

# Business Management

## ACADEMIC SKILLS

### AA SPEAKING AND LISTENING

AA1 Utilize effective verbal and non-verbal communication skills

AA2 Participate in conversation, discussion and group presentations

AA3 Communicate and follow directions/procedures

AA4 Utilize speaking and listening skills to communicate effectively with customers and co-workers

### AB READING AND WRITING

AB1 Locate and interpret written information

AB2 Read and interpret workplace documents, e.g., reports, manuals, schematics, flowcharts, tables, graphs

AB3 Identify relevant details, facts and specifications

AB4 Record information accurately and completely

AB5 Demonstrate competence in organizing, writing and editing using correct vocabulary, spelling, grammar and punctuation

AB6 Demonstrate the ability to write clearly and concisely using industry-specific terminology

### AC CRITICAL THINKING AND PROBLEM SOLVING

AC1 Utilize critical-thinking skills to determine best options/outcomes, e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning

AC2 Utilize innovation and problem-solving skills to arrive at the best solution for the current situation

AC3 Implement effective decision-making skills

### AD MATHEMATICS

AD1 Perform basic and higher-level math operations, e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios, numbering systems

AD2 Solve problems using measurement skills, e.g., distance, weight, area, volume

AD3 Make reasonable estimates

AD4 Use tables, graphs, diagrams and charts to obtain or convey information

AD5 Use reasoning and problem-solving skills in mathematics

## **AE FINANCIAL LITERACY**

AE1 Locate, evaluate and apply personal financial information

AE2 Identify the components of a budget and how one is created

AE3 Set personal financial goals and develop a plan for achieving them

AE4 Describe types of financial service providers and considerations in selecting a provider

AE5 Demonstrate ability to meet financial obligations

## **AF INTERNET USE AND SECURITY**

AF1 Recognize the potential risks associated with internet and social media use

AF2 Identify and apply internet security practices, e.g., password security, login, logout, log off, lock computer

AF3 Practice safe, legal and responsible use of technology in the workplace

## **AG INFORMATION TECHNOLOGY**

AG1 Use technology appropriately to enhance professional presentations

AG2 Demonstrate effective, appropriate and ethical use of social media

AG3 Identify ways social media can be used as marketing, advertising and data gathering tools

## **AH TELECOMMUNICATIONS**

AH1 Select and utilize the appropriate environment, devices, services and applications to complete workplace tasks

AH2 Demonstrate appropriate etiquette when using telecommunications, e.g., cell phone, e-mail, messaging services, online meetings, conference calls

# EMPLOYABILITY SKILLS

## EA POSITIVE WORK ETHIC

EA1 Explain the importance of pride and confidence about work and learning new tasks

EA2 Demonstrate consistent and punctual attendance

EA3 Demonstrate initiative in assuming tasks

EA4 Exhibit dependability in the workplace

EA5 Take and provide direction in the workplace

EA6 Accept responsibility for personal decisions and actions

## EB INTEGRITY

EB1 Abide by workplace policies and procedures, e.g., safety, internet and cell phone use, code of conduct

EB2 Demonstrate honesty and reliability

EB3 Demonstrate ethical characteristics and behaviors

EB4 Maintain confidentiality and integrity of company information

EB5 Support the mission and vision of the company

## EC SELF-REPRESENTATION

EC1 Demonstrate appropriate dress and hygiene in the workplace

EC2 Use language and manners suitable for the workplace

EC3 Demonstrate polite and respectful behavior toward others

## ED TIME, TASK AND RESOURCE MANAGEMENT

ED1 Plan and follow a work schedule

ED2 Complete work tasks successfully with minimal supervision

ED3 Work successfully within budgetary constraints

ED4 Demonstrate ability to stay on task to produce high-quality deliverables on time

## **EE DIVERSITY AWARENESS**

EE1 Define and differentiate diversity, equity, inclusion, discrimination and harassment

EE2 Work effectively with all customers and co-workers

EE3 Explain the benefits of diversity within the workplace

EE4 Explain the importance of respect for the feelings, values and beliefs of others

EE5 Identify strategies to bridge cultural/generational differences and use differing perspectives to increase the overall quality of work

EE6 Illustrate techniques for eliminating bias and stereotyping in the workplace

EE7 Identify ways tasks can be structured to accommodate the diverse needs of workers

EE8 Recognize the challenges and advantages of a global workforce

## **EF TEAMWORK**

EF1 Recognize the characteristics of a team environment and conventional workplace

EF2 Demonstrate effective team skills, e.g., setting goals, listening, following directions, questioning, dividing work, conflict resolution, meeting facilitation, and evaluate their importance in the workplace

## **EG CREATIVITY AND RESOURCEFULNESS**

EG1 Explain the importance of contributing and conveying new ideas in the workplace

EG2 Describe the importance of posing questions when developing ideas

EG3 Explain the value of varying ideas and opinions

EG4 Locate and verify information during the creative process

## **EH CONFLICT RESOLUTION**

EH1 Identify conflict resolution skills to enhance productivity and improve workplace relationships

EH2 Implement conflict resolution strategies and problem-solving skills

EH3 Explain the use of documentation and its role as a component of conflict resolution

## **EI CUSTOMER/CLIENT SERVICE**

EI1 Recognize the importance of and demonstrate how to properly greet/approach customers and clients

EI2 Identify and address needs of customers/clients

EI3 Provide helpful, courteous and knowledgeable service

E14 Identify appropriate channels of communication with customers/clients, e.g., online, phone call, face-to-face

E15 Identify techniques to seek and use customer/client feedback to improve company services

E16 Explain the relationship between customer/client satisfaction and company success

## **EJ ORGANIZATIONS, SYSTEMS AND CLIMATES**

EJ1 Define profit and identify factors affecting the profitability of a business

EJ2 Identify "big picture" issues in conducting business, e.g., forecasting, global market, risk management

EJ3 Identify roles in fulfilling the mission of the workplace

EJ4 Identify the rights of workers, e.g., adult and child labor laws, and other equal employment opportunity laws

EJ5 Recognize the chain of command, organizational flow chart system and hierarchy of management within an organization

## **EK JOB ACQUISITION AND ADVANCEMENT**

EK1 Recognize the importance of maintaining a job and pursuing a career

EK2 Define jobs associated with a specific career path or profession

EK3 Identify and seek various work experience opportunities, e.g., volunteerism, internships, co-op, part-time/full-time employment

EK4 Prepare a resume, cover letter and job application

EK5 Prepare for and participate in a job interview, e.g., research company, highlight personal strengths, prepare questions, conduct a mock interview, dress appropriately

EK6 Explain the components of a successful job interview

EK7 Identify key factors to evaluate employment offers, e.g., salary, benefits packages

EK8 Explain the proper procedure for leaving a job

## **EL LIFELONG LEARNING**

EL1 Acquire current and emerging industry-related information

EL2 Demonstrate commitment to learning as a life-long process and recognize learning opportunities

EL3 Identify various self-improvement opportunities

EL4 Explain the importance of adaptability in career planning and self-management, e.g., diverse portfolio, credentials, professional development

EL5 Employ leadership skills to achieve workplace objectives, e.g., personal vision, adaptability, change, shared vision

EL6 Recognize the importance of job performance evaluation and coaching as it relates to career advancement

EL7 Accept and provide constructive criticism

EL8 Describe the impact of the global economy on jobs and careers

## **EM JOB SPECIFIC TECHNOLOGIES**

EM1 Identify the value of new technologies and their impact on driving continuous change and the need for lifelong learning

EM2 Research and identify emerging technologies for specific careers

EM3 Select appropriate technological resources to accomplish work

## **EN HEALTH AND SAFETY**

EN1 Identify and assume responsibility for the safety of self and others

EN2 Follow safety guidelines in the workplace, e.g., OSHA, CDC

EN3 Explain the impact of personal health and wellness on job performance

# OCCUPATIONAL SKILLS

## OA BUSINESS LAW

OA1 Acquire foundational knowledge of business laws and regulations to understand their nature and scope

OA2 Apply knowledge of business ownership to establish and continue business operations

## OB COMMUNICATION SKILLS

OB1 Read to acquire meaning from written material and to apply the information to a task

OB2 Apply verbal skills to obtain and convey information

OB3 Record information to maintain and present a report of business activity

OB4 Write internal and external business correspondence to convey and obtain information effectively

OB5 Use social media to communicate with a business's stakeholders

OB6 Communicate with staff to clarify workplace objectives

## OC CUSTOMER RELATIONS

OC1 Foster positive relationships with customers to enhance company image

OC2 Resolve conflicts with/for customers to encourage repeat business

OC3 Reinforce company's image to exhibit the company's brand promise

## OD ECONOMICS

OD1 Understand fundamental economic concepts to obtain a foundation for employment in business

OD2 Understand the nature of business to show its contributions to society

OD3 Understand economic systems to be able to recognize the environments in which businesses function

OD4 Acquire knowledge of the impact of government on business activities to make informed economic decisions

OD5 Analyze cost/profit relationships to guide business decision-making

OD6 Understand economic indicators to recognize economic trends and conditions

OD7 Understand global trade's impact to aid business decision-making

## **OE EMOTIONAL INTELLIGENCE**

OE1 Develop personal traits to foster career advancement

OE2 Apply ethics to demonstrate trustworthiness

OE3 Identify with others' feelings, needs and concerns to enhance interpersonal relations

OE4 Manage stressful situations to minimize potential negative impact

OE5 Implement teamwork techniques to accomplish goals

OE6 Employ leadership skills to achieve workplace objectives

OE7 Manage internal and external business relationships to foster positive interactions

## **OF FINANCIAL ANALYSIS**

OF1 Understand the fundamental principles of money needed to make financial exchanges

OF2 Analyze financial needs and goals to determine financial requirements

OF3 Manage personal finances to achieve financial goals

OF4 Understand the use of financial service providers to aid in financial goal achievement

OF5 Use investment strategies to ensure financial well-being

OF6 Use risk management products to protect a business's financial well-being

OF7 Acquire a foundational knowledge of accounting to understand its nature and scope

OF8 Implement accounting procedures to track money flow and to determine financial status

OF9 Acquire a foundational knowledge of finance to understand its nature and scope

OF10 Manage financial resources to ensure solvency

## **OG HUMAN RESOURCES MANAGEMENT**

OG1 Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope

OG2 Manage staff growth and development to increase productivity and employee satisfaction

## **OH INFORMATION MANAGEMENT**

OH1 Acquire a foundational knowledge of information management to understand its nature and scope

OH2 Utilize information technology tools to manage and perform work responsibilities



OH3 Apply data mining methods to acquire pertinent information for business decision-making

OH4 Maintain business records to facilitate business operations

OH5 Acquire information to guide business decision-making

## **OI MARKETING**

OI1 Understand marketing's role and function in business to facilitate economic exchanges with customers

OI2 Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making

## **OJ OPERATIONS**

OJ1 Understand operation's role and function in business to value its contribution to a company

OJ2 Adhere to health and safety regulations to support a safe work environment

OJ3 Implement safety procedures to minimize loss

OJ4 Implement security policies/procedures to minimize the chance for loss

OJ5 Comply with security rules, regulations and codes, e.g., property, privacy, access, confidentiality, to protect customer and company information, reputation and image

OJ6 Utilize project management skills to improve workflow and minimize costs

OJ7 Implement purchasing activities to obtain business supplies, equipment, resources and services

OJ8 Understand production's role and function in business to recognize its need in an organization

OJ9 Maintain property and equipment to facilitate ongoing business activities

OJ10 Understand supply chain management role to recognize its need in business

OJ11 Implement quality control processes to minimize errors and to expedite workflow

## **OK PROFESSIONAL DEVELOPMENT**

OK1 Acquire self-development skills to enhance relationships and improve efficiency in the work environment

OK2 Understand and follow company rules and regulations to maintain employment

OK3 Utilize critical thinking skills to determine best options/outcomes

OK4 Participate in career planning to enhance job success potential

OK5 Implement job seeking skills to obtain employment

OK6 Utilize career advancement activities to enhance professional development

## **OL STRATEGIC MANAGEMENT**

OL1 Recognize management's role to understand its contribution to business success

OL2 Utilize planning tools to guide organization's/department's activities

OL3 Identify potential business threats and opportunities to protect a business's financial well-being

## **OM CHANNEL MANAGEMENT**

OM1 Acquire foundational knowledge of channel management to understand its role in marketing

## **ON ENTREPRENEURSHIP**

ON1 Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy

ON2 Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures

## **OO KNOWLEDGE MANAGEMENT**

OO1 Acquire a foundational understanding of knowledge management to understand its nature and scope

## **OP PRICING**

OP1 Develop a foundational knowledge of pricing to understand its role

## **OQ PRODUCT/SERVICE MANAGEMENT**

OQ1 Acquire a foundational knowledge of product/service management to understand its nature and scope

OQ2 Generate product ideas to contribute to ongoing business success

OQ3 Employ product mix strategies to meet customer expectations

OQ4 Position company to acquire desired business image

## **OR PROMOTION**

OR1 Acquire a foundational knowledge of promotion to understand its nature and scope

OR2 Understand promotional channels used to communicate with targeted audiences

## OS QUALITY MANAGEMENT

OS1 Understand the role and function of quality management to obtain a foundational knowledge of its nature and scope

## OT QUALITY MANAGEMENT

OT1 Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI)