-5.5.3 | Maintain the confidentiality of others (EI:103) (CS)  |
| Performance Indicator | BA-5.5.4 | Exhibit cultural sensitivity (EI:033, LAP-EI-033) (CS) |
| **Performance Element** | **BA-5.6** | **Use communication skills to foster open, honest communications.**  |
| Performance Indicator | BA-5.6.3 | Foster open, honest communication (EI:129, LAP-EI-129) (SP)  |
| Performance Indicator | BA-5.6.6 | Use social media to solicit new ideas and solutions (EI:107) (SP) |
| **Performance Element** | **BA-5.7** | **Use communication skills to influence others.**  |
| Performance Indicator | BA-5.7.1 | "Sell" ideas to others (EI:108, LAP-EI-108) (SP)  |
| **Performance Element** | **BA-5.9** | **Implement teamwork techniques to accomplish goals.**  |
| Performance Indicator | BA-5.9.1 | Participate as a team member (EI:045, LAP-EI-045) (CS)  |
| Performance Indicator | BA-5.9.2 | Use consensus-building skills (EI:011, LAP-EI-019) (SP)  |
| **Performance Element** | **BA-5.11** | **Manage internal and external business relationships to foster positive interactions.** |
| Performance Indicator | BA-5.11.2 | Foster positive working relationships (EI:037, LAP-EI-037) (CS)  |
| Performance Indicator | BA-5.11.3 | Establish strategic relationships with others (EI:114) (MN) |
| **BusAdm Core Standard** | **BA-6** | **Entrepreneurship (EN): Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture** |
| **Performance Element** | **BA-6.1** | **Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy** |
| Performance Indicator | BA-6.1.2 | Explain the role requirements of entrepreneurs and owners (EN:040) (SP)  |
| Performance Indicator | BA-6.1.3 | Describe the use of business ethics in entrepreneurship (EN:044, LAP-EN-044) (SP)  |
| **Performance Element** | **BA-6.2** | **Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.** |
| Performance Indicator | BA-6.2.1 | Explain the need for entrepreneurial discovery (EN:001) (ON)  |
| Performance Indicator | BA-6.2.2 | Discuss entrepreneurial discovery processes (EN:002) (ON) |
| **Performance Element** | **BA-6.3** | **Develop concept for new business venture to evaluate its success potential.** |
| Performance Indicator | BA-6.3.1 | Describe entrepreneurial planning considerations (EN:007) (ON)  |
| Performance Indicator | BA-6.3.3 | Assess start-up requirements (EN:009) (ON) |
| Performance Indicator | BA-6.3.4 | Assess risks associated with venture (EN:010) (ON) |
| Performance Indicator | BA-6.3.5 | Describe external resources useful to entrepreneurs during concept development (EN:011) (ON)  |
| Performance Indicator | BA-6.3.6 | Assess the need to use external resources for concept development (EN:012) (ON) |
| Performance Indicator | BA-6.3.7 | Select strategies to protect intellectual property (EN:013) (ON) |
| Performance Indicator | BA-6.3.8 | Use components of business plan to define venture idea (EN:014) (ON) |
| Performance Indicator | BA-6.3.9 | Select market-entry strategies for conducting business internationally (EN:122) (ON) |
| **Performance Element** | **BA-6.4** | **Determine needed resources for a new business venture to contribute to its start-up viability.** |
| Performance Indicator | BA-6.4.1 | Describe processes used to acquire adequate financial resources for venture creation/start-up (EN:015) (ON) |
| Performance Indicator | BA-6.4.2 | Select sources to finance venture creation/start-up (EN:016) (ON) |
| Performance Indicator | BA-6.4.3 | Explain factors to consider in determining a venture's human-resources needs (EN:017) (ON)  |
| Performance Indicator | BA-6.4.7 | Assess the costs/benefits associated with resources (EN:021) (ON) |
| **Performance Element** | **BA-6.5** | **Actualize new business venture to generate profit and/or meet objectives.**  |
| Performance Indicator | BA-6.5.1 | Establish banking procedures (EN:042) (ON) |
| Performance Indicator | BA-6.5.2 | Use external resources to supplement entrepreneur's expertise (EN:022) (ON)  |
| Performance Indicator | BA-6.5.4 | Establish line of credit (EN:043) (ON) |
| Performance Indicator | BA-6.5.5 | Evaluate risk-taking opportunities (EN:024) (ON) |
| Performance Indicator | BA-6.5.6 | Explain the need for business systems and procedures (EN:025) (ON)  |
| Performance Indicator | BA-6.5.7 | Describe the use of operating procedures (EN:026) (ON) |
| Performance Indicator | BA-6.5.8 | Explain methods/processes for organizing workflow (EN:027) (ON)  |
| Performance Indicator | BA-6.5.9 | Develop and/or provide product/service (EN:028) (ON) |
| Performance Indicator | BA-6.5.10 | Use creative problem-solving in business activities/decisions (EN:029) (ON)  |
| Performance Indicator | BA-6.5.11 | Explain the impact of resource productivity on venture success (EN:030) (ON)  |
| Performance Indicator | BA-6.5.12 | Create processes for ongoing opportunity recognition (EN:031) (ON) |
| Performance Indicator | BA-6.5.13 | Develop plan to invest resources into improving current products or creating new ones (EN:032) (ON) |
| Performance Indicator | BA-6.5.14 | Adapt to changes in business environment (EN:033) (ON) |
| **BusAdm Core Standard** | **BA-7** | **Financial Analysis (FI): Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources** |
| **Performance Element** | **BA-7.1** | **Understand the fundamental principles of money needed to make financial exchanges.** |
| Performance Indicator | BA-7.1.1 | Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.) (FI:058) (PQ)  |
| Performance Indicator | BA-7.1.4 | Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.) (FI:061) (PQ) |
| Performance Indicator | BA-7.1.5 | Explain the time value of money (FI:062) (CS) |
| Performance Indicator | BA-7.1.6 | Explain the purposes and importance of credit (FI:002, LAP-FI-002) (CS)  |
| **Performance Element** | **BA-7.2** | **Analyze financial needs and goals to determine financial requirements.**  |
| Performance Indicator | BA-7.2.2 | Set financial goals (FI:065) (CS) |
| **Performance Element** | **BA-7.3** | **Manage personal finances to achieve financial goals.**  |
| Performance Indicator | BA-7.3.10 | Protect against identity theft (FI:073) (CS) |
| Performance Indicator | BA-7.3.7 | Demonstrate the wise use of credit (FI:071) (CS)  |
| Performance Indicator | BA-7.3.9 | Make responsible financial decisions (FI:783) (CS)  |
| **Performance Element** | **BA-7.7** | **Acquire a foundational knowledge of accounting to understand its nature and scope.** |
| Performance Indicator | BA-7.7.1 | Describe the need for financial information (FI:579, LAP-FI-579) (CS)  |
| **Performance Element** | **BA-7.8** | **Implement accounting procedures to track money flow and to determine financial status.** |
| **Performance Element** | **BA-7.9** | **Acquire a foundational knowledge of finance to understand its nature and scope.** |
| Performance Indicator | BA-7.9.1 | Explain the role of finance in business (FI:354, LAP-FI-354) (CS)  |
| Performance Indicator | BA-7.9.2 | Discuss the role of ethics in finance (FI:355, LAP-FI-355) (SP)  |
| Performance Indicator | BA-7.9.3 | Explain legal considerations for finance (FI:356) (SP) |
| **Performance Element** | **BA-7.11** | **Manage financial resources to ensure solvency.**  |
| Performance Indicator | BA-7.11.1 | Describe the nature of budgets (FI:106, LAP-FI-106) (SP)  |
| Performance Indicator | BA-7.11.2 | Explain the nature of operating budgets (FI:098) (SU) |
| Performance Indicator | BA-7.11.4 | Determine relationships among total revenue, marginal revenue, output, and profit (FI:358) (MN)  |
| Performance Indicator | BA-7.11.6 | Forecast sales (FI:096) (MN) |
| Performance Indicator | BA-7.11.10 | Verify the accuracy of business financial records (FI:653) (ON) |
| **BusAdm Core Standard** | **BA-9** | **Marketing (MK): Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives** |
| **Performance Element** | **BA-9.2** | **Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.** |
| Performance Indicator | BA-9.2.1 | Explain factors that influence customer/client/business buying behavior (MK:014, LAP-MK-014) (SP)  |
| **BusAdm Core Standard** | **BA-11** | **Operations (OP): Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning** |
| **Performance Element** | **BA-11.2** | **Adhere to health and safety regulations to support a safe work environment.** |
| **Performance Element** | **BA-11.3** | **Implement safety procedures to minimize loss.**  |
| Performance Indicator | BA-11.3.2 | Follow safety precautions (OP:007) (PQ) |
| **Performance Element** | **BA-11.8** | **Acquire a foundational knowledge of project management to understand its nature and scope.** |
| **Performance Element** | **BA-11.9** | **Utilize project management skills to improve workflow and minimize costs.** |
| Performance Indicator | BA-11.9.1 | Plan project (OP:519, LAP-OP-519) (CS) |
| Performance Indicator | BA-11.9.2 | Monitor projects and take corrective actions (OP:520, LAP-OP-520) (CS)  |
| Performance Indicator | BA-11.9.3 | Evaluate project success (OP:521, LAP-OP-521) (CS) |
| **Performance Element** | **BA-11.10** | **Implement purchasing activities to obtain business supplies, equipment, resources, and services.** |
| Performance Indicator | BA-11.10.2 | Place orders/reorders (OP:016) (CS) |
| Performance Indicator | BA-11.10.3 | Maintain inventory of supplies (OP:031) (CS) |
| **Performance Element** | **BA-11.11** | **Understand production's role and function in business to recognize its need in an organization.** |
| Performance Indicator | BA-11.11.1 | Explain the concept of production (OP:017, LAP-OP-017) (CS) |
| **Performance Element** | **BA-11.16** | **Maintain property and equipment to facilitate ongoing business activities.**  |
| Performance Indicator | BA-11.16.1 | Comply with policies and procedures for use of property and equipment (OP:442) (CS) |
| **BusAdm Core Standard** | **BA-12** | **Professional Development (PD): Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career** |
| **Performance Element** | **BA-12.1** | **Acquire self-development skills to enhance relationships and improve efficiency in the work environment.** |
| **Performance Element** | **BA-12.5** | **Participate in career planning to enhance job-success potential.**  |
| Performance Indicator | BA-12.5.4 | Identify sources of career information (PD:022) (CS)  |
| Performance Indicator | BA-12.5.7 | Explain career opportunities in entrepreneurship (PD:066, LAP-PD-066) (CS) |
| **Performance Element** | **BA-12.6** | **Implement job-seeking skills to obtain employment.**  |
| **BusAdm Core Standard** | **BA-13** | **Strategic Management (SM): Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department** |
| **Performance Element** | **BA-13.2** | **Utilize planning tools to guide organization's/department's activities.**  |
| Performance Indicator | BA-13.2.1 | Explain the nature of business plans (SM:007, LAP-SM-007) (MN)  |
| Performance Indicator | BA-13.2.2 | Develop company goals/objectives (SM:008) (ON) |
| Performance Indicator | BA-13.2.7 | Develop action plans (SM:012) (ON) |
| Performance Indicator | BA-13.2.8 | Develop business plan (SM:013, LAP-SM-013) (ON) |
| **Performance Element** | **BA-13.4** | **Identify potential business threats and opportunities to protect a business’s financial well-being.** |
| Performance Indicator | BA-13.4.2 | Conduct a risk assessment of an event (SM:076) (SP) |
| Performance Indicator | BA-13.4.3 | Identify speculative business risks (SM:077) (MN) |