



Exploring Business & Marketing

EXAM INFORMATION

Items

43

Points

53

Prerequisites

KEYBOARDING

Grade Level

8-9

Course Length

ONE SEMESTER

Career Cluster

BUSINESS MANAGEMENT AND
ADMINISTRATION

FINANCE

MARKETING

SCIENCE, TECHNOLOGY, ENGINEERING
AND MATHEMATICS

Performance Standards

INCLUDED

Certificate Available

YES

DESCRIPTION

Students will be exposed to the fundamental concepts of business and marketing. Skills include basic business concepts, organizational communication, human resources management, entrepreneurship, accounting, finance, and leadership. Students will be exposed to courses within the Business and Marketing career pathways and leadership organizations.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Basic Concepts	19%
2- Communication & Employability	12%
3- Entrepreneurship	10%
4- Market Products	23%
5- Financial & Accounting Statements	10%
6- Basic Finance Principles	16%
7- Leadership Principles	10%



STANDARD 1

STUDENTS WILL UNDERSTAND BASIC BUSINESS, ECONOMIC AND LAW CONCEPTS

Objective 1 Understand and demonstrate basic economic concepts.

1. Explain scarcity, demand, supply, and opportunity costs.
2. Identify the three types of resources (i.e., human, capital, natural).

Objective 2 Understand basic business law and ethics concepts.

1. Identify unethical and illegal conduct in a business.
2. Understand and distinguish the difference between copyright trademarks and patents.
3. Identify different types of business ownership (sole proprietorship, partnership, and corporation) as well as the advantages and disadvantages of each.

STANDARD 2

STUDENTS WILL PRODUCE EFFECTIVE COMMUNICATION DOCUMENTS AND DEMONSTRATE EMPLOYABILITY SKILLS

Objective 1 Integrate forms of communication in pursuit and retention of employment.

1. Complete a job application form properly.
2. Role-play interviews and demonstrate appropriate non-verbal communication.
3. Communicate personal employment skills and abilities by creating a résumé.

Objective 2 Prepare and present short presentations before an audience, either individually or as a group.

Standard 2 Performance Evaluation included below (Optional)

STANDARD 3

STUDENTS WILL DETERMINE SKILLS AND CHARACTERISTICS OF ENTREPRENEURS AND EXPLORE ENTREPRENEURIAL OPPORTUNITIES

Objective 1 Research businesses and the characteristics of entrepreneurs (nonprofit, for profit, franchise, etc.).

Objective 2 Develop a business venture to be used in an entrepreneurial simulation.

STANDARD 4

STUDENTS WILL UNDERSTAND THE CONCEPTS NEEDED TO MARKET PRODUCTS TO ACHIEVE A DESIRED OUTCOME

Objective 1 Demonstrate an understanding of basic marketing principles.

1. Understand and identify the marketing mix of products (goods and services), place, price, and promotion.
2. Understand what motivates consumer purchases.
3. Explore various target markets and market segmentations and demographics.



- Objective 2** Develop marketing strategies (digital marketing, logo, direct marketing, personal selling, public relations, sales promotion, advertising) and identify consumer motives (emotional, rational, patronage) in purchasing.
- Objective 3** Apply the marketing principles they have learned through the creation of related documents in desktop publishing.
1. Create forms of advertising media, such as (but not limited to) business cards, posters, magazine ads, brochures, blogs, or websites.

Standard 4 Performance Evaluation included below (Optional)

STANDARD 5

STUDENTS WILL PREPARE, ANALYZE AND INTERPRET FINANCIAL AND ACCOUNTING STATEMENTS

- Objective 1** Prepare an income statement.
1. Calculate revenue, expenses, and compute net income/loss.
- Objective 2** Prepare a balance sheet and a budget.
1. List and calculate total assets and liabilities.
 2. Record ending capital and prove the accounting equation is in balance.

Standard 5 Performance Evaluation included below (Optional)

STANDARD 6

STUDENTS WILL UNDERSTAND BASIC PRINCIPLES OF FINANCE

- Objective 1** Understand the importance of investing and its relationship to business.
1. Define stocks, bonds, mutual funds, dividends, etc.
 2. Identify investment tools, track current stock market trends, and determine gains/losses on the sale of stock.
 3. Simulate the buying and selling of stock.
- Objective 2** Be able to explain basic financial terms.
1. Understand debt, interest, risk/reward rule, tax implications, the time value of money, etc.

STANDARD 7

STUDENTS WILL UNDERSTAND BASIC LEADERSHIP PRINCIPLES

- Objective 1** Define the importance of creating a sound mission statement, vision, and goals.
- Objective 2** Understand time management techniques and successful teamwork.
- Objective 3** Gain exposure to CTSOs within marketing and business.



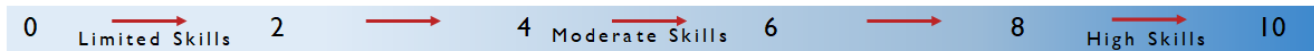
Exploring Business & Marketing Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name _____

Class _____

PERFORMANCE RATING SCALE



STANDARD 2 Communication & Employability

Score:

- Complete a job application form properly. (Online option preferred)
- Prepare a resume.
- Participate in role play pertaining to job interviews.

STANDARD 4 Market Products

Score:

- Prepare and present a short presentation for an audience.
- Create forms of advertising media.

STANDARD 5 Financial & Accounting Statements

Score:

- Prepare an income statement.
- Prepare a balance sheet.

PERFORMANCE STANDARD AVERAGE SCORE: