

2024 – 2025

BUSINESS AND MARKETING EDUCATION COURSES

KENTUCKY CTE
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BUSINESS AND MARKETING EDUCATION COURSES 2024 – 2025

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Accounting and Finance Foundations 060122

This course will provide an introduction to both areas of accounting and finance. Topics will include banking, credit, financial literacy, career exploration, spreadsheet usage, and technical writing. The major focus of the course is on the accounting cycle and the communication of financial information to decision-makers. The accounting principles taught in this course are based on a double-entry system and include preparing bank reconciliations, payroll taxes, and financial statements. Detailed career exploration in the various fields of accounting will be available. Leadership development will be provided through FBLA and/or DECA.

Recommended Grade Level: 9 – 12

Recommended Credit: 1

Students will:

1. Demonstrate financial calculations used by the business professional.
2. Research and analyze career opportunities in accounting and develop an employment portfolio including letter of application, resume, certificates of training, and samples of work.
3. Describe the purpose and function of accounting.
4. Examine the importance of work/business ethics.
5. Demonstrate employability and soft skills relative to the career cluster.
6. Research Internet safety and e-commerce regulations.
7. Assess the characteristics of money and the government's role in the economy.
8. Describe economic institutions such as banks and stock markets.
9. Identify banking procedures and apply correct accounting methods for all financial records.
10. Distinguish differences in business structures such as proprietorships, partnerships, and corporations.
11. Analyze and justify the purpose for double-entry accounting.
12. Recognize and describe the effects of transactions on the elements of the accounting equation.
13. Apply the rules of debit and credit in recording transactions and recognize the normal account balance.
14. Explain accounting terms and concepts: automated accounting, accounting cycle, accounting framework, and account classifications.
15. Perform the basic steps in the accounting cycle for service and merchandising operations.
16. Apply the procedures used for special journals, controlling accounts and subsidiary ledgers.
17. Apply the principles of internal control, including petty cash procedures and bank reconciliation.
18. Apply the procedures for valuing and recording inventory.

19. Apply math, communication, and accounting skills in preparing and analyzing business transactions and financial statements through ratio analysis, break-even productivity, cost-benefit analysis, and time value of money.
20. Demonstrate the ability to create and analyze spreadsheets using Excel.
21. Calculate payroll earnings and payroll taxes, including but not limited to, FICA (Federal Insurance Compensation Act), Federal, FUTA (Federal Unemployment Tax Act), and SUTA (State Unemployment Tax Authority).
22. Determine and complete tax documents beginning with the W-4 through 1040EZ.
23. Develop an understanding of credit transactions including the laws that govern these functions.
24. Analyze business financial conditions through case studies.

Advanced Accounting 070125

This course uses an integrated approach to teaching accounting. Students first learn how businesses plan for and evaluate their operating, financing, and investing decisions and how accounting systems gather and provide data to internal and external decision makers. This year-long course covers all the learning objectives of a traditional college level financial accounting course, plus those from a managerial accounting course. Topics include an introduction to accounting, accounting information systems, time value of money, accounting for merchandising firms, sales and receivables, fixed assets, debt, and equity. Other topics include statement of cash flows, financial ratios, cost-volume profit analysis, and variance analysis. Leadership development will be provided through FBLA and/or DECA. Teachers must go through a three-day training to teach this course.

Recommended Grade Level: 11 – 12

Recommended Credit: 1

Students will:

1. Explain how and why the conceptual framework of accounting and generally accepted accounting principles provide guidance and structure for preparing financial statements.
2. Describe the information provided in each financial statement and how the statements articulate with each other.
3. Identify business ownership structures.
4. Explain the role of management and the auditor in preparing and issuing an annual report.
5. Identify and explain the classifications within assets, liabilities, and equity.
6. Define and calculate the current ratio, debt-equity ratio, return on sales, and return on equity.
7. Identify and explain the three phases of the management cycle and the four business processes.
8. Explain and calculate the operating cycle (accounts receivable turnover and inventory turnover).
9. Explain how internal control procedures are used to safeguard assets.
10. Prepare bank reconciliation.
11. Describe the purpose and relationship of journals and ledgers.
12. Analyze and describe how business transactions impact the accounting equation.
13. Apply the double-entry system of accounting to record business transactions and prepare a trial balance.
14. Explain the need for adjusting entries and record adjusting entries.
15. Prepare the financial statements for the different types of business operations and ownership structures.
16. Explain the purposes of the closing process and record closing entries.
17. Describe the differences between the periodic and perpetual inventory systems and record transactions.
18. Describe the difference between the gross price method and the net price method. Record transactions.

19. Determine cash paid for inventory and operating expenses.
20. Identify and describe the cost flow assumptions for inventory and explain the impact on the balance sheet and income statement.
21. Calculate cost of goods sold and ending inventory using LIFO and FIFO inventory costing methods.
22. Explain how inventory for a manufacturing business differs from inventory for a merchandising business.
23. Explain how an activity-based costing system operates, including the identification of activity cost pools, and the selection of cost drivers; and explain the flow of costs through the manufacturing accounts used in product costing.
24. Compute a predetermined overhead rate and explain its use in job-order costing.
25. Determine whether manufacturing overhead is over/under applied.
26. Prepare journal entries to record the costs of direct material, direct labor, and manufacturing overhead in a job-order costing system.
27. Prepare a schedule of cost of goods manufactured, a schedule of cost of goods sold, and an income statement for a manufacturer.
28. Complete the steps in the accounting cycle and prepare financial statements.
29. Calculate payroll taxes.
30. Determine the present value and future value cash flows.
31. Use net present value concepts to make investment decisions.
32. Explain the purpose and methods of cost allocation.
33. Calculate and record depreciation, depletion, and amortization; and explain the impact on the financial statements.
34. Record the sale and disposal of fixed assets and the impact on the financial statements.
35. Compare and contrast debt and equity financing.
36. Define and calculate TIE (times-interest-earned) ratio.
37. Compare and contrast a periodic payment note payable, a lump sum note payable, and a periodic and lump sum note payable.
38. Calculate the carrying value, interest expense, and cash payment for a note.
39. Record transactions for notes payable—issuance and interest expense.
40. Record transactions for bonds issued at face value, a premium, and a discount.
41. Record interest expense for bonds issued at face value, a premium, and a discount using the straight-line method and effective-interest method.
42. Identify and describe the different classes of stock, explain the rights afforded each class of stock, and record transactions.
43. Describe the difference between cash dividends, stock dividends, stock splits, and the impact on the financial statements.
44. Demonstrate employability and soft skills relative to the career cluster.
45. Apply math and communication skills within the technical content.

Advanced Multimedia Publishing 060761

This hands-on course applies advanced web design, publishing, and presentation concepts through the development of sophisticated documents and projects which include, but is not limited to websites, web databases, web movies, video editing and production, and television productions. This course is designed around the learning goals of the students and is project-based. Students will complete advanced projects agreed upon with the instructor utilizing hardware and software available. Formatting, editing, layout, and design concepts are reviewed and reinforced. Distribution ready publication standards are applied to all projects. Students will develop communication skills, problem-solving techniques, cooperative learning, and interpersonal skills. Leadership development will be provided through FBLA and/or DECA.

Prerequisite: Multimedia Publishing [060751](#)

Recommended Grade Level: 11 – 12

Recommended Credit: 1

Students will:

1. Use industry-standard hardware and software components to create advanced multimedia projects including scanners, digital and video cameras, and production equipment.
2. Demonstrate an awareness of copyrighting, licensing, and downloading.
3. Demonstrate an awareness of safety issues.
4. Design and publish a web site with dynamic content using HTML and/or advanced features of a software package including tables, forms, edited images, animated gifs, sound, web movies (Flash), databases, and forums.
5. Incorporate features into web pages for different audiences and cultures. Check for handicap accessibility.
6. Observe and practice safety precautions applicable to both classroom and home use of the Internet.
7. Create movies incorporating advanced features of video editing software.
8. Broadcast news programs and feature programs school wide.
9. Demonstrate employability and soft skills relative to the career cluster.
10. Apply math, science, and communication skills relative to the career major.
11. Research and analyze career opportunities in multimedia publishing and graphic arts, video production, broadcasting, and web design.
12. Identify browser restrictions and variations.
13. Analyze, create, and organize navigational links.
14. Implement CGI and JavaScript programming where appropriate.
15. Develop an awareness of page load time with various connections of users.
16. Recognize appropriate backgrounds and fonts for business web sites.
17. Demonstrate Internet etiquette.
18. Publish web pages to a web server.
19. Formulate a user-friendly file structure for web publishing.

Advertising and Promotion 081511

This course is designed to provide students with a realistic “hands-on” application of techniques used in the advertising and promotion of goods and services. Students use typical media software and media equipment while being exposed to all forms of media (including print, internet, radio, and television) methods, budgets, and evaluations used by industry. Leadership development will be provided through FBLA and/or DECA.

Prerequisite: Marketing Principles [080716](#) **OR** Business and Marketing Essentials [060111](#)

Recommended Grade Level: 10 – 12

Recommended Credit: 1

Students will:

1. Utilize computers and electronic equipment, business software, web software, and other kinds of technology to collect, organize, and communicate information and ideas.
2. Explain the role of promotion as a marketing function.
3. Explain the types of promotions.
4. Identify the elements of the promotional mix.
5. Describe the use of business ethics in promotion.
6. Explain the types of advertising media.
7. Explain and give examples of how advertising and promotion influences the supply and demand of a product.
8. Demonstrate knowledge of advertising principles as they apply to the creation of a website, print advertisement, or specialty advertisement.
9. Explain ways to make responsible buying decisions by evaluation of promotional ads.
10. Compare features, benefits, and price of products and services using various promotional items.
11. Develop a promotional plan.
12. Analyze how advertising and promotion jobs have changed due to scientific advancement and increased use of technology.
13. Use all types of digital media to design, organize, and communicate information and ideas.
14. Analyze how advertising techniques (such as jingles, slogans, plain folks, facts and figures, glittering, generalities, testimonial, bandwagon, emotional appeal) influence consumer decisions.
15. Prepare product promotions, community service promotions, and press releases.
16. Explain and evaluate crisis management (such as negative news releases).
17. Develop, plan, execute, and evaluate an advertising plan including marketing research, calendars, and budgets.
18. Establish a relationship between school and business activities by collaborating with business professionals.
19. Evaluate advertising campaigns and identify the psychological guidelines and associated techniques used in each campaign.

20. Demonstrate a knowledge of advertising principles as they apply to the creation of a website.
21. Apply math and communication skills within the technical content.
22. Identify individual work habits and ethics such as individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills. Explain their importance in the workplace.

Business and Marketing Career Exploration 060195

This course provides students with a survey of skills needed for school-to-work transition. Opportunities to explore the business and marketing career cluster and career paths, to heighten self-awareness, and to develop priorities and career decision-making skills are also provided. A variety of instructional resources, self-assessment instruments, and career interest surveys are included in the updating of the Individual Learning Plan (ILP). Interpersonal skill development and orientation to word processing, computer spreadsheet, and database are included. Leadership development will be provided through FBLA and/or DECA.

Recommended Grade Level: 8 – 9

Recommended Credit: 1

Students will:

1. Reinforce basic skills in human relations in both written and oral communication including customer relations.
2. Develop a personal portfolio of careers to explore; research and prepare reports about business and marketing careers.
3. Complete self-assessment surveys to link interests, hobbies, skills, and school subjects to occupations.
4. Complete a career interest survey identifying general likes and dislikes, personal skills, and job values.
5. Complete a job application, compose a resume and a letter of application, and prepare for an interview.
6. Define world of work vocabulary, explain concepts relating to the world of work, and explore the importance of business ethics.
7. Develop and/or update Individual Learning Plans.
8. Develop decision-making, problem-solving, and critical thinking skills to become life-long learners and self-directed individuals.
9. Develop and prepare a budget using spreadsheet and database software, based upon a desired adult lifestyle.
10. Identify and summarize why people need to work to meet basic needs.
11. Describe what academic skills are needed for a career in the business and marketing cluster.
12. Explain and evaluate resources that can be used for researching job and career information.
13. Describe and explain the importance of good work habits and ethics in the workplace.
14. Explain how marketing jobs and careers have been created as a result of scientific and technological advancements.
15. Identify and explain skills used to seek, obtain, maintain, and change jobs or careers.
16. Apply communication skills within the technical content.
17. Demonstrate employability and soft skills relative to the career cluster.

Business and Marketing Essentials 060111

Business and Marketing Essentials is an introductory business and marketing course which enables students to acquire a realistic understanding of business processes and activities. Students examine fundamental economic concepts, the business environment, and primary business activities. They develop an understanding of and skills in such areas as customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management. Throughout the course, students are presented ethical dilemmas and problem-solving situations for which they must apply academic and critical-thinking skills. Leadership development will be provided through FBLA and/or DECA.

Recommended Grade Level: 9 – 10

Recommended Credit: 1

Students will:

1. Foster positive relationships with customers to enhance company image.
2. Understand fundamental economic concepts to obtain a foundation for employment in business.
3. Understand the nature of business to show its contributions to society. Analyze cost/profit relationships to guide business decision-making.
4. Understand economic systems to be able to recognize the environments in which businesses function.
5. Apply ethics to demonstrate trustworthiness.
6. Acquire a foundational knowledge of accounting to understand its nature and scope.
7. Acquire a foundational knowledge of finance to understand its nature and scope.
8. Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.
9. Understand marketing's role and function in business to facilitate economic exchanges with customers.
10. Use information literacy skills to increase workplace efficiency and effectiveness.
11. Acquire a foundational knowledge of information management to understand its nature and scope.
12. Utilize information-technology tools to manage and perform work responsibilities.
13. Understand operation's role and function in business to value its contribution to a company.
14. Acquire self-development skills to enhance relationships and improve efficiency in the work environment.
15. Understand and follow company rules and regulations to maintain employment.
16. Participate in career planning to enhance job-success potential.
17. Implement job-seeking skills to obtain employment.
18. Utilize career-advancement activities to enhance professional development.
19. Recognize management's role to understand its contribution to business success.

Business Communications 060155

This course is the study of written, oral, and electronic communication in a business environment. Emphasis is on writing letters, preparing and orally presenting business reports, using the telephone in business, electronic transfer of information, using business information resources, listening and interpreting, and developing business messages. Leadership development will be provided through FBLA and/or DECA.

Recommended Grade Level: 10 – 12

Recommended Credit: 1

Students will:

1. Demonstrate understanding of the communication process.
2. List techniques involved in active listening and possible barriers to communication.
3. Identify responsibilities of a competent communicator (respect, paying attention, participation, unnecessary disruption, and negative or disrespectful language).
4. Differentiate nonverbal communication from verbal communication.
5. Identify various forms of nonverbal symbols.
6. Apply technical writing skills including spelling and grammar, using reference materials, and proofreaders' marks.
7. Design, deliver, and apply qualities (courteous, clear, concise, concrete, correct, and complete) of effective and appropriate message to various audiences and occasions.
8. Identify various forms of techniques used to document references or citations (APA, MLA, or others).
9. Compose various types of business documents electronically including those associated with employment.
10. Demonstrate job interviewing techniques and develop a career portfolio including application, resume, and cover letter.
11. Understand different forms of etiquette including proper forms of telephone, Netiquette, e-mail, texting, social media, and other forms.
12. Understand plagiarism including incorrectly citing sources or presenting someone's information as their own.
13. Research career opportunities in communication and related careers utilizing supporting material including postsecondary connections.
14. Communicate a clear thesis and purpose in written and oral communication.
15. Create an outline to be used for an oral presentation.
16. Identify ways to manage speech anxiety and stress.
17. Construct and deliver organized oral presentations (student introduction, informative, persuasive, impromptu, or problem solving/customer service) with well-developed introductions, main points, conclusions, and transitions with appropriate visual aids.
18. Deliver speeches using appropriate and effective vocal and physical behaviors to enhance messages (vocal variety, articulations, and movements).
19. Acquire skills to communicate with others, both publicly and interpersonally.
20. Understand and identify the basic principles of effective group communication and listening.

21. Identify, analyze, and evaluate using different points of view including diversity, multiculturalism, globalization, and international business.
22. Demonstrate math, academic, employability, and occupational skills aligning to standards.

Business Economics - CTE Credit 080317

This course is designed to be a comprehensive study of economics that meets the economics requirement for graduation. It provides an in-depth study of how people produce, distribute, and consume goods and services. Economic terminology, theory, and a comparison of economic systems and policies are integral to the course. Simulations and/or actual work situations may be used to provide practical experience with various economic conditions. Leadership development will be provided through FBLA and/or DECA.

Prerequisite: Digital Literacy [060112](#) **OR** Business and Marketing Essentials [060111](#)

Recommended Grade Level: 9 – 12

Recommended Credit: 1

Students will:

1. Explain how laws and government mandates have been adopted to maintain competition in the U.S. and in the global marketplace.
2. Demonstrate an understanding of the cause and effect of the business cycles and how monetary and fiscal policy can be used to regulate these problems.
3. Compare and contrast a market economy, command economy, mixed economy and traditional economy based on their abilities to achieve social goals such as freedom, equity, and growth in the modern world.
4. Analyze the changing relationships among business, labor, and government and how each has affected production, distribution, and consumption.
5. Utilize decision-making models to make economic choices and determine the opportunity cost of those choices.
6. Explain how, in a free enterprise system, individuals attempt to maximize their profits based on their role in the economy.
7. Understand why people from other nations have come to the United States because of economic opportunities.
8. Demonstrate employability and soft skills relative to the career cluster.
9. Analyze economic concepts and understand their relevance to different economic situations.
10. Analyze the impact of international issues and concerns on personal, national, and international economics.
11. Analyze the role culture plays in economic issues of production, distribution, and consumption of goods and services.
12. Create graphs that illustrate shortages and surplus and describe how the market works to eliminate these conditions. Identify the effects each change has on equilibrium, price, and quantity.
13. Explain and give examples of how numerous factors influence the supply and demand of products.
14. Understand that scarcity is the basic economic problem facing individuals, societies, and nations.
15. Analyze how a nation's wealth and trade potential are tied to its resources.

16. Explore how international trade and multinational companies have led to a global economy.
17. Understand how the United States economy has changed from a rural to an industrial economy to a leader in the global economy.
18. Appraise the effects of technological changes, changes in consumer preferences, price inputs, environment, and legislation on supply and demand and price of goods and services.
19. Create the demand curve graph for two firms (one monopoly and one oligopoly) and explain the levels of output for a firm in perfect conditions.
20. Apply math and communication skills within the technical content.

Business Economics - Economics Credit 060596

This course is designed to be a comprehensive study of economics that meets the economics requirement for graduation. It provides an in-depth study of how people produce, distribute, and consume goods and services. Economic terminology, theory, and a comparison of economic systems and policies are integral to the course. Simulations and/or actual work situations may be used to provide practical experience with various economic conditions. Leadership development will be provided through FBLA and/or DECA.

Prerequisite: Digital Literacy [060112](#) **OR** Business and Marketing Essentials [060111](#)

Recommended Grade Level: 9 – 12

Recommended Credit: 1

Students will:

1. Explain how laws and government mandates have been adopted to maintain competition in the U.S. and in the global marketplace.
2. Demonstrate an understanding of the cause and effect of the business cycles and how monetary and fiscal policy can be used to regulate these problems.
3. Compare and contrast a market economy, command economy, mixed economy and traditional economy based on their abilities to achieve social goals such as freedom, equity, and growth in the modern world.
4. Analyze the changing relationships among business, labor, and government and how each has affected production, distribution, and consumption.
5. Utilize decision-making models to make economic choices and determine the opportunity cost of those choices.
6. Explain how, in a free enterprise system, individuals attempt to maximize their profits based on their role in the economy.
7. Understand why people from other nations have come to the United States because of economic opportunities.
8. Demonstrate employability and soft skills relative to the career cluster.
9. Analyze economic concepts and understand their relevance to different economic situations.
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11. Analyze the role culture plays in economic issues of production, distribution, and consumption of goods and services.
12. Create graphs that illustrate shortages and surplus and describe how the market works to eliminate these conditions. Identify the effects each change has on equilibrium, price, and quantity.
13. Explain and give examples of how numerous factors influence the supply and demand of products.
14. Understand that scarcity is the basic economic problem facing individuals, societies, and nations.
15. Analyze how a nation's wealth and trade potential are tied to its resources.

16. Explore how international trade and multinational companies have led to a global economy.
17. Understand how the United States economy has changed from a rural to an industrial economy to a leader in the global economy.
18. Appraise the effects of technological changes, changes in consumer preferences, price inputs, environment, and legislation on supply and demand and price of goods and services.
19. Create the demand curve graph for two firms (one monopoly and one oligopoly) and explain the levels of output for a firm in perfect conditions.
20. Apply math and communication skills within the technical content.

Business Education Co-op* 060107

Cooperative Education for CTE (Career and Technical Education) courses provides supervised worksite experience related to the student's identified career pathway. A student must be enrolled in an approved pathway course during the same school year that the co-op experience is completed or have already completed the pathway the previous year. Students who participate receive a salary for these experiences in accordance with local, state, and federal minimum wage requirements according to the [Work-Based Learning Manual](#). Leadership development will be provided through FBLA and/or DECA.

Recommended Grade Level: 11 – 12

Recommended Credit: 1 – 3

Students will:

1. Demonstrate and practice safe work habits at all times.
2. Gain career awareness and the opportunity to test career choices.
3. Receive work experience related to career interests.
4. Integrate classroom studies with work experience.
5. Receive exposure to facilities and equipment unavailable in a classroom setting.
6. Increase employability potential.

* Co-op can only be taken after the first four credits are earned, OR along with another course in the pathway, OR if the student is enrolled in an approved pre-apprenticeship program

Business Education Internship 060108

Internship for CTE (Career and Technical Education) courses provides supervised work-site experience for high school students who are enrolled in a pathway course associated with their identified career pathway. Internship experiences consist of a combination of classroom instruction and field experiences. A student receiving pay for an intern experience is one who is participating in an experience that lasts a semester or longer and has an established employee employer relationship. A non-paid internship affects those students who participate on a short-term basis (semester or less). All information referenced to the [Work-Based Learning Manual](#). Leadership development will be provided through FBLA and/or DECA.

Recommended Grade Level: 11 – 12

Recommended Credit: 1 – 3

Students will:

1. Demonstrate and practice safe work habits at all times.
2. Gain career awareness and the opportunity to test career choices.
3. Receive work experience related to career interests.
4. Integrate classroom studies with work experience.
5. Receive exposure to facilities and equipment unavailable in a classroom setting.
6. Increase employability potential.

Business Law 060121

This course develops an understanding of legal rights and responsibilities in personal law and business law with applications applied to everyday roles as consumers, citizens, and workers. The student will have an understanding of the American legal system, courts and court procedures, the criminal justice system, torts, the civil justice system, oral and written contracts, sales contracts and warranties, and consumer protection. Legal terminology is emphasized. Leadership development will be provided through FBLA and/or DECA.

Recommended Grade Level: 10 – 12

Recommended Credit: 1

Students will:

1. Explain the levels found in the state and federal court systems and their jurisdictional limits.
2. Explain the differences between tort and criminal laws and how they relate to the business environment.
3. Identify ways laws affect individuals, sources of law, constitutional rights and responsibilities of U.S. citizens, and the responsibilities of government.
4. Describe and analyze the American Legal System.
5. Compare and contrast elements of civil (torts) and criminal law.
6. Describe the essential elements of a contract and demonstrate an understanding of the remedies/damages for breach of a contract.
7. Explain various aspects of consumer protection including deceptive advertising, agencies that aid the consumer, and federal legislation.
8. Explain commercial contracts and warranties.
9. Explain real and personal property and wills.
10. Examine and evaluate leasing of real property.
11. Examine and evaluate property and casualty insurance.
12. Describe rights and duties of the employee, employer, and independent contractor and other important aspects of employment.
13. Identify civil rights, right to privacy, and ADA legislation affecting personnel practices such as compensation, promotion, recruitment, selection, termination, and training and development.
14. Describe legal reasons for terminating employees such as employment at will, embezzlement, and violation of company policy.
15. Identify and distinguish among sole proprietorships, partnerships and corporations.
16. Describe corporate financing procedures and the Securities Exchange Commission Laws that govern financial reporting procedures.
17. Describe bailment and the rights and duties of all parties.
18. Describe negotiable instruments and their relationships to commercial law.
19. Demonstrate a basic understanding of the methods of researching legal citations.
20. Demonstrate a basic understanding of how business law affects current events (local, national, international and geography cultural diversity).
21. Examine and evaluate a business and personal code of ethics.

22. Develop an understanding of a business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions including anti-trust laws, organized labor and regulatory agencies.
23. Apply ethical considerations resulting from various situations such as technological advances, international competition, employer-employee relationships, and consumer relations.
24. Research career opportunities in the legal profession.
25. Demonstrate employability and soft skills relative to the career cluster.
26. Apply communication skills within the technical content.
27. Differentiate between different types of bankruptcy filings.

Business Math (CTE Credit) 080772

This course enables the student to explore mathematical content for personal, business, and industrial use. Concepts are applied through problem-solving and real-world situations. Leadership development will be provided through FBLA and/or DECA.

Recommended Grade Level: 9 – 12

Recommended Credit: 1

Students will:

1. Use the touch method on electronic calculators to solve real-world mathematical problems which relate to business and industry.
2. Apply math and communication skills within the technical content.
3. Use mathematical operations to enable students to understand gross and net income and different methods of earning income.
4. Demonstrate mathematical reasoning in figuring and recording checking and savings account transactions.
5. Calculate simple and compound interest of initial investment over a set amount of time.
6. Calculate a function identifying the dependent and independent variables (for example, unit price = price per time divided by measure or count).
7. Write a two variable equation to represent the amount of a lease payment (for example, if the lease pays \$17 per \$1,000).
8. Calculate the mean and standard deviation of the daily closing cost on a particular stock and plot the data and draw the curve of best fit.
9. Use a spreadsheet to calculate monthly interest, principal amount, and balance on a personal or business loan.
10. Analyze financial statements and calculate current ratio, debit-equity ratio, and return on capital.
11. Write and solve equations with two variables such as calculating gross pay based on salary plus commission.
12. Research and analyze career opportunities requiring the application of math skills.
13. Use mathematical reasoning to compare cash purchases, credit cards, charge accounts, markups, and discounts.
14. Demonstrate mathematical reasoning in calculating various types of loans, investments, and interest, including compound interest.
15. Design and manipulate spreadsheets and graphs according to the availability of technology.
16. Use mathematical problem solving to figure out the costs involved in purchasing and maintaining a vehicle and home and the methods of figuring depreciation.
17. Identify and compare various types of insurance.
18. Demonstrate mathematical applications relating to personnel, production, sales, marketing, warehousing, and distribution.
19. Demonstrate employability and emotional intelligence skills relative to the career cluster.

Business Math (Math Credit) 080780

This course is designed for students who have completed courses containing all the required high school Kentucky Academic Standards (KAS) for Mathematics. If students have not completed courses containing all the required KAS, a Business Math (Math Credit) course should attend to standards students still need. This course enables students to explore mathematical content, beyond what was addressed in the student's foundational courses, for personal, business, and industrial use; concepts are applied through problem-solving and real-world situations. A Business Math course may include, but is not limited to, topics found in the (+) standards of the KAS for Mathematics. Leadership Development will be provided through the FBLA/DECA student organizations.

Recommended Grade Level: 9 – 12

Recommended Credit: 1

Students will:

1. Use the touch method on electronic calculators to solve real-world mathematical problems which relate to business and industry.
2. Apply math and communication skills within the technical content.
3. Use mathematical operations to enable students to understand gross and net income and different methods of earning income.
4. Demonstrate mathematical reasoning in figuring and recording checking and savings account transactions.
5. Calculate simple and compound interest of initial investment over a set amount of time.
6. Calculate a function identifying the dependent and independent variables (for example, unit price = price per time divided by measure or count).
7. Write a two variable equation to represent the amount of a lease payment (for example, if the lease pays \$17 per \$1,000).
8. Calculate the mean and standard deviation of the daily closing cost on a particular stock and plot the data and draw the curve of best fit.
9. Use a spreadsheet to calculate monthly interest, principal amount, and balance on a personal or business loan.
10. Analyze financial statements and calculate current ratio, debit-equity ratio, and return on capital.
11. Write and solve equations with two variables such as calculating gross pay based on salary plus commission.
12. Research and analyze career opportunities requiring the application of math skills.
13. Use mathematical reasoning to compare cash purchases, credit cards, charge accounts, markups, and discounts.
14. Demonstrate mathematical reasoning in calculating various types of loans, investments, and interest, including compound interest.
15. Design and manipulate spreadsheets and graphs according to the availability of technology.

16. Use mathematical problem solving to figure out the costs involved in purchasing and maintaining a vehicle and home and the methods of figuring depreciation.
17. Identify and compare various types of insurance.
18. Demonstrate mathematical applications relating to personnel, production, sales, marketing, warehousing, and distribution.
19. Demonstrate employability and emotional intelligence skills relative to the career cluster.

Data Modeling/SQL 070331

This course allows students to transform business requirements into an operational database using a systematic approach. Students will be engaged using data storage and retrieval techniques through activities that require teamwork, presentation skills, logical problem-solving, journaling and reflective thinking. Students will create and maintain database objects and store, retrieve, and manipulate data. Demonstrations and hands-on practice will be used for learning concepts. Students will apply SQL (Search and Query Language), an industry-standard language, to learn to build and manage database systems. Students will also learn interviewing skills and project management. Leadership development will be provided through FBLA and/or DECA.

Recommended Grade Level: 10 – 12

Recommended Credit: 1

Students will:

1. Use technology to complete daily database projects and assignments.
2. Identify and use basic data modeling and SQL (Search and Query Language) terms, concepts, and rules.
3. Create and analyze entity-relationship diagrams that meet an organization's needs.
4. Research and compare various careers in database management from entry-level to database administrator.
5. Demonstrate employability and soft skills relative to the career cluster.
6. Reflect on learning and projects by writing in a weekly journal.
7. Apply math and communication skills with technical content.
8. Articulate issues involving data security and keeping history of data in business systems.
9. Demonstrate professional soft skills.
10. Solve complex problems using data storage and retrieval techniques.

Digital Literacy 060112

Students will use a computer and application software including word processing, presentations, database, spreadsheets, internet, and email to prepare elementary documents and reports. The impact of computers on society and ethical issues are presented. Leadership development will be provided through FBLA (Future Business Leaders of America) and/or DECA.

Recommended Grade Level: 9 – 12

Recommended Credit: 1

Students will:

1. Use a word processing program to create, save, print, modify, spell-check, and grammar-check a simple document.
2. Use a word processing program to enhance the appearance of a simple document by using centered, right justification, boldface, underlined, and italicized text.
3. Use a word processing program to change the default margins and line spacing.
4. Use a word processing program to create a document with headers, footers, and footnotes.
5. Use a presentation program with text body, graphics, and animation.
6. Use an electronic spreadsheet program to create, save, print, modify, and obtain graphs from a simple spreadsheet.
7. Use an electronic spreadsheet program to perform basic mathematical operations including, but not limited to, addition, subtraction, multiplication and division.
8. Use an electronic spreadsheet program to calculate averages and percentages.
9. Use an electronic spreadsheet program to enhance the appearance of a spreadsheet by changing fonts, foreground, and background colors and centering text across columns.
10. Use a database management program to create, maintain, and print reports from a simple relational database.
11. Use a database management program to customize the user interface by creating and maintaining forms and reports.
12. Use a database management program to query tables using basic query operations such as “and”, “or”, and “not”.
13. Print in landscape and portrait orientations.
14. Use the component of the operating system that helps the user manipulate files and folders to copy, move, rename, and delete files and to create, copy, move, rename, and delete folders.
15. Use the World Wide Web browser to navigate hypertext documents and to download files.
16. Use Internet search engines and understand their advantages and disadvantages.
17. Use an electronic mail program to send and receive electronic mail.
18. Identify components of a computer.
19. Discriminate between ethical and unethical uses of computers and information.
20. Demonstrate a basic understanding of issues regarding software copyright, software licensing, and software copying.

21. Demonstrate an awareness of computer viruses and a basic understanding of ways to protect a computer from viruses.
22. Demonstrate a basic understanding of the impact of computers on society.
23. Use and understand basic computer terminology.

Ethical Leadership 060109

Ethical Leadership is a principles-based ethics course introducing students to key leadership and ethical knowledge and skills, including integrity, trust, accountability, transparency, fairness, respect, rule of law, and viability. Throughout the course, students apply ethical principles to contemporary, real-world situations that teens and young adults often encounter in school, at home, with friends, and in entry-level job positions. They examine the concept of ethical leadership and strengthen their leadership and ethical decision-making skills through the planning, implementation, and evaluation of at least one class service-learning project. Leadership development will be provided through FBLA and/or DECA.

Recommended Grade Level: 9 – 12

Recommended Credit: 1

Students will:

1. Acquire foundational knowledge of business laws and regulations to understand their nature and scope.
2. Apply active listening skills to demonstrate understanding of what is being said.
3. Apply verbal skills to obtain and convey information.
4. Foster self-understanding to recognize the impact of personal feelings on others.
5. Apply ethics to demonstrate trustworthiness.
6. Exhibit techniques to manage emotional reactions to people and situations.
7. Identify others' feelings, needs, and concerns to enhance interpersonal relations.
8. Use communication skills to foster open, honest communications.
9. Use communication skills to influence others.
10. Manage stressful situations to minimize potential negative impact.
11. Implement teamwork techniques to accomplish goals.
12. Employ leadership skills to achieve workplace objectives.
13. Manage internal and external business relationships to foster positive interactions.
14. Utilize project management skills to improve workflow and minimize costs.
15. Acquire self-development skills to enhance relationships and improve efficiency in the work environment.
16. Understand and follow company rules and regulations to maintain employment.
17. Utilize critical-thinking skills to determine the best options/outcomes.
18. Identify individual work habits and ethics such as individual and team skills, confidentiality, problem-solving, punctuality, self-discipline, and communication skills. Explain their importance in the workplace.

Fashion Marketing 080111

This course is a specialized course that provides instruction in the marketing of apparel and accessories. This course is based upon the business and marketing core that includes communication skills, economics, operations, professional development, promotion, selling, distribution and product/service management. The instruction includes basic fashion and marketing basics, the use of design and color, promotions, visual merchandising and career opportunities. Leadership development will be provided through FBLA and/or DECA.

Recommended Grade Level: 10 – 12

Recommended Credit: 1

Students will:

1. Utilize computers and electronic equipment, business software, web software, and other kinds of technology to collect, organize, and communicate information and ideas.
2. Analyze historical and current fashion trends.
3. Explain the importance of the fashion industry to the economy.
4. Apply marketing concepts such as market segmentation and target markets as they relate specifically to the fashion industry.
5. Identify the impact of globalization on the fashion industry.
6. Explain types of business ownership.
7. Explain the types of fashion retailers.
8. Interpret and apply the use of design elements in fashion.
9. Analyze the use of color as it relates to apparel and visual merchandising.
10. Identify and analyze retail positioning techniques.
11. Describe merchandising and buying procedures.
12. Analyze and apply the marketing mix to the fashion industry.
13. Apply math and communication skills needed in the fashion industry.
14. Demonstrate selling and customer service skills related to the fashion industry.
15. Compare career opportunities in the fashion industry.
16. Interpret and use technological skills to research and present evaluations of successful fashion designers.
17. Identify individual work habits and ethics such as individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills. Explain their importance in the workplace.
18. Identify team skills such as setting goals, following directions, conflict resolution, listening, and time management. Explain how they are important when working in the fashion industry.
19. Demonstrate skills needed to organize and promote a fashion show.

15. Investigate the various types of risks that impact business activities; categorize the risks as natural, human, electronic, or economic. Explain methods of business used to control risks and security in the electronic market.
16. Understand the role and characteristics of marketing in three different types of economic systems; capitalism, socialism and communism in a worldwide electronic market.
17. Utilize activities of the DECA student organization as an integral component of course content and leadership development.
18. Create a career portfolio including a resume, letters of reference, certifications of training, and samples of work.
19. Investigate and analyze the role of technology in improving the marketing process.
20. Develop a marketing plan for a new or existing business or product line.
21. Identify individual work habits and ethics such as individual/team skills, confidentiality, problem-solving, punctuality, self-discipline, communication skills. Explain their importance in the workplace.

22. Implement purchasing activities to obtain business supplies, equipment, resources, and services.
23. Implement purchasing activities to obtain business supplies, equipment, resources, and services.
24. Understand production's role and function in business to recognize its need in an organization.
25. Maintain property and equipment to facilitate ongoing business activities.
26. Understand supply chain management role to recognize its need in business.
27. Participate in career planning to enhance job-success potential.
28. Utilize career-advancement activities to enhance professional development.
29. Acquire knowledge of banking processes and services to facilitate workplace activities.
30. Acquire knowledge of corporate governance to be aware of the restraints imposed upon finance functions.
31. Acquire knowledge of the insurance industry to obtain a foundation for employment in insurance.
32. Identify potential business threats and opportunities to protect a business's financial well-being.

19. Utilize project management skills to improve workflow and minimize costs.
20. Implement purchasing activities to obtain business supplies, equipment, resources, and services.
21. Implement purchasing activities to obtain business supplies, equipment, resources, and services.
22. Understand production's role and function in business to recognize its need in an organization.
23. Maintain property and equipment to facilitate ongoing business activities.
24. Understand supply chain management role to recognize its need in business.
25. Maintain a workflow to enhance productivity.
26. Participate in career planning to enhance job-success potential.
27. Understand the role and function of quality management to obtain a foundational knowledge of its nature and scope.
28. Recognize management's role to understand its contribution to business success.
29. Identify potential business threats and opportunities to protect a business's financial well-being.

31. List the things youthful drivers can do to reduce the risk of auto accidents.
32. Explain some of the restrictions in the way in which personal automobile insurance companies operate.
33. Describe the various parts of the Personal Auto Policy.
34. Explain the importance of the definitions section of the policy.
35. Describe the coverage provided by the various parts of the Personal Auto Policy.
36. Determine who is insured by each section of the Personal Auto Policy.
37. Discuss the miscellaneous provisions of the Personal Auto Policy.
38. Understand the underwriting process used by insurance companies.
39. Describe the use of underwriting guidelines in determining if an applicant is acceptable.
40. Discuss the role of an insurance actuary.
41. Describe how an insurance company uses statistics to develop rates.
42. Calculate an insurance premium given a rate.
43. Identify the factors that can control the cost of automobile insurance.
44. Identify the various types of homeowners policies and the intended market for each.
45. Explain who is eligible to purchase a homeowners policy.
46. Explain the coverage provided under Section 1 of the homeowners policy.
47. List the property covered and not covered under Coverage C – Personal Property of the homeowners policy.
48. Briefly describe the types of property to which limited amounts of insurance apply under Section 1.
49. Distinguish between the various homeowners forms based on their covered causes of loss.
50. Explain the relationship between the limits provided under a homeowners policy.
51. List the major exclusions of the homeowners policy.
52. Calculate how much would be paid in the event of a loss.
53. Know what is required for a claim to be paid under Coverage E of the homeowners policy.
54. Identify the basic limit of liability for Coverage E and Coverage F.
55. Discuss who is insured under the liability section of the homeowners policy.
56. Describe the key definitions contained in Section II of the homeowners policy.
57. Describe how Medical Payments to Others applies.
58. List some of the exclusions contained in Section II of the homeowners policy.
59. Identify some of the endorsements available to a homeowner and the purpose for each.
60. Understand what factors affect the price of a homeowners insurance.
61. Identify and briefly explain the two major coverage sections of the Businessowners Policy (BOP).
62. Explain how property coverage differs from liability coverage under the BOP.
63. Identify and briefly explain the five major components of the Businessowners Policy.
64. Identify and explain who qualifies for insured status under BOP.
65. Identify the two types of property covered under the property section of the BOP.
66. Identify the five categories of property that are covered under BOP.
67. Explain the special form “open peril” basis of the BOP.

68. Explain the purpose of an insurance policy exclusion.
69. Explain the limits of insurance that apply to certain categories of property.
70. Identify and briefly explain two types of deductibles.
71. Analyze the conditions under which individuals need life, health, and disability insurance.
72. Describe the needs approach and the human life value approach for determining the appropriate amount of life insurance.
73. Summarize the various types of life insurance.
74. Describe the financial impact of disability and other health-related personal loss exposures on individuals and families.
75. Summarize the distinguishing characteristics of each of the following types of disability income insurance: group, individual, and the disability income benefits provided by Social Security.
76. Summarize the distinguishing characteristics of healthcare benefits provided by each of the following sources: individual, group, and government-provided health insurance plans.
77. Explain how one's need for life, disability, and health insurance may change over time.

22. Maintain property and equipment to facilitate ongoing business activities.
23. Understand supply chain management role to recognize its need in business.
24. Participate in career planning to enhance job-success potential.
25. Acquire a foundational knowledge of promotion to understand its nature and scope.
26. Acquire a foundational knowledge of selling to understand its nature and scope.
27. Acquire product knowledge to communicate product benefits and to ensure the appropriateness of the product for the customer.
28. Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
29. Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

14. Identify Ergonomic factors that impact productivity.
15. Effectively use Calendar System, create to-do lists and set priorities.
16. Understand Office Safety for employees.
17. Understand the three main types of businesses (Sole Proprietorship, Partnership, Corporation)
18. Apply standard code of ethics.
19. Maintain confidentiality and integrity of company information.
20. Recognize the value of diversity in the workplace.
21. Understand alternative workplace environments (Telecommuting, Flex Scheduling, Virtual Offices, Shared Workspace, etc.)
22. Demonstrate effective team skills and evaluate their importance.
23. Recognize and respect the chain of command.
24. Utilize office equipment to accomplish job assignments.
25. Identify correct procedures to mail, sort, process documents/packages, postage, vendors (UPS, FedEx, USPS, DHL, etc.).
26. Identify the need for and process of how to obtain document notarization.
27. Use standard filing rules for physical files (numeric and alphabetic)
28. Prepare electronic records management system using folders/Windows file manager.
29. Be familiar with records retention schedule, records life cycle and purging/destruction procedures.
30. Research global customs as related to travel.
31. Plan and prepare for meetings (room preparation, hospitality, meeting etiquette)
32. Prepare itinerary, make all necessary travel arrangements, with awareness of time zones.
33. Complete various banking forms such as reconciliation statements, checks, deposit slips.
34. Use math skills to make daily business decisions such as budgeting, ordering supplies, inventory.
35. Use appropriate terminology for Banking, Finance, Accounting and Payroll
36. Make intelligent decisions regarding banking choices.
37. Accept constructive criticism from both peer and performance evaluations.
38. Recognize and participate in learning opportunities such as technical training, industry certification, and higher education.

Personal Finance (CTE Credit) 060170

The goal of the Personal Finance course is to help students to become financially responsible, conscientious members of society. To that end, this course develops student understanding and skills in such areas as money management, budgeting, financial goal attainment, the wise use of credit, insurance, investments, and consumer rights and responsibilities. Throughout the course, students also examine contemporary, real-world ethical dilemmas that individuals commonly encounter when managing their personal finances. Leadership development will be provided through FBLA and/or DECA.

Recommended Grade Level: 9 – 12

Recommended Credit: 1

Students will:

1. Explain the economic impact of interest-rate fluctuations.
2. Explain forms of financial exchange.
3. Identify types of currency.
4. Describe functions of money.
5. Describe sources of income.
6. Explain the time value of money.
7. Explain the purposes and importance of credit.
8. Explain legal responsibilities associated with financial exchanges.
9. Explain the nature of financial needs (e.g. college, retirement, wills, insurance, etc.)
10. Explain the need to save and invest.
11. Set financial goals.
12. Develop a personal budget.
13. Determine personal net worth.
14. Explain the nature of tax liabilities.
15. Interpret a pay stub.
16. Prepare bank account documents (e.g. checks, deposit/withdrawal slips, endorsements, etc.)
17. Maintain financial records.
18. Read and reconcile bank statements.
19. Calculate the cost of credit.
20. Demonstrate the wise use of credit.
21. Validate credit history.
22. Make responsible financial decisions.
23. Protect against identity theft.
24. Pay bills.
25. Control debt.
26. Prepare personal income tax forms.
27. Discuss the nature of retirement planning.
28. Explain the nature of estate planning.
29. Describe types of financial-services providers.
30. Discuss considerations in selecting a financial-services provider.
31. Explain types of investments.

32. Describe the concept of insurance.
33. Explain the need for ongoing education as a worker.
34. Explain possible advancement patterns for jobs.

28. Explain the nature of estate planning.
29. Describe types of financial-services providers.
30. Discuss considerations in selecting a financial-services provider.
31. Explain types of investments.
32. Describe the concept of insurance.
33. Explain the need for ongoing education as a worker.
34. Explain possible advancement patterns for jobs.

nature and scope.

18. Employ product-mix strategies to meet customer expectations.
19. Position products/services to acquire the desired business image.
20. Acquire a foundational knowledge of promotion to understand its nature and scope.
21. Understand promotional channels used to communicate with targeted audiences.
22. Plan marketing communications to maximize effectiveness and minimize costs.
23. Utilize planning tools to guide organization's/department's activities.

30. Route orders to the warehouse.
31. Describe methods for evaluating activity printouts and orders.
32. Explain factors affecting pricing decisions.
33. Verify invoice prices.
34. Acquire knowledge of all types of products.
35. Acquire knowledge of detailed pricing and costs.
36. Describe the impact of mark-up on product prices.
37. Check incoming merchandise for product damage.
38. Verify the item count of incoming merchandise.
39. Checking for errors in incoming merchandise.
40. Schedule for the arrival of incoming merchandise.
41. Discuss documentation to be signed when receiving incoming merchandise.
42. Explain types of invoices.
43. Separate product by department.
44. Follow safety precautions for lifting and moving.
45. Maintain inventory of products and supplies.
46. Discuss floor and shelf cleaning standards
47. Clean display cases.
48. Describe state and national sanitation codes.
49. Schedule cleaning/sanitation crews.
50. Explain the nature of accounts payable and accounts receivable.
51. Explain the nature of payroll expenses.
52. Process refunds and returns.
53. Handle telephone calls in a businesslike manner.
54. Demonstrate proper use of security and alarm system.
55. Prepare cash drawers.
56. Manage customer relations problems.
57. Analyze product information to identify product features and benefits.
58. Demonstrate techniques for increasing the likelihood of making sales.
59. Implement support activities to facilitate the selling process.
60. Explain marketing and its importance in a global economy.
61. Explain the concept of market and market identification.
62. Explain factors that influence customer/client/business buying behavior.
63. Track customer shopping habits.
64. Utilize information-technology tools to manage and perform work responsibilities.

Supply Chain Management 060124

This immersive course offers a comprehensive overview of global supply chain optimization, emphasizing practical strategies and tools for comprehensive supply chain planning and management. Students master the art of developing and implementing effective sourcing strategies, designing and integrating robust networks, and aligning purchasing objectives with overarching business strategy. This course integrates current real-world sourcing and supply chain scenarios through engaging news reports, thought-provoking case studies, and insights from industry experts. Students will also enhance their analytical skills by applying SWOT analysis and risk assessment/mitigation tools to real-world challenges. Leadership development opportunities are provided through DECA and/or FBLA.

Recommended Grade Level: 10 – 12

Recommended Credit: 1

Students will:

1. Explain the nature of positive customer relations.
2. Determine the relationship between government and business.
3. Discuss the nature of data mining.
4. Describe the nature of interorganizational supply chains.
5. Discuss the nature of supply chain management.
6. Describe the relationship between supply chain management and operations management.
7. Describe and implement supply chain management strategies.
8. Explain the concept of supply chain.
9. Describe supply chain networks.
10. Discuss global supply chain issues.
11. Evaluate risk factors and trends affecting supply chain systems (e.g., sustainability, political volatility).
12. Evaluate supplier performance and compliance.
13. Explain the scope of domestic and global transport systems.
14. Describe the nature of channel intermediaries for foreign markets (e.g., distributors, agents).
15. Explain the nature of change management.
16. Maintain data security.
17. Describe the nature of ethics and model ethical behavior.
18. Initiate, execute, and manage projects.
19. Prepare work breakdown structure.
20. Explain managerial considerations in organizing.
21. Describe managerial considerations in staffing.
22. Discuss managerial considerations in directing.
23. Describe the relationship among innovation, learning, and change.

Word Processing 060142

Students will develop mastery skills in operating a keyboard by touch. Students will produce standard business documents with speed and accuracy using industry-standard software. The student will apply techniques for composing, proofreading, editing, word division, capitalization, and punctuation of mailable copies of letters, business forms, spreadsheets, graphics, graphs, charts, and databases. Application is a vital part of this course. Students will also research career opportunities in computer-related careers. Leadership will be provided through FBLA and/or DECA.

Recommended Grade Level: 9 – 12

Recommended Credit: 1

Students will:

1. Demonstrate correct technique in operating the keyboard, use skill-building drills to increase accuracy and speed
2. Apply language rules, proofreader's marks, and reference materials.
3. Apply basic and advanced formatting procedures and manipulate data in the following: letters, reports, tables spreadsheets, graphics, graphs and charts, and databases.
4. Identify steps in the word processing cycle; and define and use terminology associated with office automation concepts.
5. Create or simulate electronic and telecommunications in the following: voice, data, image, text, and video; and create desktop publishing documents.
6. Compose documents using basic formatting guidelines.
7. Research and analyze career opportunities in computer-related careers.
8. Complete a career portfolio which includes a letter of application, an employment application, a letter of reference, a resume, interviewing techniques, a follow-up letter, and a letter of resignation.
9. Develop good work habits and a work ethic that impacts success at school and in the workplace.
10. Utilize activities of FBLA as an integral component of course content and leadership development.
11. Demonstrate employability and social skills relative to the career cluster.
12. Apply math and communication skills within the technical content.